CREATIVE LEADERSHIP /
BRAND CASE STUDY

BOSE

One Global Brand, From Strategy to Social

Global Social Strategy • Brand Expression System
Integrated Campaigns • Retail & E-commerce

A look at how a global strategy, a disciplined visual system, and consistent creative execution helped Bose move from talking about what it makes to showing what it means to people — across social, retail, digital, and sponsorship.

Kara Skandier

Creative Lead, Associate Creative Director | Bose Corporation



Better
never quits.

AGENDA

1. A Little History
2. Strategy: Engineer a Life of Wow
   - Four Truths • The Audience • Passion Points
3. Building Blocks
   - Logo • Typography • Color • Product as Hero
4. Design & Imagery
5. Consistency Equals Recognition & Awareness
   - Campaigns & Applications
6. Conclusion

THE FOUNDER'S CHALLENGE

"Whatever job you're given, ask yourself, 'How can I do that job better, in fact, than it has ever been done before?'**"**

DR. AMAR G. BOSE — Founder

A passionate engineering culture, inspired by a visionary founder, gave Bose its products. The opportunity was to give the brand the same obsessive standard — in every channel, in every market, with one look and one voice.

A Little History

THE SHIFT UNDERWAY

FROM

a sales + technology-led approach to marketing

TO

a brand + consumer-centric approach to marketing

2016 OBJECTIVES

Become one global brand

One look, one voice. Build meaningful relationships with customers and let people into the world of Bose.

Drive brand preference

Become the first-choice brand for wireless headphones and speakers.

THE CHALLENGE

Years of a subsidiary model meant each region marketed in its own way, creating very different brand perceptions market to market. Awareness was never Bose's problem — relevance was. The brand needed a unifying voice, with room for "small local sparks that work well."

One brand. Five very different markets.

USA

CHALLENGE

Carving out a distinct voice in a crowded, competitive social landscape.

OPPORTUNITY

Identify the beliefs that make Bose more distinctive and personable.

Europe

CHALLENGE

Inconsistent communications created different brand perceptions in each market.

OPPORTUNITY

One consistent voice and look; shift from product alone to the who and why.

Japan

CHALLENGE

A highly functional conversation with little emotional connection.

OPPORTUNITY

Connect through interests people care about and show more personality.

China

CHALLENGE

Social and e-commerce are nearly indistinguishable; opinions are KOL-driven.

OPPORTUNITY

Reinforce premiumness while connecting to lifestyle and aspiration.

India

CHALLENGE

A “cut-and-paste” marketing approach wasn’t working.

OPPORTUNITY

Apply social best practices and bring Bose heritage forward to reinforce sound quality.

People loved the products. The brand had room to grow.

Social listening showed a community that already talked about Bose warmly — but almost entirely about products and specs. The opportunity was to expand product love into brand love.

WHAT YOU MAKE FOR PEOPLE

Products

WHAT YOU MEAN TO PEOPLE

Products + Passion

SENTIMENT FOR BOSE IN SOCIAL

42%
POSITIVE

41%
NEUTRAL

4%
MIXED

13%
NEGATIVE

Social listening, Dec 1, 2014 – Nov 30, 2015 (n=200). Product mentions led every market's conversation.

The Strategy Engineer a Life of Wow



From brand purpose to social behavior.

BRAND PURPOSE

Astonish with the unexpected.

BRAND IDEA

Obsessed with what matters most.

SOCIAL STRATEGY

Engineer a Life of Wow.

THE BRAND EQUATION

Innovation / attribute **+ Emotional outcome** / consumer connection

Bose does everything it can to create experiences that enhance what you love — and lead to wow. In social, that meant celebrating our fans' passions, staying open to new ways of communicating, and always staying true to ourselves.

The truths that guided us.

COMPANY TRUTH

Products and passion are what define Bose.

COMMUNITY TRUTH

Our community is passionate — and social is where the passion lives.

GLOBAL SOCIAL STRATEGY

CATEGORY TRUTH

The category is emotionless and conventional in social.

