

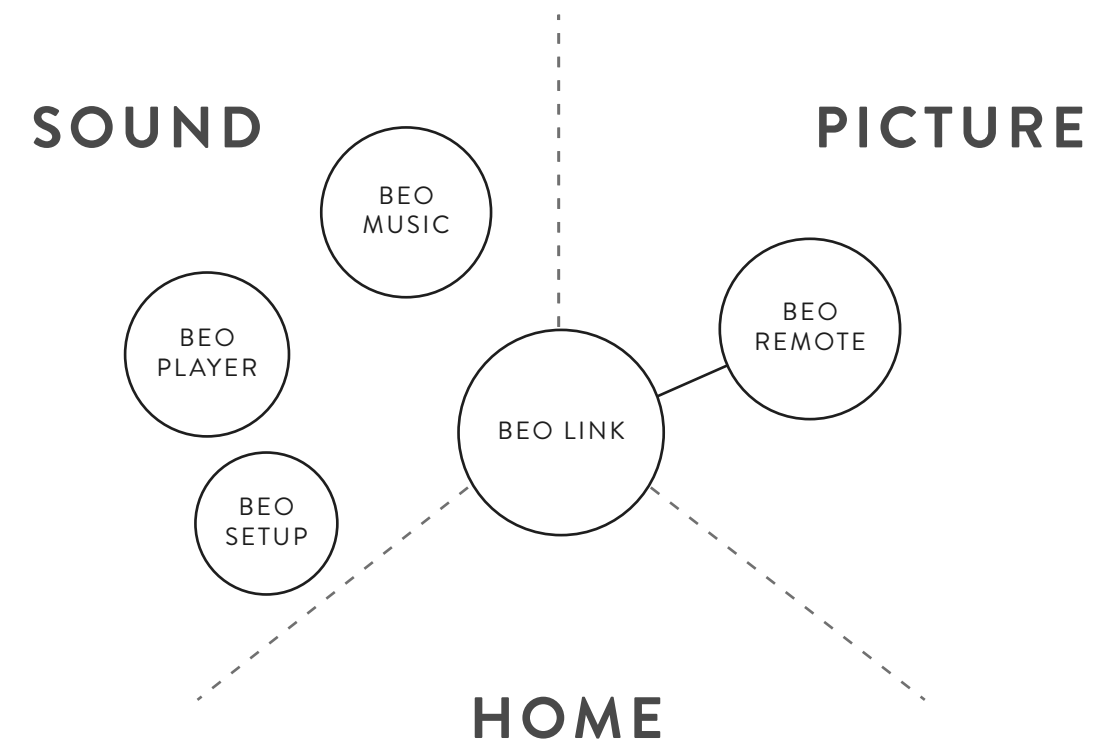


BANG & OLUFSEN



*WE ARE PROPOSING A MOBILE APP PAIRED WITH ONLINE  
PLATFORM FOR BANG & OLUFSEN THAT FACILITATES  
PRODUCT ADOPTION & USE, CREATING A PERSONALIZED  
EXPERIENCE FOR INDIVIDUAL CUSTOMERS THAT WILL  
FOSTER ONGOING ASSOCIATION WITH THE BRAND*





## BUSINESS PROBLEM

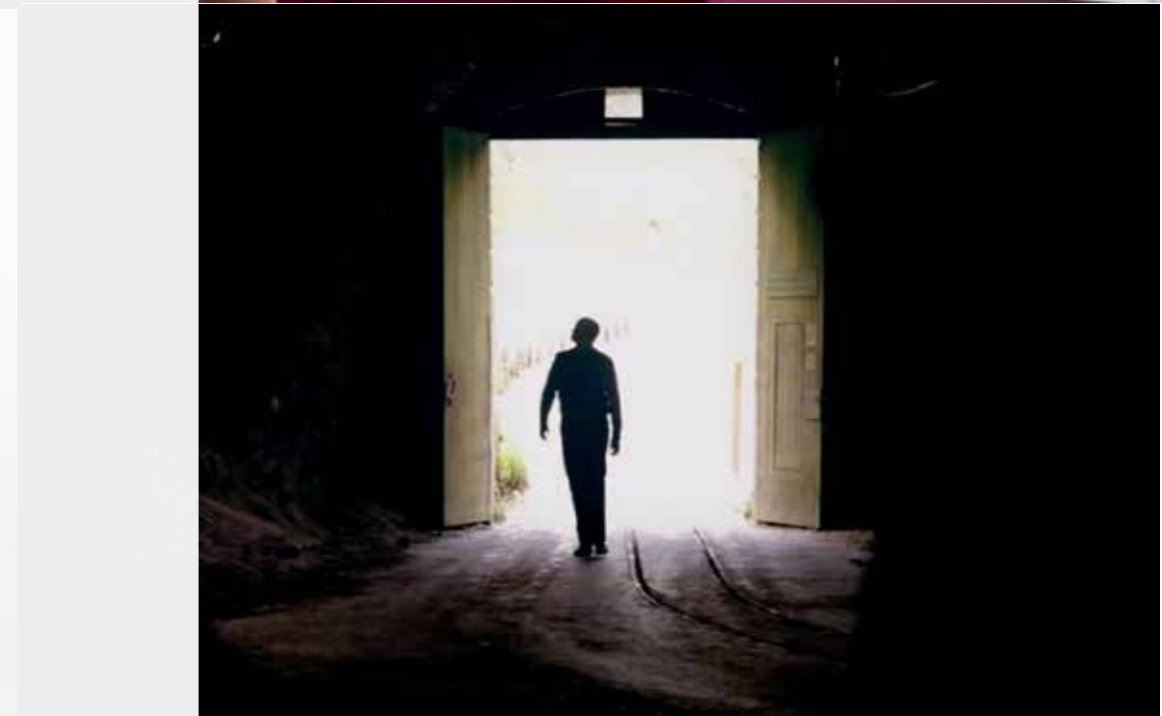
BOTH THE NUMBER AND COMPLEXITY OF STEPS INVOLVED WITH CONTROLLING BANG & OLUFSEN'S PRODUCTS THROUGH THEIR CURRENT ECOSYSTEM OF APPS HAS BECOME A FRICTION POINT FOR CUSTOMERS.





THE RECENT EXPANSION OF THEIR MARKET  
INCLUDES THOSE WHO ARE MORE CRITICAL OF  
LUXURY BRANDS. THERE IS AN OPPORTUNITY TO  
BUILD TRUST THROUGH GIVING PERSONAL  
CONTROL OF PRODUCTS WHILE IN STORE.





## WHAT MOVES YOU?

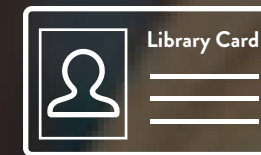
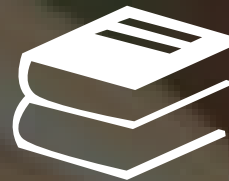
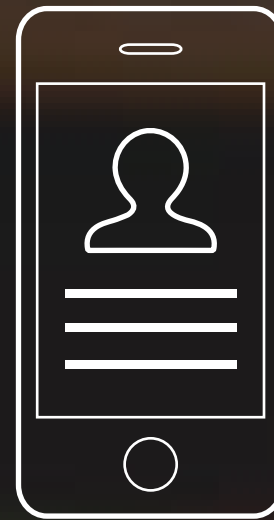
THE 'WHAT MOVES YOU' CAMPAIGN IS A VALUABLE ASSET TO THE BRANDS IMAGE AS IT COULD BE USED TO FACILITATE THE CUSTOMERS INTERACTION WITH THE SALESPERSON; BRINGING IT DOWN TO A PERSONAL LEVEL.

