

Print Ad Campaign - Bang & Olufsen

PROVISIONAL AUDIENCE

Demographic

- Age: 25-35
- Gender: both male and female
- Income level: upper-class
- Occupation: well-established careerists (businessmen/businesswomen, managers, etc.)

Geographic

- Worldwide

Behavioral

- Frequent air travel passengers - likelihood to occupy business-class seats.
- Prioritizes product design, quality, and experience over price (Hodgson 2017).
- Active social media and technology users (Ordun 2015).

Psychographic


- Ambitious, self-motivated, and high-achieving (PwC 2011; LinkedIn & Ipsos 2015).
- Cherishes music as an enhancing source for creative inspiration, mood-booster, and comfort amidst a busy lifestyle (Bang & Olufsen 2019; Landrum 2017; Saldana 2016)
- Seeks for exclusive headphone products/experiences that define who they are as unique individuals (Ordun 2015).
- Luxury goods are rewards to please the target audience (TA), not for show-off (Van Paris 2015).
- Environmentally conscious; displays interest in sustainable brands (Nielsen 2015; Woodworth 2022).

Based on Maslow's Hierarchy of Needs, Bang & Olufsen (B&O) aims to satisfy the **self-esteem** and **self-actualization** stages. The TA's sense of accomplishment and pride is fulfilled when owning a world-class headphones. Moreover, since the H95's price tag is not affordable to the mass market, the product becomes exclusive and high-end - which provokes the TA's desire to seek the "best" headphone possible. With superior comfort and sound quality, the BEOPLAY H95 headphone enables the TA to immerse themselves in their own musical world - besides depicting an affirmation of the TA's elite status without becoming too obvious (Hodgson 2017).

COMPETITIVE ANALYSIS

Key competitors in the market:

Brand/product	Strengths	Weaknesses
<p>B&O Beoplay H95</p> 	<ul style="list-style-type: none"> Elegant design; crafted in an impeccable manner (Tambini 2022). Exceptional and refined audio quality (Tambini 2022). Decent adaptive noise cancellation (Tambini 2022). Long battery life after a single charge - 38 hours with noise-cancellation and 50 hours without (Lucas 2020; Stark 2021). Comfortable product experience with leather earpads and flexible headband (What Hi-Fi? 2020). 	<ul style="list-style-type: none"> Significantly more expensive (Stark 2021). No auto-pause feature (Tambini 2022). Bulky case - inconvenient for storage and carry-on luggage (Stark 2021).
<p>Sony WH-1000XM4</p> 	<ul style="list-style-type: none"> Diverse sound customization and equalization feature (Spurrell 2021; Villas-Boas 2020). Lightweight (Villas-Boas 2020). Soft and comfortable product experience (Villas-Boas 2020). Fast battery recharge time (Molina 2022a). 	<ul style="list-style-type: none"> Double-tap pause feature does not always work (Molina 2022a). Plummeting battery life compared to previous versions: 20 hours with active noise cancellation (Molina 2022a). Sufficient noise-cancellation feature (Spurrell 2021).
<p>Bose NC 700</p> 	<ul style="list-style-type: none"> Outstanding active noise canceling feature (Molina 2022a). Modern and sleek design (Molina 2022b). 	<ul style="list-style-type: none"> Leak some noises while using (McPhail, Fischer & Khong 2020). No folding hinges (Molina 2022b).

<p>Apple Airpods Max</p> 	<ul style="list-style-type: none"> • Premium design and build quality (Molina 2022b). • Decent sound quality with no distortion (Molina 2022c). • Outstanding active noise-canceling and transparency mode (Molina 2022c). • Accurate touchpad and proximity sensors (Steiner 2020). 	<ul style="list-style-type: none"> • Bulky case; not travel-friendly (Steiner 2020). • Lack of an on/off switch - highly dependent on the case to save battery life (Steiner 2020). • Inefficient protective case (Steiner 2020). • No USB port (Steiner 2020). • Proximity sensors and voice assistant activation don't work on Android or Windows (Molina 2022c). • Uncomfortable product experience due to metal earcup (Spurrell 2021).
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The majority of electronic brands' advertisements - especially print ads - emphasize the functional benefits or the fashionable appearance of their products (Ads of The World 2021). Therefore, B&O adopts a different approach by showcasing the emotional benefits/values of the H95 headphone to the TA (Hodgson 2017).