CULTURAL TRUTH

A culture of endless change demands adaptability from people and brands.

The Uncomplicated Enthusiast.

Heavy users of technology who care more that things work — and work beautifully — than how they work. They don't fear complexity, but they strongly prefer simplicity. **They use technology to get on with living life.**

13%
KEY GROWTH SEGMENT

25–44
AGE, M/F SPLIT

1/3
ALREADY OWN BOSE

FOUR TRIBES IN THE BOSE SOCIAL COMMUNITY

Social Jesters 28%

Live for the experience — and the share. Bite-sized, entertaining content.

Niche Enthusiasts 17%

Forum-dwellers who want the engineering details, in plain language.

Sports Culturatis 14%

Die-hard fans who live-tweet the game. Reach them in the breaks.

Mainstreamers 13%

Share life's big moments; value responsive, helpful brands.

Six global passions that guide content.

The commonalities guide us; local nuance informs content creation.

01

Food & Cooking

Bose is your sous-chef and co-host for social gatherings.

02

Sports

The intelligence of the game and the passion of the people who know it best.

03

Entertain-ment

Movies, TV and games — enhancing the climactic moments.

04

Music

Every genre, because we're music lovers at heart.

05

Travel

When wanderlust calls, we connect you to the places you explore.

06

Science & Tech

Engineering is who we are — we celebrate innovation everywhere.

What ‘wow’ really means.

The moment a new owner posts “I’ve been missing out on music!” is the Bose Wow Moment. Wow is never just the innovation — it’s the innovation *plus* the emotional outcome it creates in someone’s life.

WHAT IT IS	WHAT IT ISN’T
WOW — the noise cancelling is powerful enough that I slept through my red-eye with a crying baby across the aisle.	Active noise cancellation with the convenience of wireless.
WOW — my earphones didn’t slip out once when I turned my treadmill up to 8.	Hassle-free wireless and comfort for your workout.
WOW — a little noise cancelling on my commute so I stay aware, then total focus when I get to work.	Adjustable noise cancellation.

Building Blocks

The little details that make a big difference — the pieces that come together to set the look, feel, and visual tone of Bose everywhere.



Communication design principles.

PURPOSEFUL

Everything has a reason for being.

Set the stage for our innovations — never distract from them.

ENGINEERED · FUNCTIONAL

CLEAR

No decoder rings needed.

Let the things that matter most — the details big and small that we obsessed over — be the focus.

DEFINED · PRECISE

COMPELLING

Powerful and irresistible.