**"PEOPLE MAY PREFER KNOWING THERE'S ANOTHER PERSON  
PUTTING TOGETHER THEIR PLAYLISTS - IT'S HARD TO MAKE A  
PERSONAL CONNECTION WITH AN ALGORITHM"**

**- MILES RAYMER**

# TRANSFORMATIONAL METAPHOR

ASPECTS OF A LIBRARY





IDENTITY



CONTROL



Opening

BANG & OLUFSEN

ENGAGE BANG & OLUFSEN'S CUSTOMERS  
ACROSS THEIR JOURNEY WITH THE  
BRAND BY CURATING A PERSONALIZED  
EXPERIENCE THEY CAN CONTROL





PRE-STORE  
**CAPTIVATE**

IN-STORE  
**ENGAGE**

POST-STORE  
**INTEGRATE**

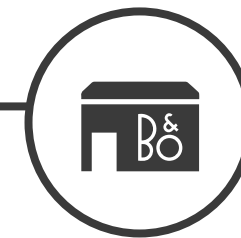
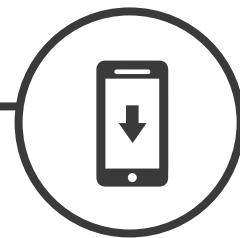
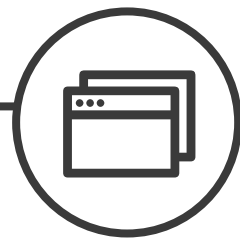
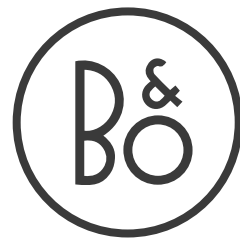
I AM AWARE  
OF B&O

I BROWSE  
THE WEBSITE

I DOWNLOAD  
APPLICATION

I PLAN FOR A  
VISIT IN STORE

I VISIT THE  
STORE



I INTERACT WITH  
AN EXPERIENCE  
EXPERT

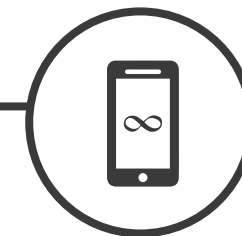
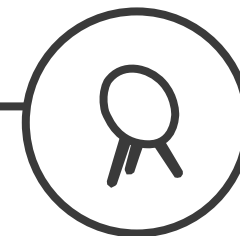
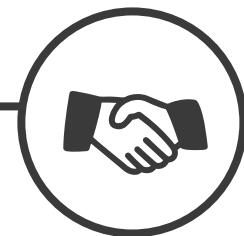
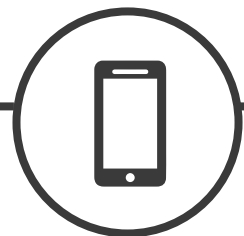
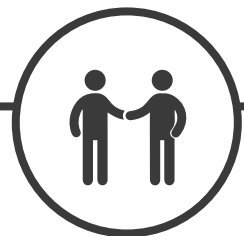
I USE THE  
APPLICATION