RESEARCH

Research goals

RQ1: What are the reasons that urged the TA's decision to use headphones?

RQ2: What are the TA's criteria when selecting their ultimate headphones?

RQ3: What are the distracting factors when the TA traveled by plane?

Research method

Secondary research

Research findings

RQ1:

- Using headphones can deliver stronger emotional engagement with music and provide an escape from noisy and chaotic surroundings (Landrum 2017).
- 61% of millennials claimed that listening to music with headphones improved their productivity, concentration, and happiness (Gao 2019).
- In fact, productivity enhances by 43% among people who used headphones, while anxiety is reduced by 65% (Auld 2018; Nelson 2017).

RQ2:

- Aesthetically pleasing
- Generously padded ear cushions and headband
- Lightweight, yet durable
- Audio quality; no sound leakage
- Sturdy headband that does not fall off while using (Tambini 2021).
- Type of headphones: in-ear, on-ear, over-ear, wired, wireless, active noise cancellation, or passive noise isolation based on commuting/traveling needs (Datta 2021; Lucas 2020).

RQ3:

- Cabin noises (Bose n.d.).
- Talkative passengers (Agoda 2018).
- Overwhelming stress/fear of flying (Anxiety & Depression Association of America n.d.)

PERSONA MAP

Younger millennials (25-29 years old)

Annie



Age: 27

Occupation: Creative Director

Monthly income: 5,000 USD

Marital status: Single

Location: Tokyo, Japan

About:

Being a typical early achiever, Annie had many career promotion opportunities at a young age. She spends most of the time working, as well as navigating creative inspirations for her upcoming campaigns. Hence, she usually wears headphones with background music to increase concentration and motivation during brainstorming sessions.

Concern:

She received many complaints that the current headphone is leaking substantial noises - which distracted surrounding colleagues from working efficiently. Moreover, after long periods of usage, those headphones became too heavy and uncomfortable to wear.

Need:

Lucy is looking for an extra-comfy headphone with minor noise leakage to accompany her throughout long hours of work.

Older millennials (30-35 years old)

Luke



Age: 35

Occupation: Management Consultant

Monthly income: 12,000 USD

Marital status: Married with 1 child

Location: New York City, U.S.

About:

Aside from being a well-established individual, Luke's job position requires him to travel abroad frequently. He wears headphones with background music on the plane to calm down his flying anxiety, as well as the noises from other passengers that interrupt him from relaxing. Moreover, Luke possesses high taste of music and aesthetic.

Concern:

Luke's current NC headphones can only block distracting cabin noises partially. In addition, he is not satisfied with its' cheap-looking design and materials, as this headphones' earcups fall off easily while packing it into the luggages.

Need:

Luke is seeking a durable, meticulously-crafted headphones with exceptional noise-canceling feature that can fulfill his passion for beautiful sound, as well as his high-profile status.

APPROACH TO COPY

Psychological triggers

Push factor/pain point

Fear of conformity (not being able to stand out from the crowd).

Pull factor

B&O's H95 headphones promise an unprecedented and exclusive sound experience that the TA can not find anywhere else.

Creative techniques

Exaggeration: this technique is employed in both the poster and the brochure's cover. While the human ear does not have the literal ability to fly, the visual implies wearing a B&O's H95 brings an ecstatic experience to the audience's ears/

Theoretical framework

AIDCA

Attention: an enticing visual with a bold, creative headline to capture the TA's attention.

Interest: presents relevant and familiar situations that the TA is facing to generate interest (Griffin 2012).

Desire: illustrates outstanding features and alluring emotional benefits of the H95 headphone to provoke the TA's desire of discovering more about the product.

Conviction: guarantees the superb quality of the product by incorporating credible testimonials.

Action: urges the TA to contact B&O to experience and purchase the H95 product.

Persuasive theory

Pathos: by denoting the elated and relaxing experience of the TA (both visuals and copy) while using the product, the brochure might convince the readers to experience and purchase the H95 headphones with a positive impression

Ethos: by providing testimonials from a reputable magazine such as Forbes in order to build reliability and validate the product's quality among the TA.