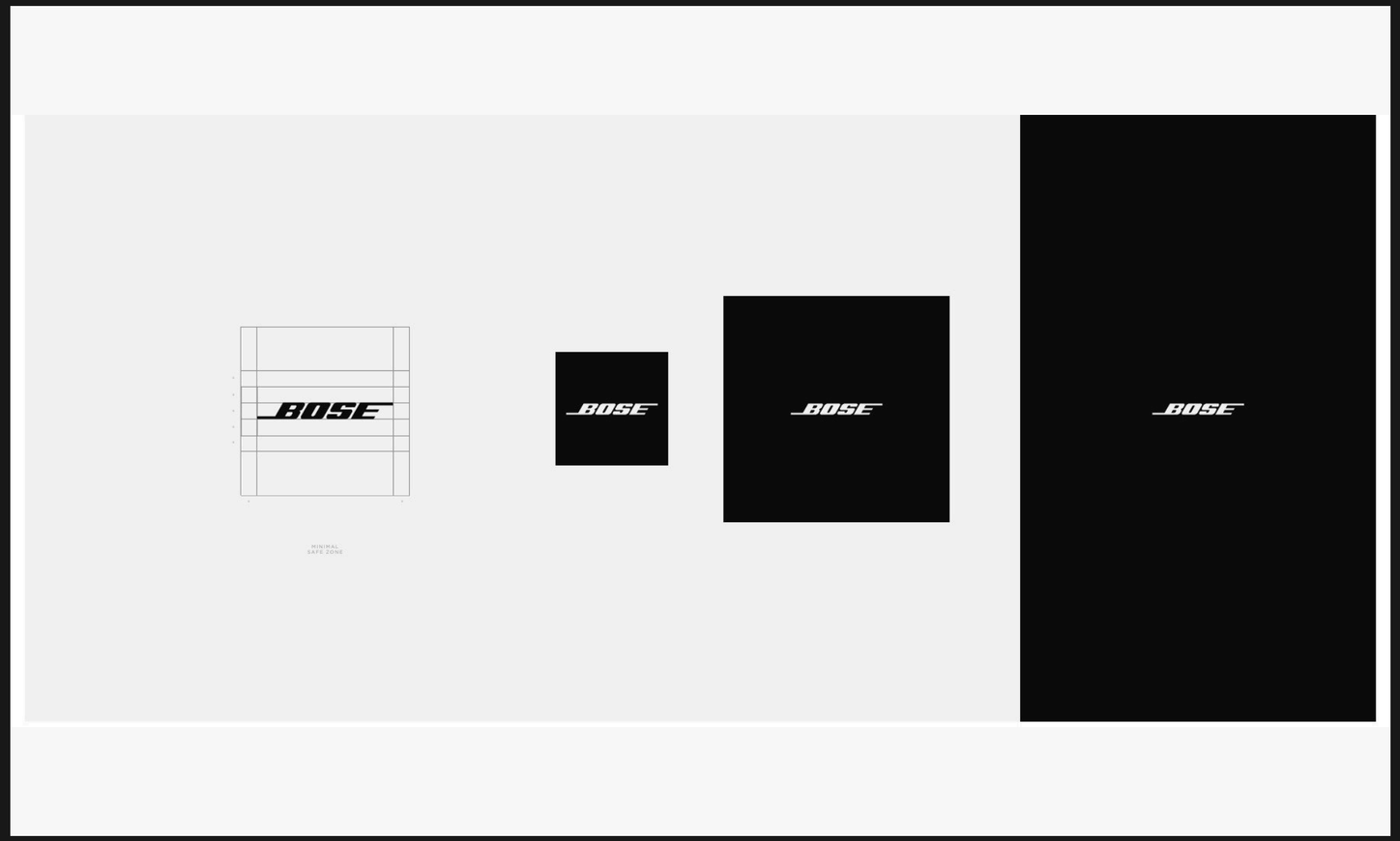
Convey the emotional outcome of our products. Flexible, yet instantly recognizable across a vast range of touchpoints.

CONFIDENT · UNCOMPROMISING

The Logo & Holding Shape

The Bose logo lives in a simple square holding shape — black on light, white on dark. Combined with generous clear space, it gives every layout a consistent anchor and makes the brand instantly recognizable, from a favicon to a storefront.

BETTER
SOUND
THROUGH
RESEARCH®



Typography & Hierarchy

Gotham is the primary typeface — Book, Bold and Black. Bold, all-caps tracked headlines read as confident statements; sentence case reads conversational and friendly. Emphasis comes from weight and highlight, never decoration.

B

GOTHAM BOOK

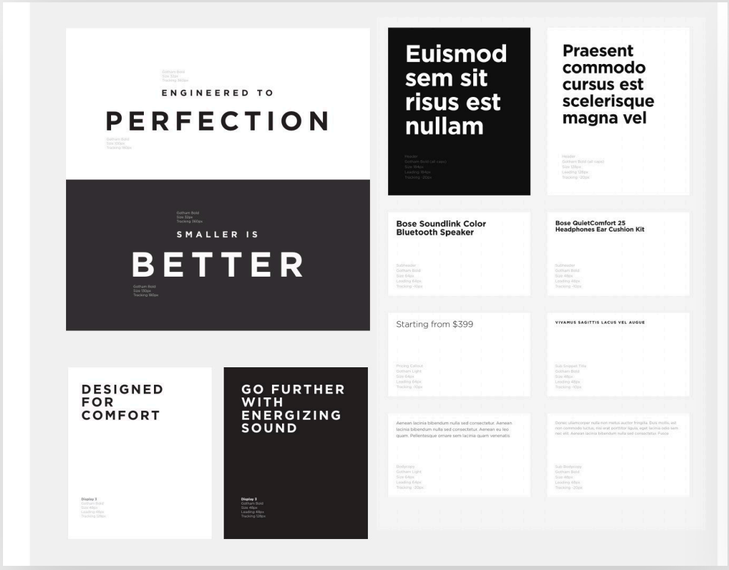
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