I TEST OUT  
DEMO  
PRODUCTS

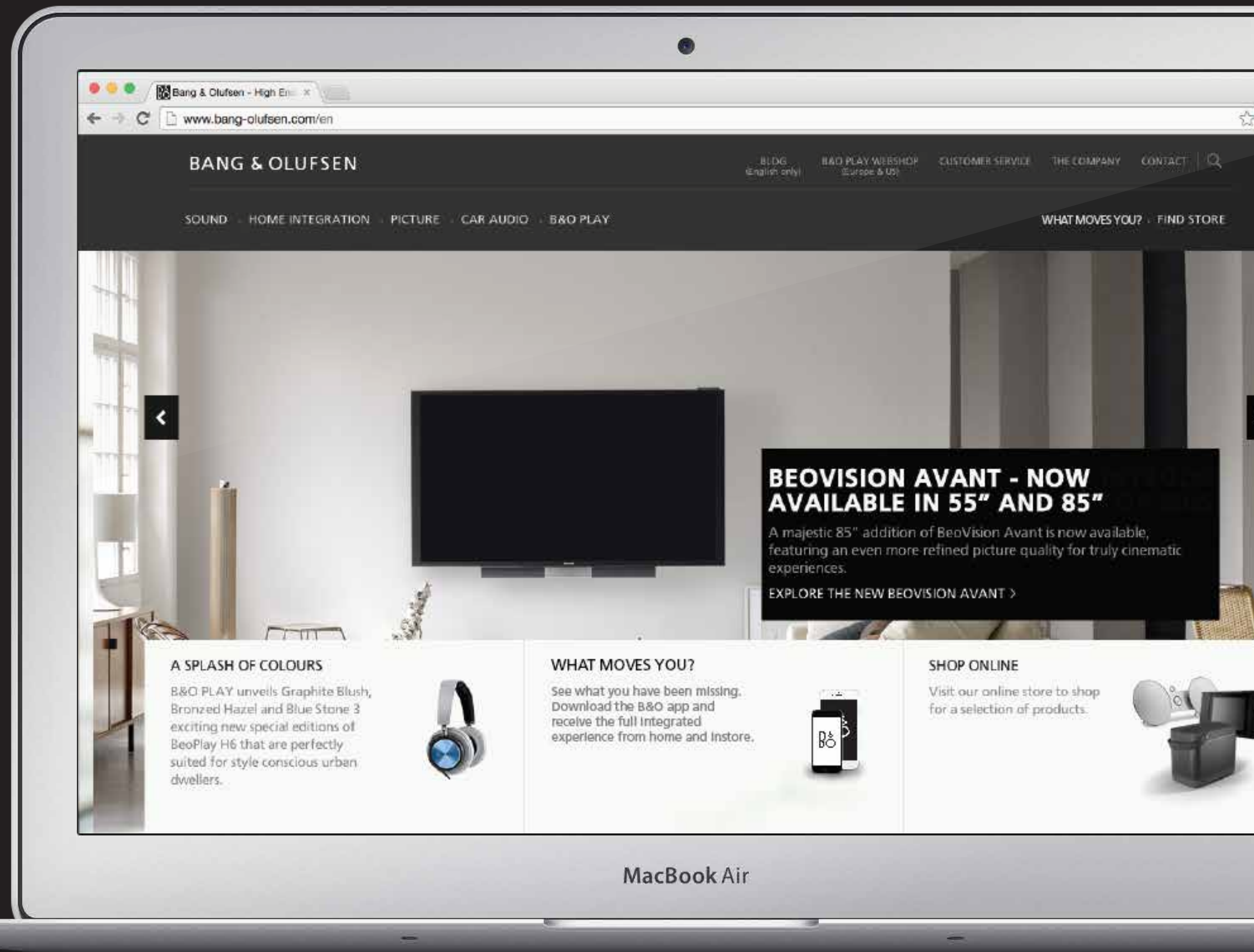
I MAKE A  
PURCHASE  
DECISION

I SET UP  
AND USE

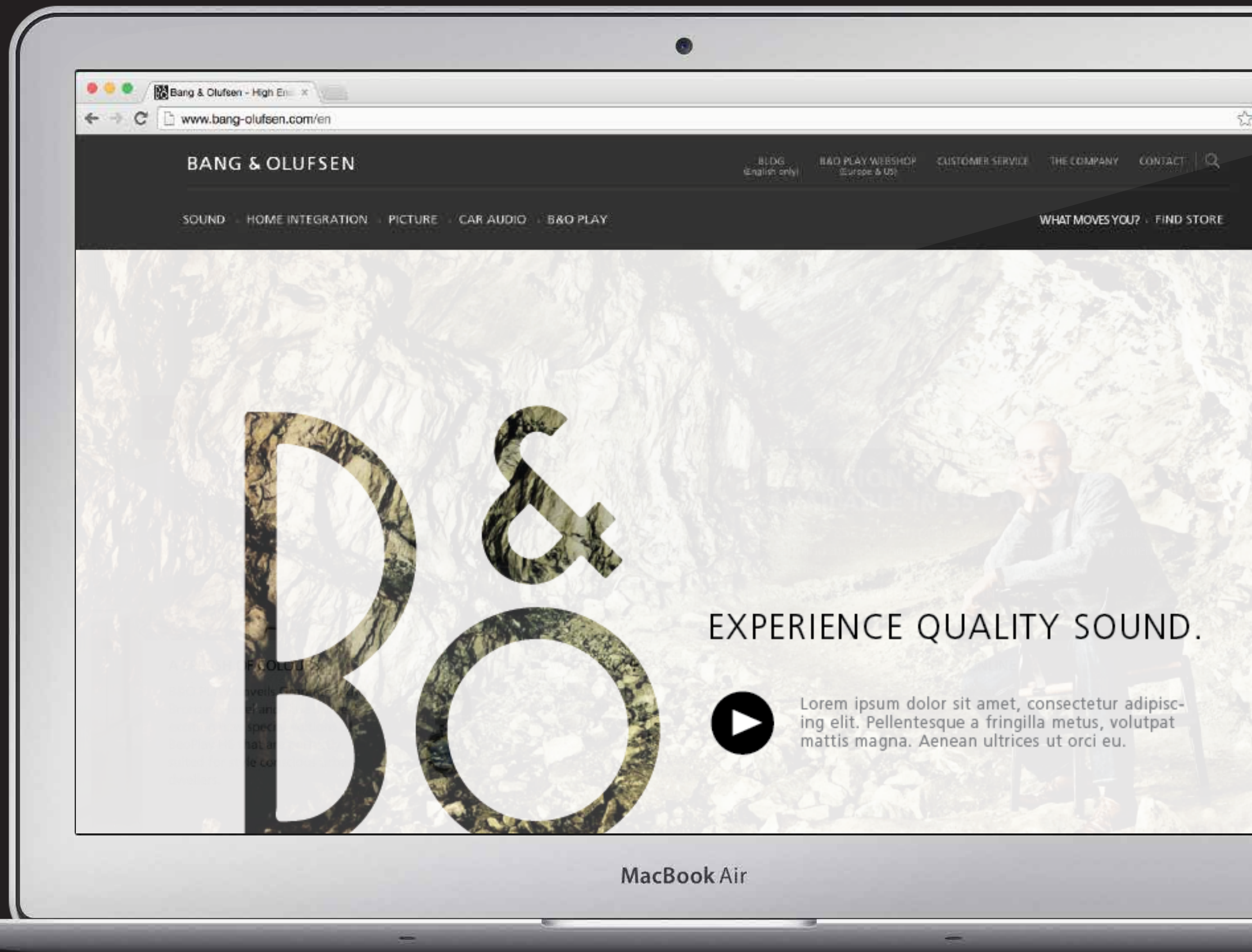
ON GOING  
USE



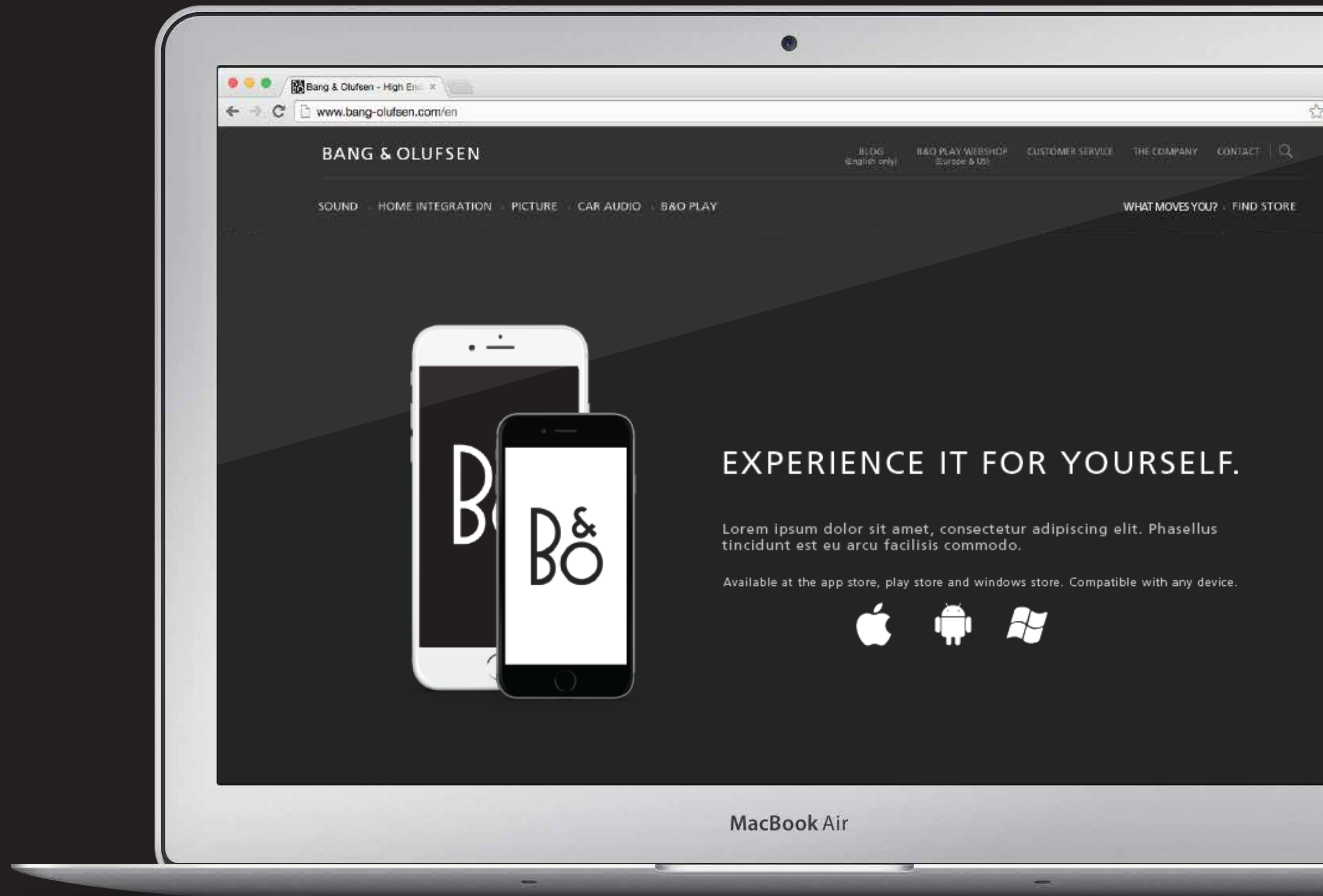