LITERARY DEVICES AND LANGUAGE APPROACH

Literary devices

Pun is executed in the headline. This literary device involves using homophones - words with similar or identical pronunciations but with different meanings - in a witty manner to achieve the comical effect, and/or memory strength among the TA (Lippman & Dun 1999). In this case, the headline creatively combined two similarly-sounded words "heaven" and "haven" together to establish the word "h(e)aven" - which suggests double features that the H95 headphones are supposed to bring to the TA in one sentence: to provide epic, heaven-like sound quality alongside a safe haven for them to be comfortable in their own skin.

Metaphor is tactically employed throughout the visual and copy by associating the product's qualities with "heaven", "safe haven", "dream", and a flying ear to make the H95 become more relatable and appealing to the TA. Similarly, the sub-headline "Your rainbow is vanishing" is a metaphor that can generate a shock effect, before introducing the TA's pain point narratives. As stated by Baranuee *et al.* (2019), metaphor indicates a figure of speech that implicitly compare non-similar things for the rhetorical and vibrant effect of the text.

Alliteration is incorporated in the headline and brochure's copy through “**elevate** your music **experience**”, as well as the phrase “From **Beethoven** to **Britney Spears**”, “**prevailing praise**”, “**Lasts Long**” and “**safe & sound**” which elaborated on how the TA can enjoy their music preferences to the fullest. Identifies as the repetition of two or more nearby words of initial consonant sounds, alliteration strives to yield the reader's attention, signify a coherent theme, amplify the text's mood and motion, as well as strengthen the TA's recall ability through witty rhymes (Nizomova 2021).

Tones of voice

Since B&O's mission is to deliver refined, human-centric, innovative, and revolutionary products, the brand's tones of voice are **imaginative**, **luxurious**, and **authentic**. The brochure employs memorable languages/contexts that evoke the TA's feelings, memory, and curiosity. Even though sophistication is implemented to highlight H95 headphones' superior qualities, the campaign remains consistent with the brand's purpose with calm statements proven by credible facts (Bang & Olufsen 2019).

REASON FOR THE TA TO KEEP THE BROCHURE

The brochure appeals to the TA who strive to purchase the finest headphone on the market when it comes to aesthetic and quality aspects, and in general - elevate their overall lifestyles and experiences. In other words, it presents the product's features in an informative and interesting way, alongside captivating and suggestive visuals that might drive the TA's imagination about how the H95 headphones can add value to their lives. While these tactics can set B&O ahead of other rivals, the TA can keep the brochure for **comparison** and **reference** purposes.

RELEASING TIME FOR THE BROCHURE AND POSTER

The campaign will be launched from the beginning of **December 2022** to **New Year 2023** - the **holiday period** that urges the target audience to seek a reward/gift after a strenuous, hardworking year (McQueen 2020).

PLACE OF DISTRIBUTION

Poster distribution

- Airports
- Shopping malls
- 5-stars hotel
- Travel, fashion, technology magazines
- B&O's Facebook & Instagram

Brochure distribution

- Airports
- Shopping malls
- Electronic retailers
- Office building reception areas
- 5-stars hotel
- Gyms