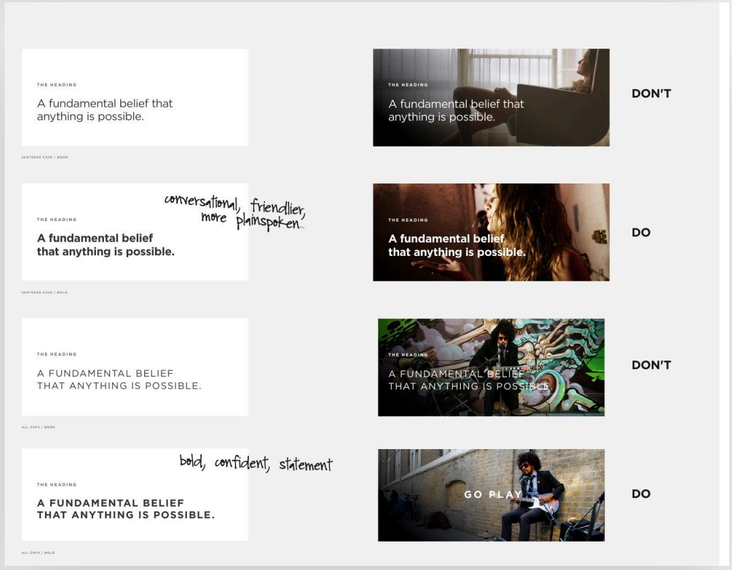
GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890





The Bose Color Palette

Black and white do the heavy lifting, so the product is always the hero. Functional accents appear only where they help — CTAs, labels, graphs and charts — and “colored light” brings in emotion through photography, not fills.

Pure Black	**Bose Black**	**Bose White**	**Pure White**
HEX #000000 RGB 0 / 0 / 0	HEX #181818 RGB 24 / 24 / 24	HEX #F7F7F7 RGB 247 / 247 / 247	HEX #FFFFFF RGB 255 / 255 / 255