WEB TOUCHPOINT  
Finding out more about B&O



WEB TOUCHPOINT  
Finding out more about B&O



WEB TOUCHPOINT  
Finding out more about B&O

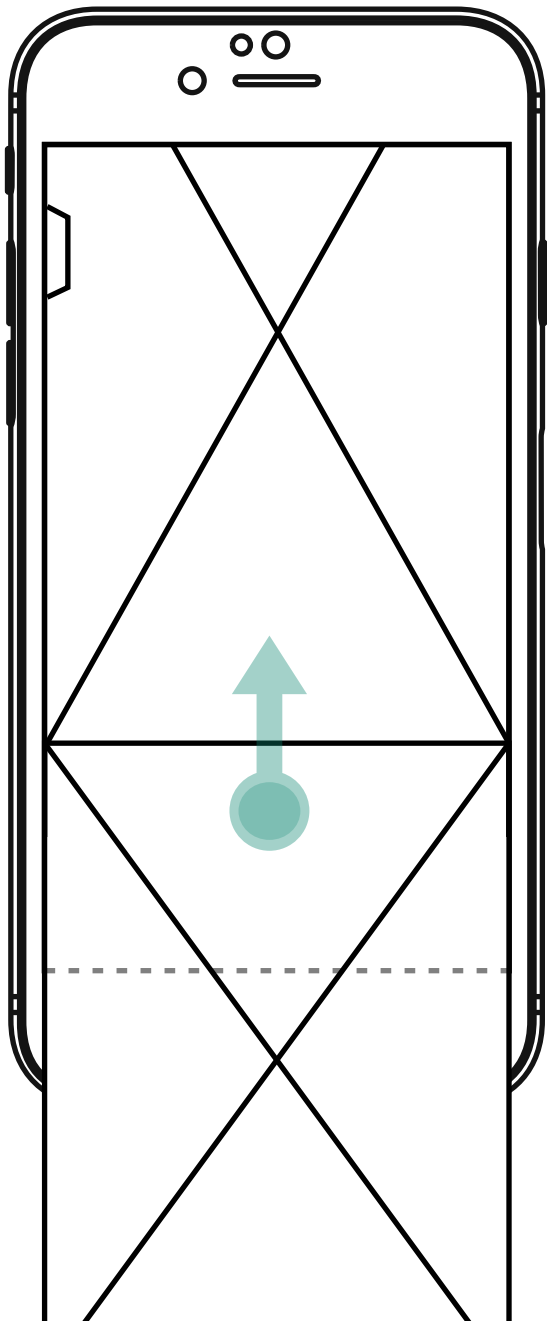


APP TOUCHPOINT  
Signing up as a member