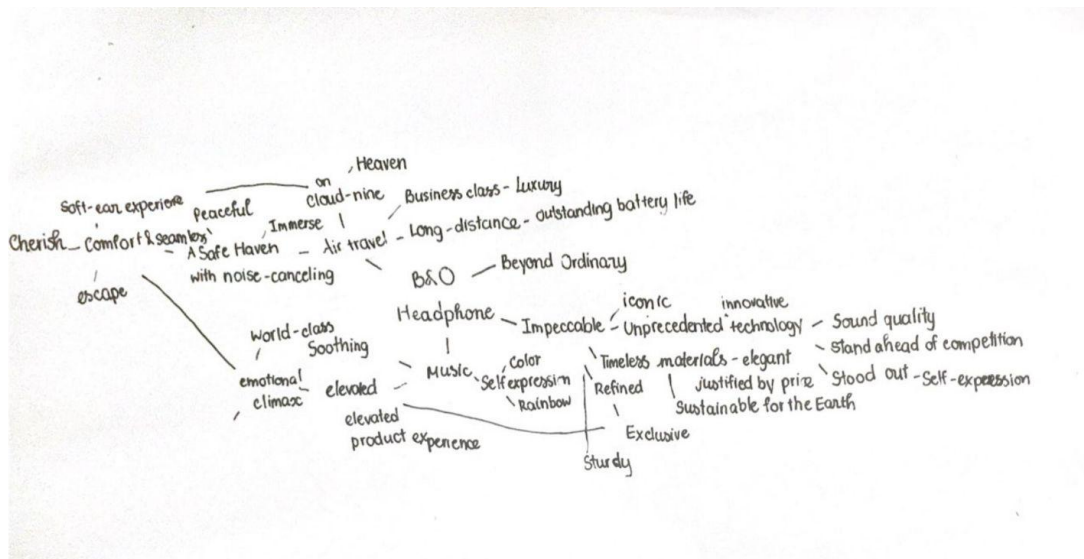
WORKFLOW PROCESS

Research

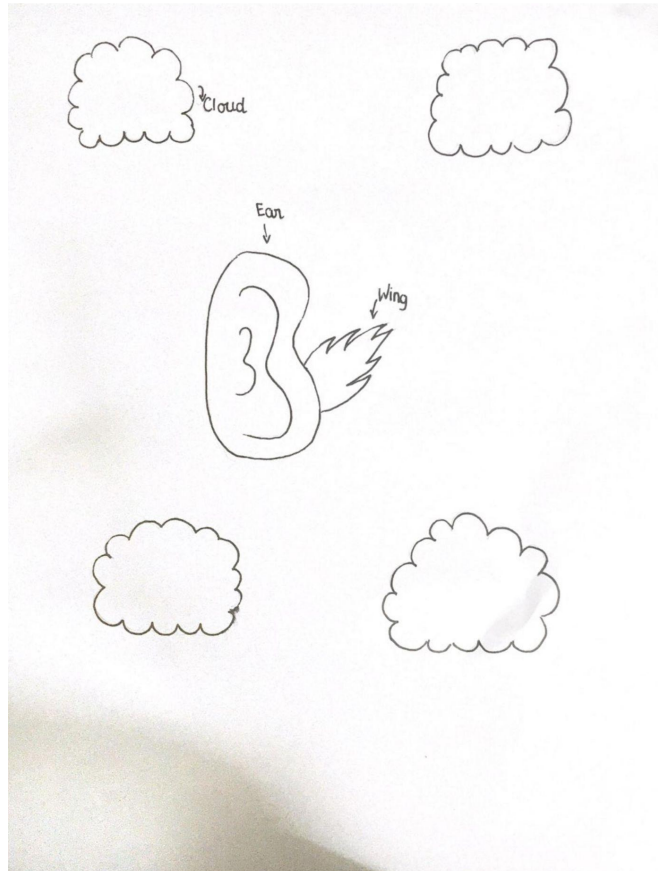
After selecting the appropriate brief, I analyzed it further with my lecturer to comprehend the campaign's goals. Next, I conducted secondary research to dissect B&O's brand personality, tone of voice, the H95 headphone product, as well as the TA. Moreover, I browsed Deck of Brilliance to navigate appropriate creative approaches for the campaign.

Brainstorming ideas

With a basic understanding of the brief, the brand, the TA, and the creative direction, I facilitated the brainstorming process using the brain cartography method recommended by my lecturer.



After the activity, I came up with the key visual's idea of a flying ear surrounded by the sky - as I associated the product's experience with "being on cloud nine".



Regarding the headline, I initially proposed "Comfort Is The New Luxury", and "Luxury Can Be Seamless" but my lecturer rejected them. Then, I analyzed many elements/words that can be linked with the word "comfort", and the word "haven" came to mind since it matches the product's promised emotional values. Finally, I combined the word "haven" and "heaven" - which is also synonymous with the idiom "on-cloud nine" - to initiate the final headline "Unveil Your H(e)aven".

Poster

In order to effectively communicate my creative concept, I searched for inspiration on Behance, Pinterest, and the brand's website. Then, I turned my rough sketch into a digital poster version using Adobe Illustrator and Photoshop.