FUNCTIONAL / INFORMATIONAL ACCENTS

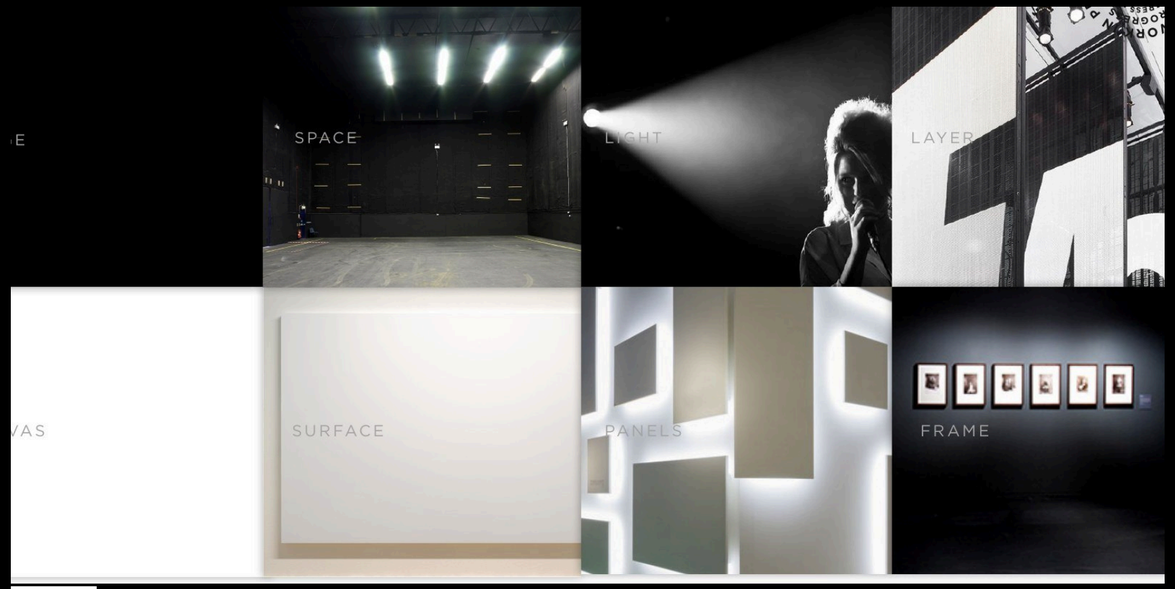
#FF3D00	#FF7F00	#00BFFE	#00D936	#F3E417

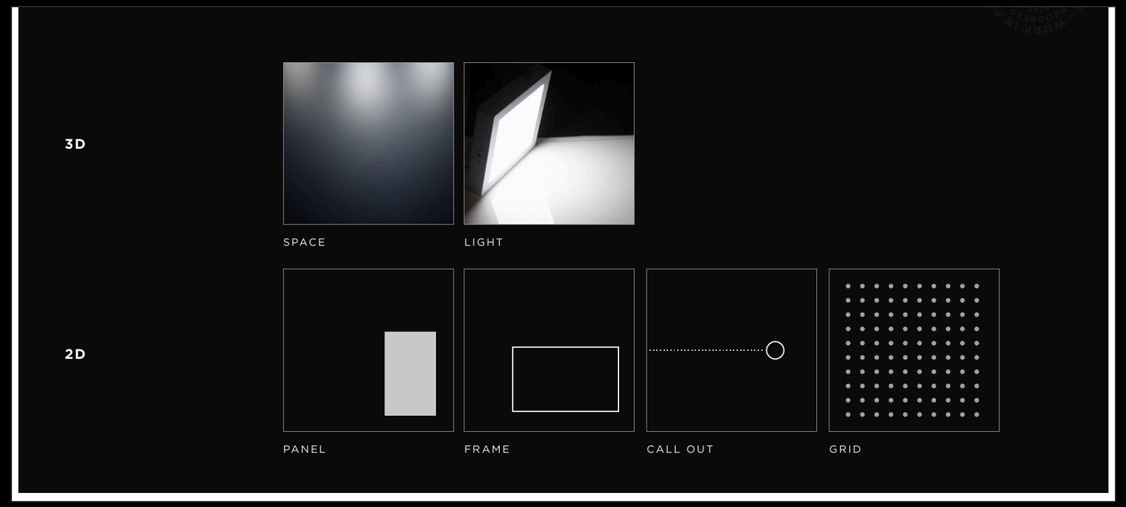


COLORED LIGHT — EMOTION THROUGH IMAGE

Product = Hero

A shared toolkit — stage, space, light, panel, frame, call out and grid — lets every designer and agency partner present the product the same way: dramatically lit, precisely framed, and given room to breathe.







Design
& Imagery



Imagery Guidelines

Imagery sits where innovation meets emotion. Three categories — **Studio** (obsessed with what matters most), **Situation** (Bose in real life), and **Evocative** (astonish with the unexpected) — give every shoot a clear brief and keep the brand recognizable from product page to billboard.