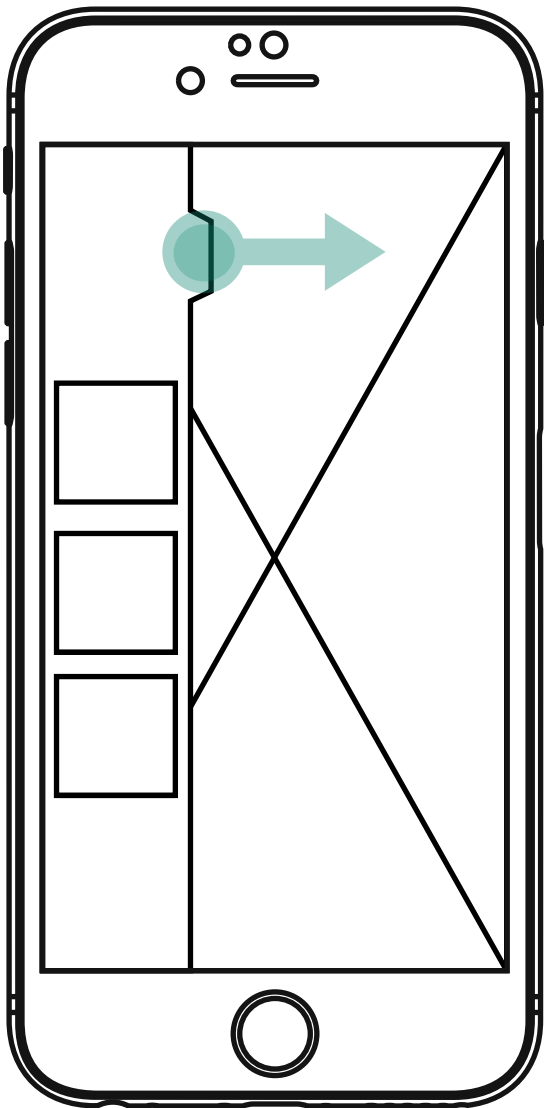


USER INTERACTIONS

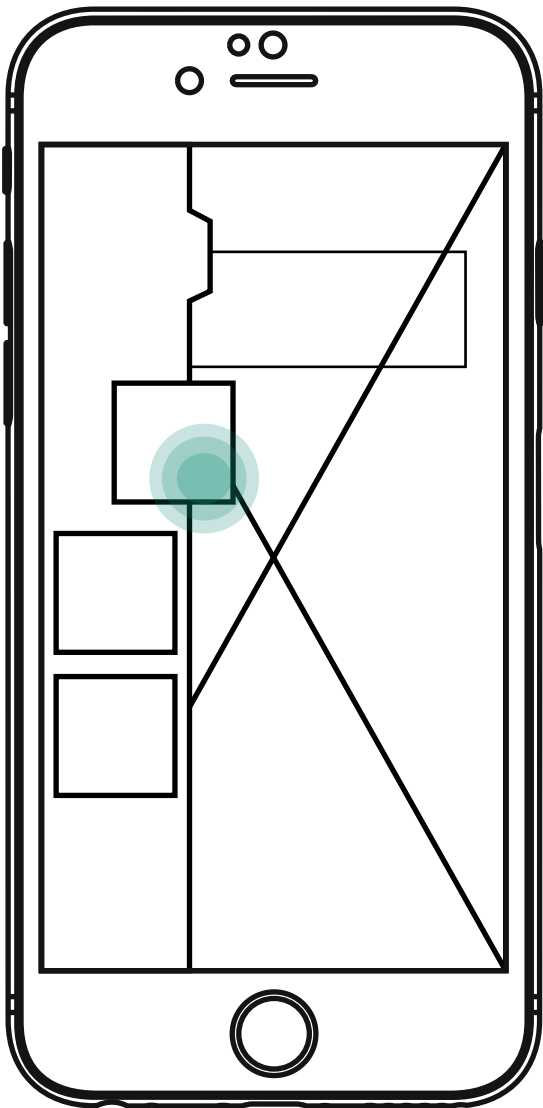
PAGES SWIPE UP



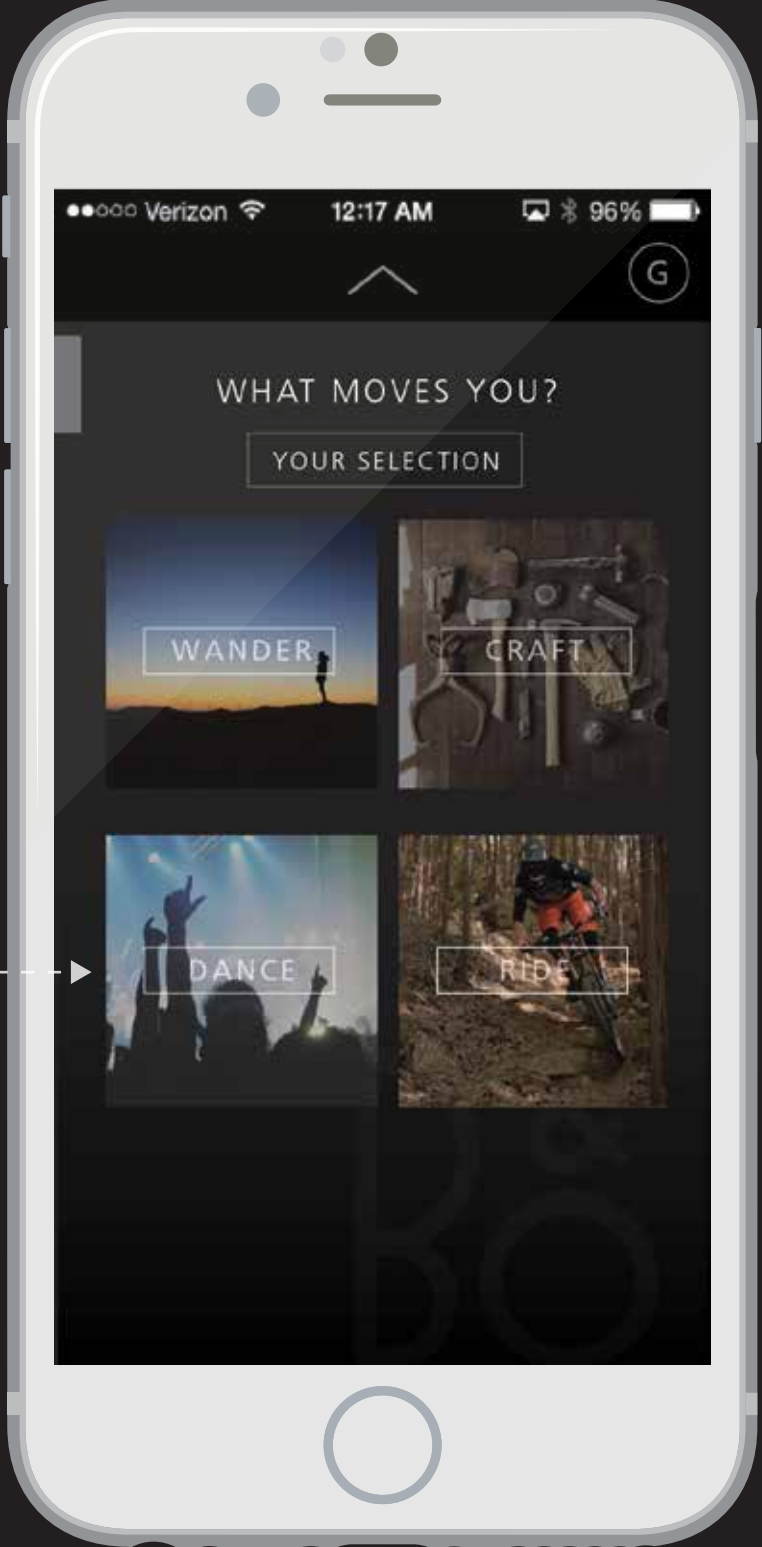
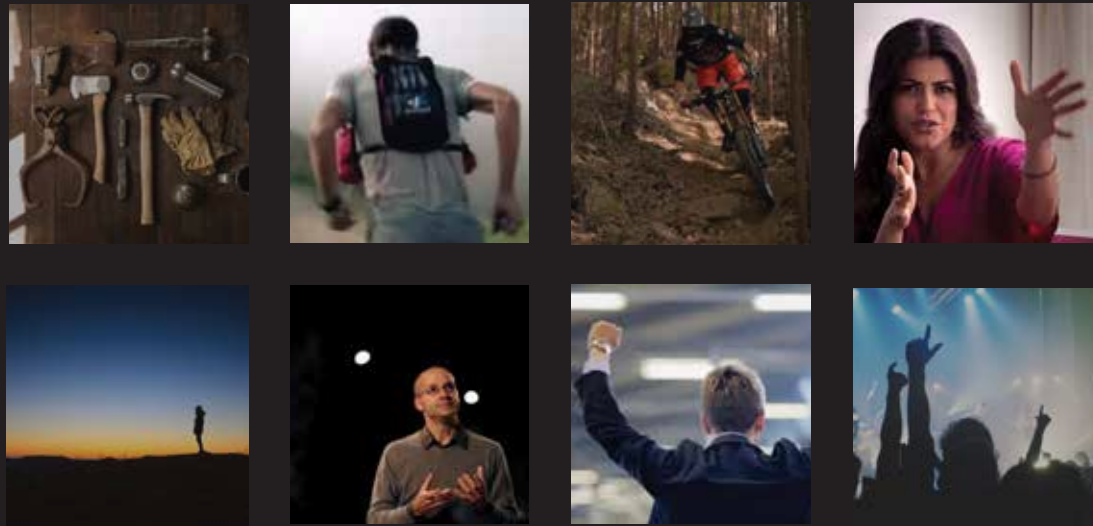
SLIDE OUT MENU