Even though I conformed to the brand's original color tone, I realized that some elements in the posters are still ambiguous. Therefore, I resketched the clouds and the wings surrounding the ears, searched for the B&O's brand guide to identify fonts that are implemented throughout previous communication texts, and added supplemental colors to make the visual more appealing.

After asking for my friends' and classmates' opinions, this is the final draft.



Brochure

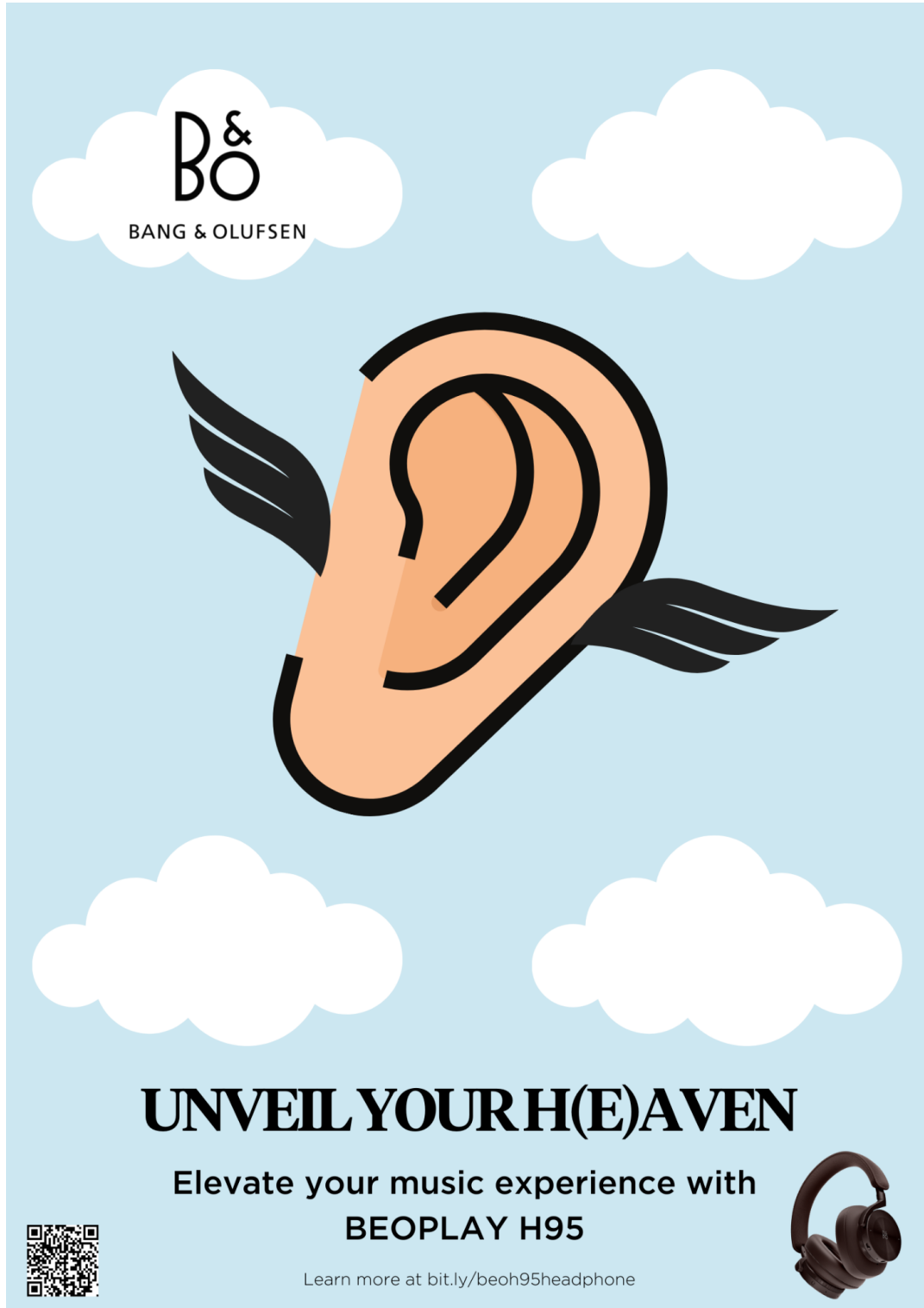
For the copy, I attempted to establish the connection between the key idea “heaven/haven”, the visual, and the copy through phrases like “Beyond Ordinary”, “on cloud-nine”, “sound like a dream”, “take your ears to new heights”, and “safe and sound”. While the first page introduced familiar situations that represented the TA’s pain points that might yield their initial empathy and curiosity, the second page listed all the contact information of B&O to make the purchase decision more seamless. The third page is an adaptation of the poster’s visual with the “Unveil The H(e)aven” headline and the key message. Finally, all the remaining pages indicated the product’s emotional benefits and testimonials from credible sources.