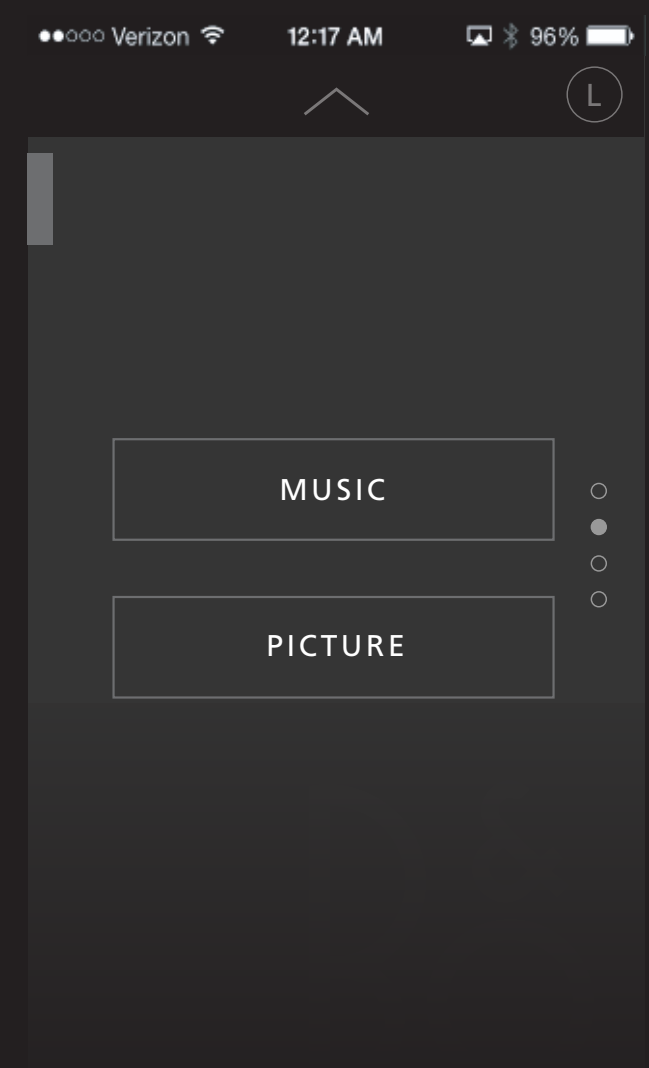
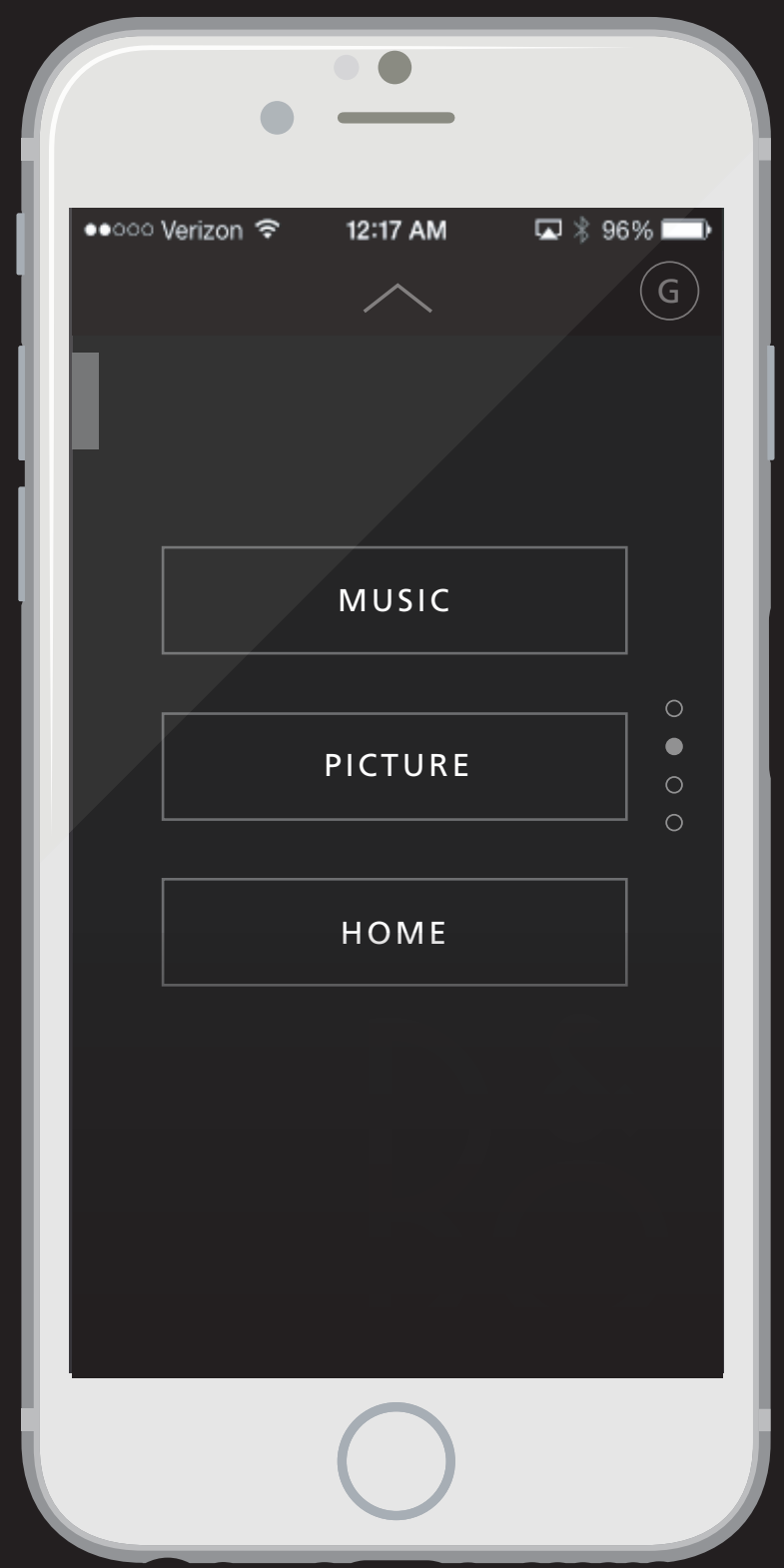
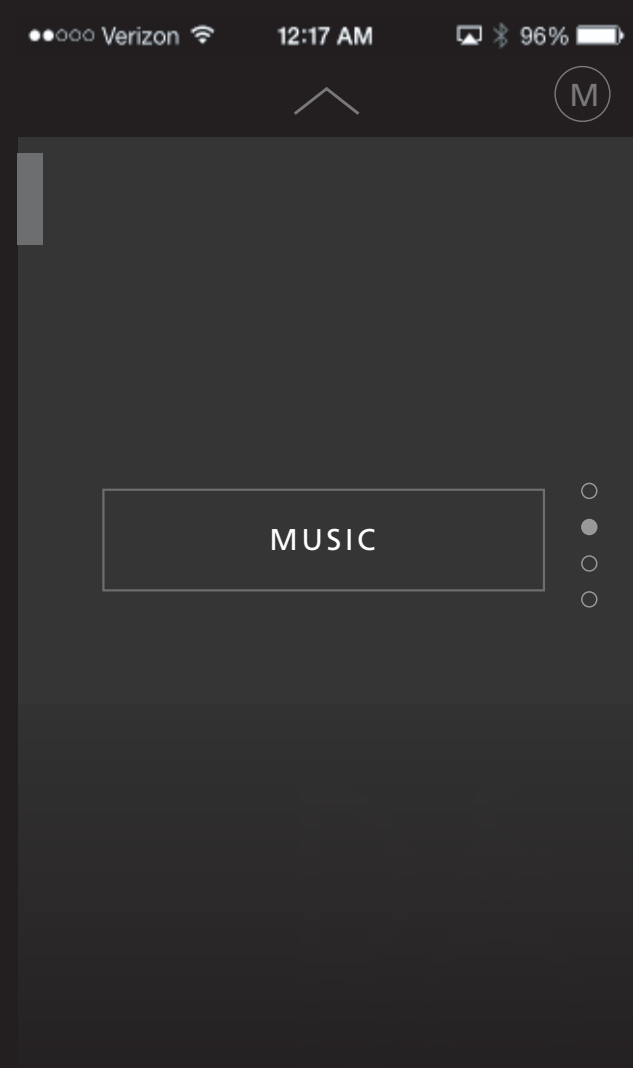
DRAGGABLE CONTENT



USING THE APPLICATION  
+ CURATION



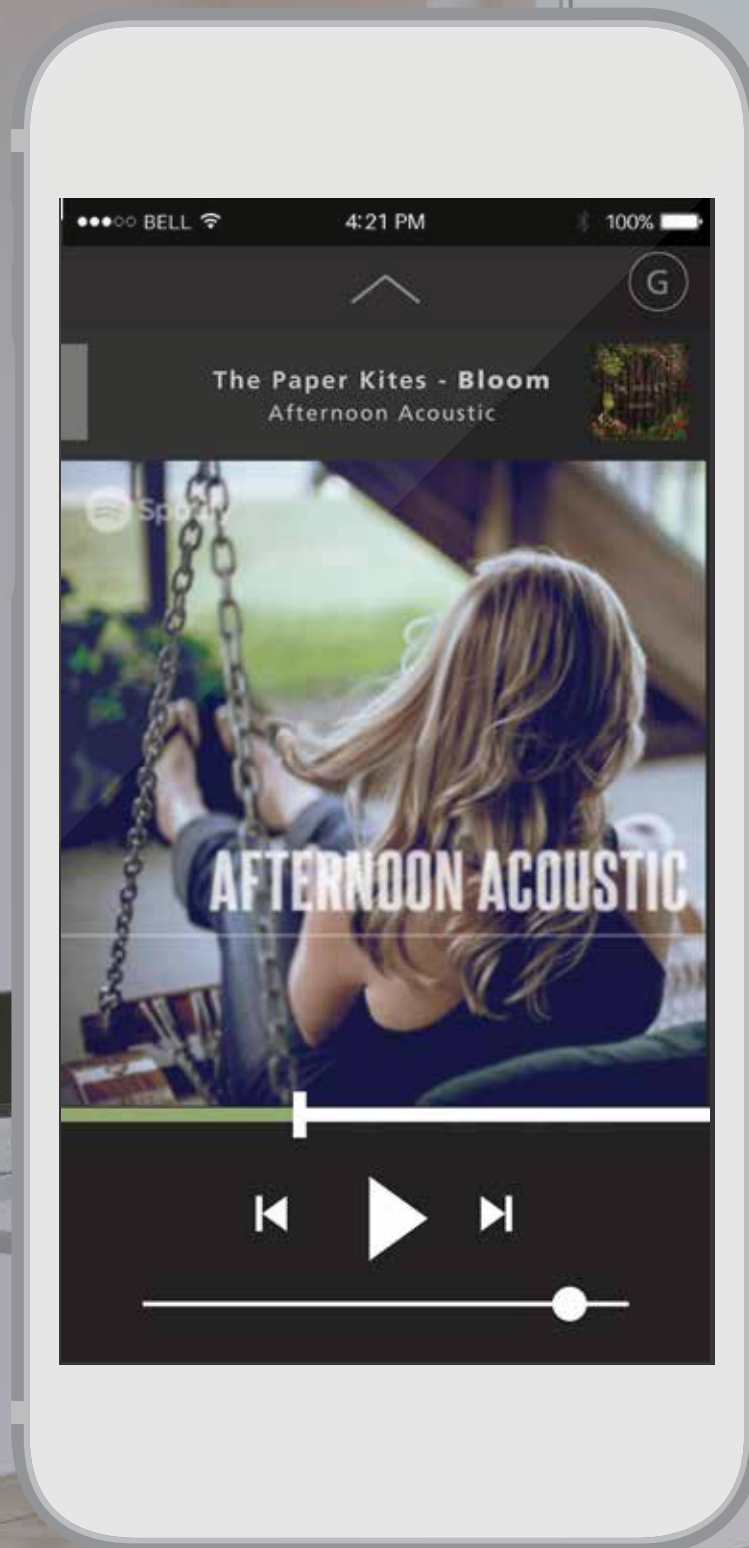
USING THE APPLICATION  
+ CURATION





APP TOUCHPOINT  
Controlling B&O products



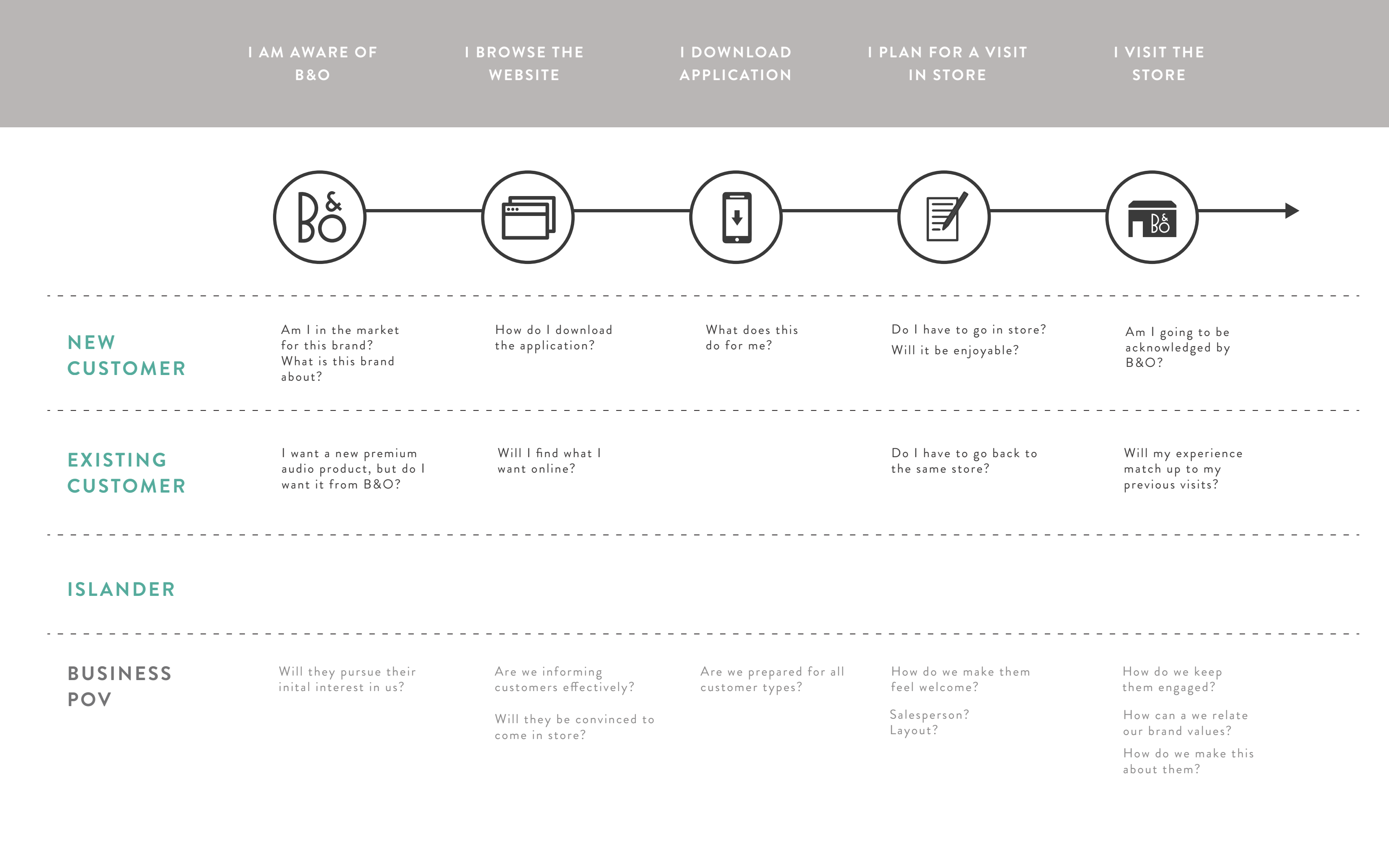


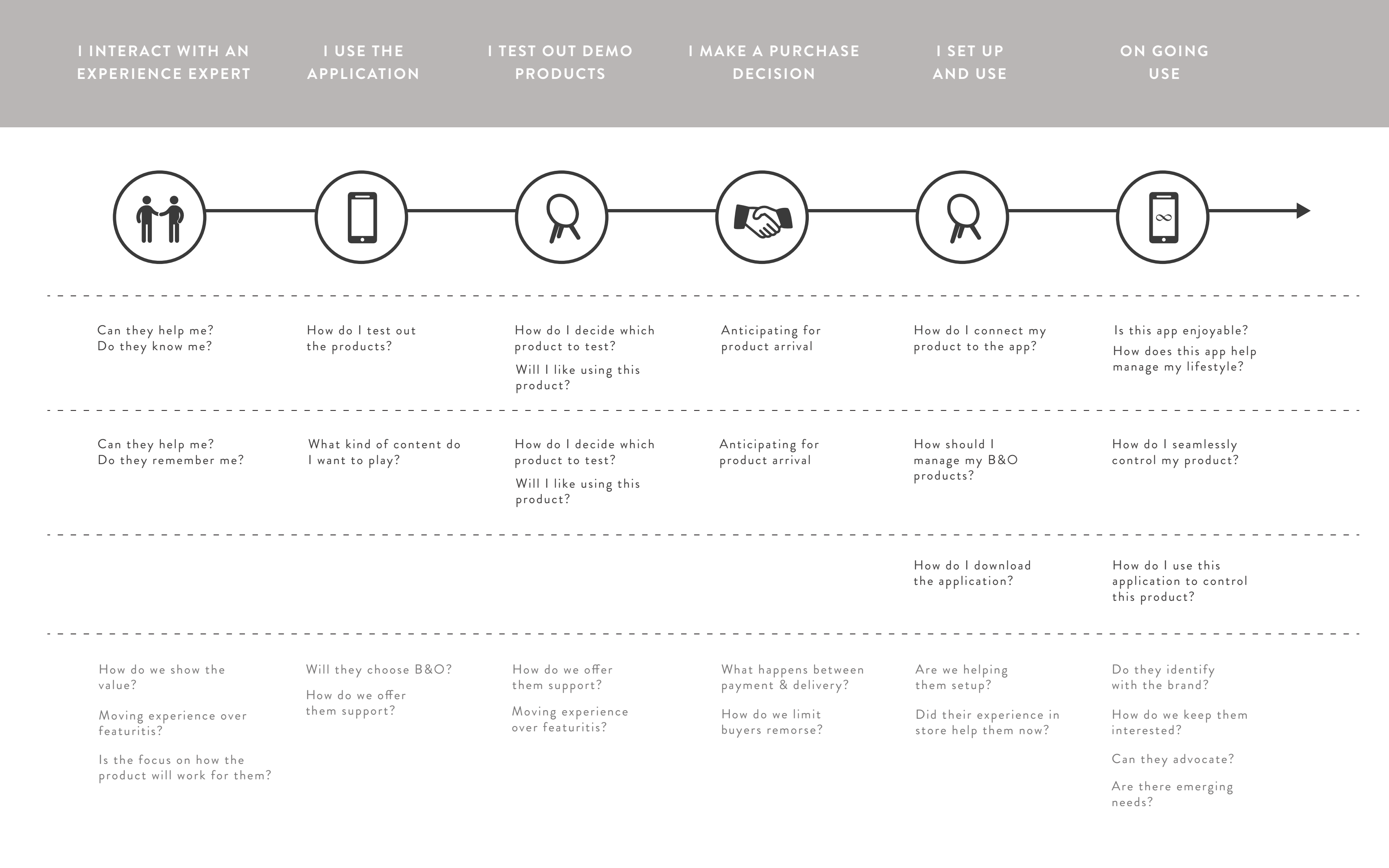
APP TOUCHPOINT  
Controlling B&O products