Since the brochure’s purpose is to encourage the target customers to experience and purchase the H95 headphone, I provided ample information about the product as well as the emotional values it can provide. This approach can differentiate B&O’s H95 headphones in the market, and keep it ahead of the competition.

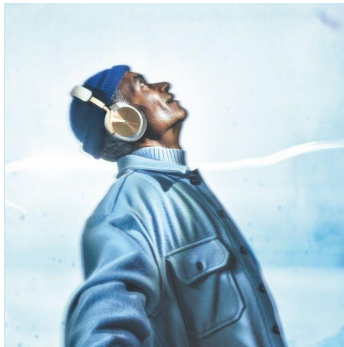
Regarding the visual, I adapted the poster format and browsed for already available images of the H95 published by the brands that fitted the “on-cloud nine” theme.

FINAL WORK

Poster



Brochure




THE RAINBOW IS VANISHING

Humanities function like a rainbow. Each individual is born with a distinguished color.

Unfortunately, we lived in an age where diversity is no longer embraced. Nowadays, everyone wears a mask, purchases mass-produced items, abides by boring etiquettes, and depletes with endless hours of work. Seems like there is nothing that can set you apart from the sluggish crowd.

The fear to stay within the boundaries of society prevented you to reach for the horizon. All you want is an escape that allows your soul to be free, be true, and be you.




TAKE YOUR EARS TO NEW HEIGHTS

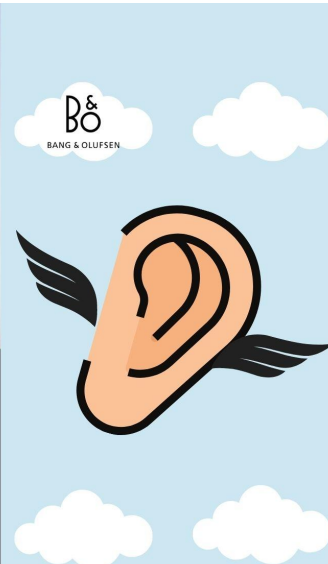
Learn more about B&O's H95 at:

bit.ly/beoh95headphone

<https://www.facebook.com/bangolufsen/>


<https://www.instagram.com/bangolufsen/>

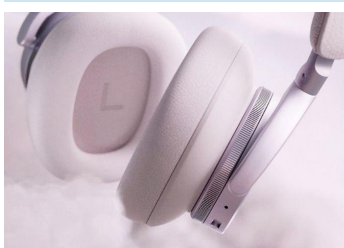




UNVEIL YOUR HE(A)VEN

Elevate your music experience with BEOPLAY H95





BEYOND ORDINARY

Magical Sound


Get mesmerized with pinnacle audio quality. Constructed with world-class titanium, H95's drivers are optimized to produce enriched details that can't be heard elsewhere.

One Charge, Lasts Long

With active noise cancellation, BEOPLAY H95 delivers non-stop listening for up to an incredible 38 hours. That's a flight from New Delhi to New York and vice versa.

Surreal Comfort

Cherish your ears with impeccable lambskin earcups - embrace by generously-padded memory foam cushion. Combine with a lightweight aluminum frame, the H95 will take your senses on cloud nine.



SAFE & SOUND


From Beethoven to Britney Spears. From home to commute. Be comfortable with your own skin with BEOPLAY H95's five levels of active noise canceling. Put the chaos on pause no matter where you are.

H95 is crafted with timeless materials that can last for generations. When you take the headphones off, a sturdy carrying case will keep them protected, and stay premium along your movements.

PREVAILING PRAISE

"The BEOPLAY H95's designers have done a fabulous job of creating a pair of ANC headphones that are super comfortable to wear and sound like a dream."

Forbes



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