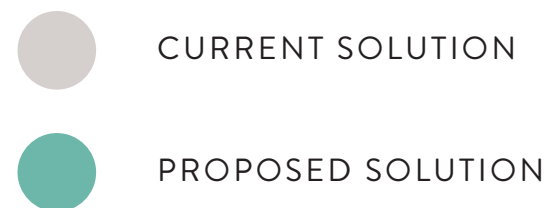
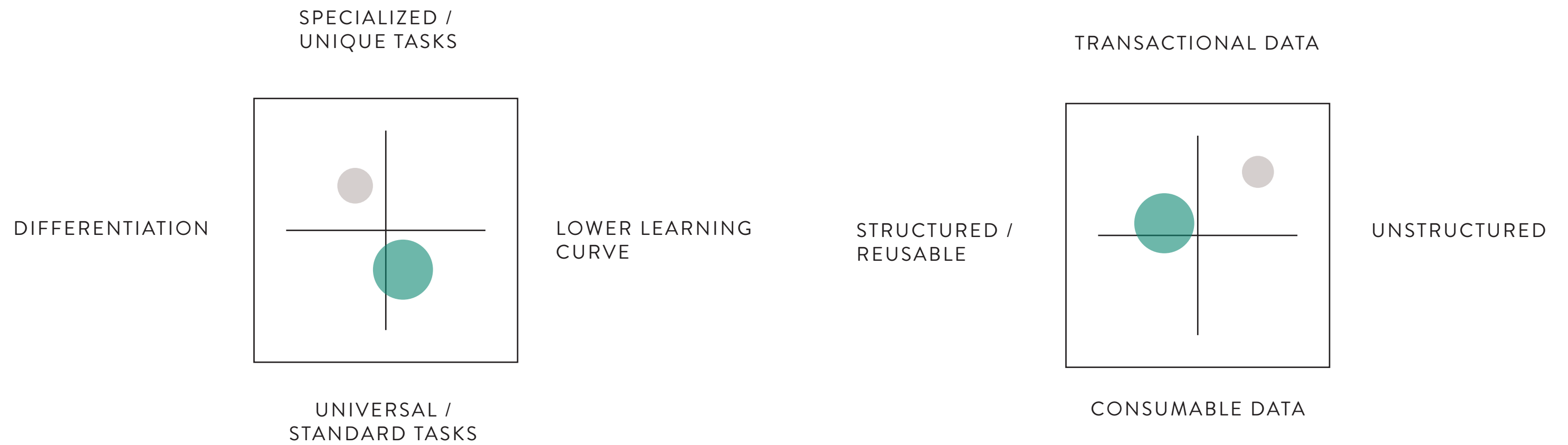
ON GOING USE

Application acts as an identity  
card within the brand









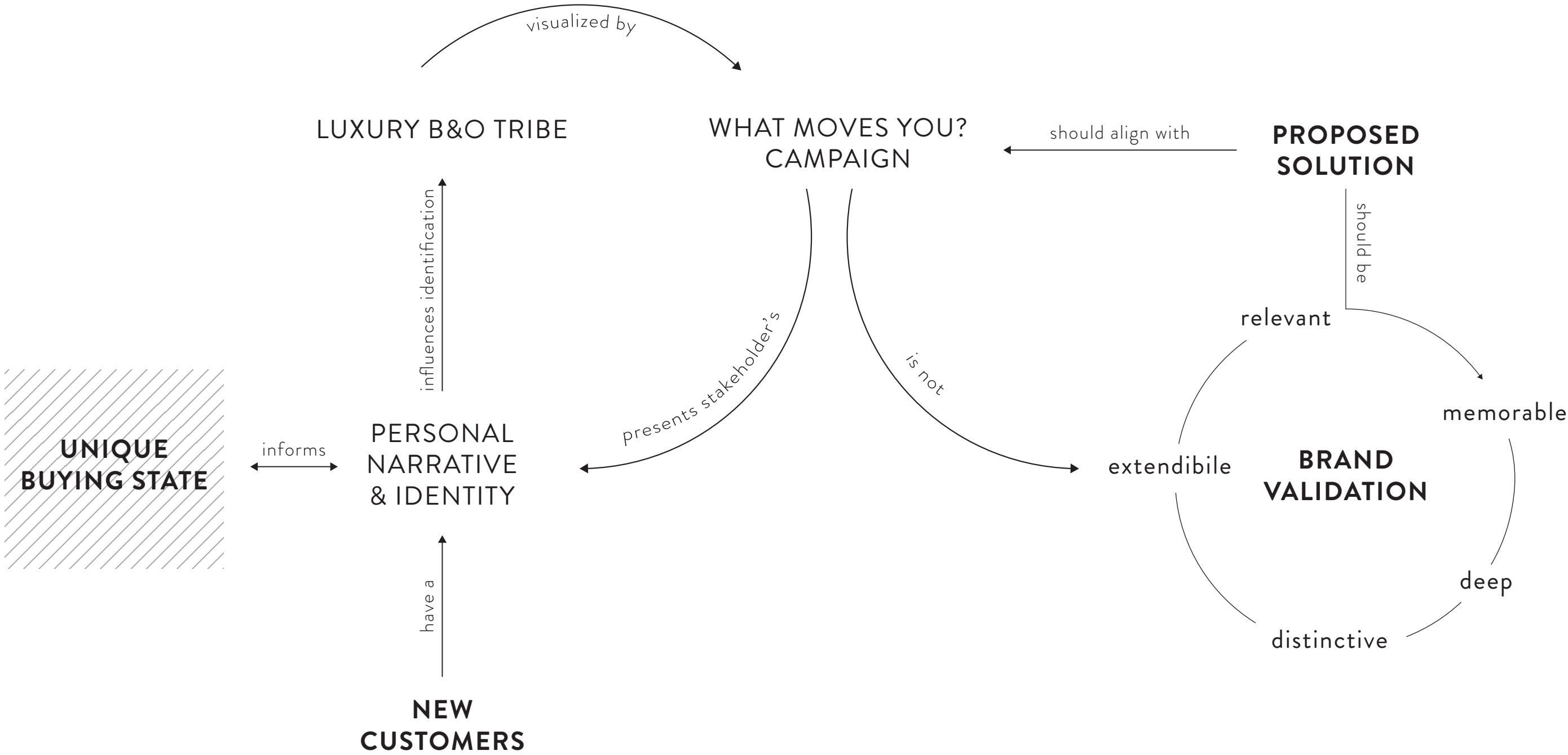
COLLABORATE

INNOVATE

CULTIVATE

DIFFERENTIATE

VALIDATE





A modern dining room with a white table, wooden chairs, a black pendant lamp, a gold mirror, and a large potted plant. The room features a white wall, a black cabinet, and a colorful rug. A large white hexagonal overlay is centered on the image, containing text.

## LUXURY

B&O'S MARKET SEGMENTS ALL RELATE TO THREE LUXURY PRODUCT PURCHASING SEGMENTS; FUNCTIONAL, REWARD AND INDULGENCE. B&O COULD REACH A COMMON GROUND ABOVE THE TANGIBLE AND INTANGIBLE VALUES AND SELL THE ASPIRATIONAL VALUE THROUGH OUR PROPOSED HOLISTIC CUSTOMER EXPERIENCE.





VALUE PROPOSITION





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