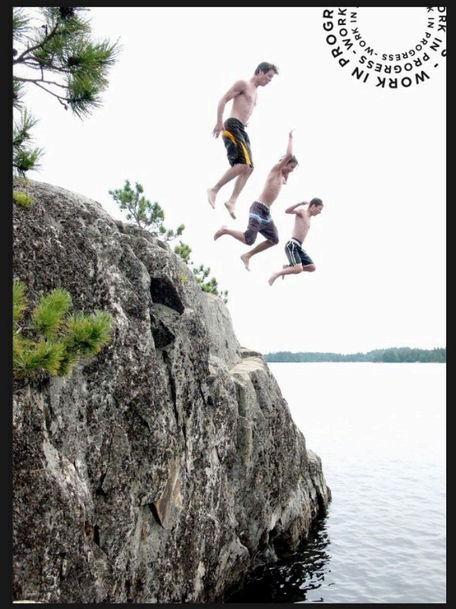
01

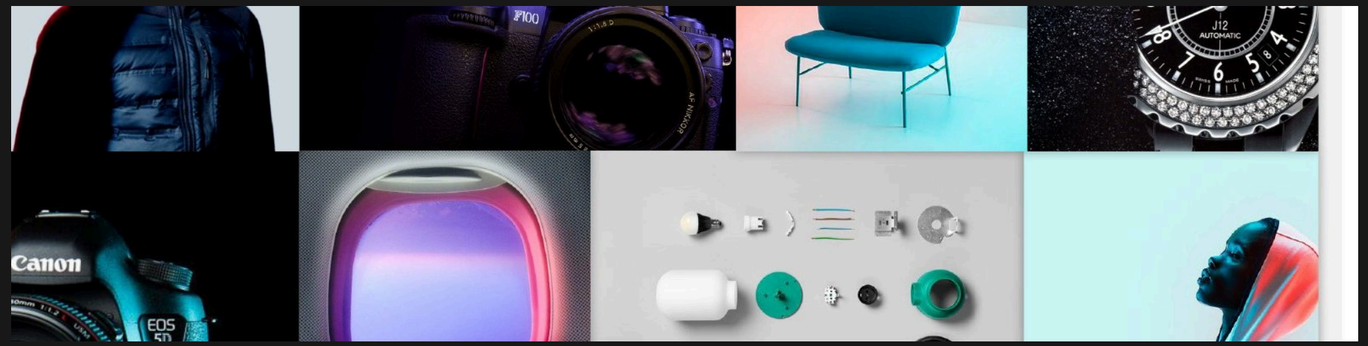


02



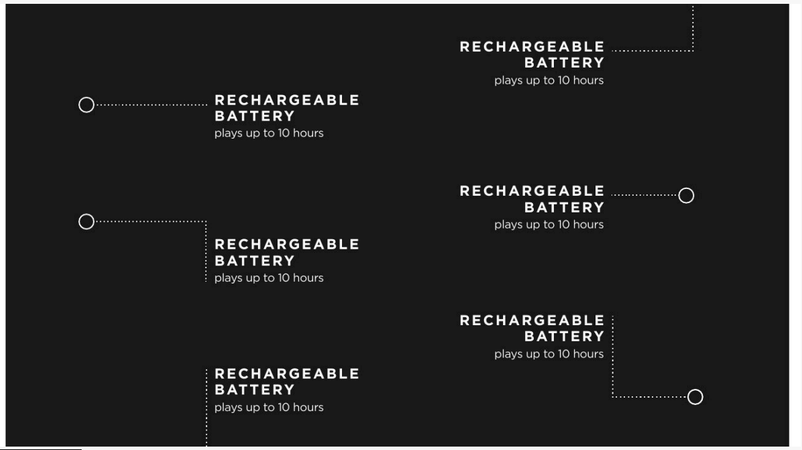
03

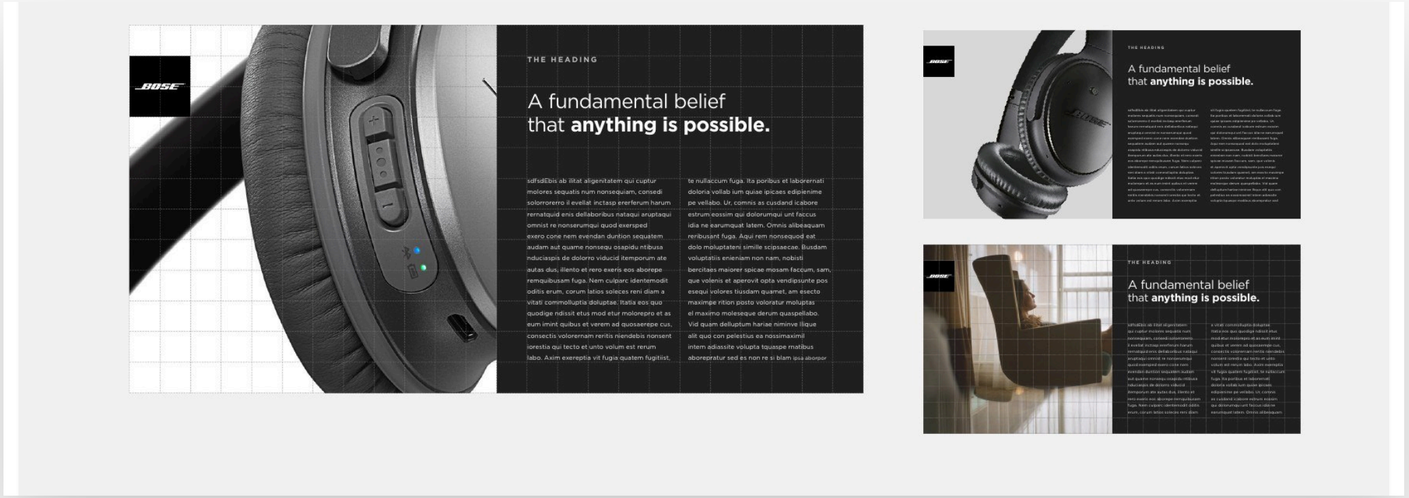


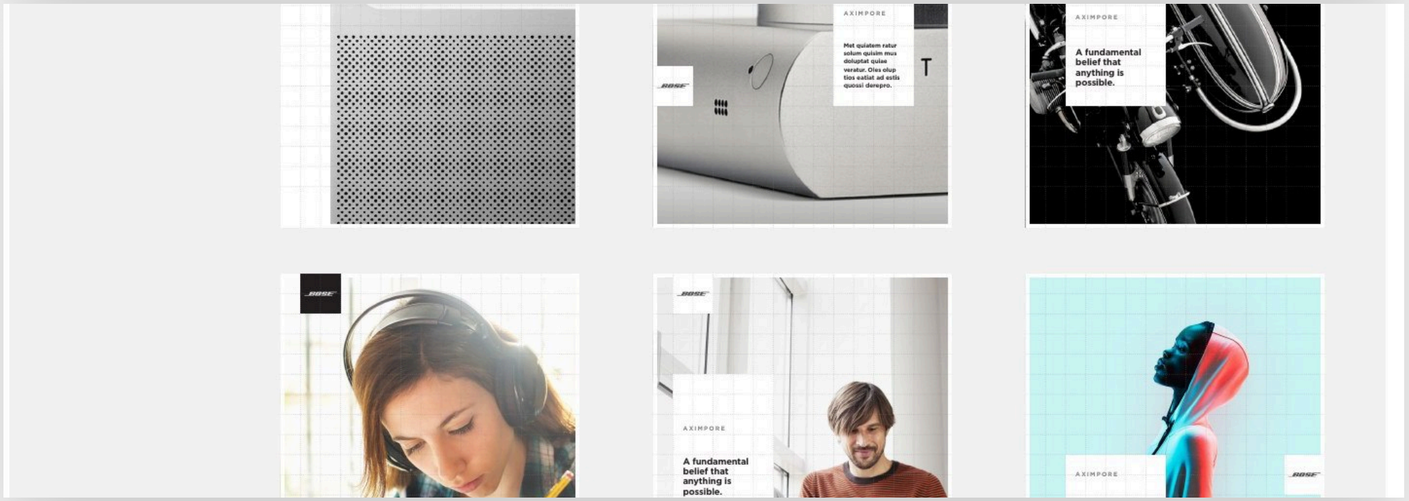


The Call Out & The Grid

A signature call-out — a circle and a dotted line — points to the engineering details that matter, the way an annotated drawing would. A modular grid locks type, logo and product into place so layouts flex across formats without losing their structure.

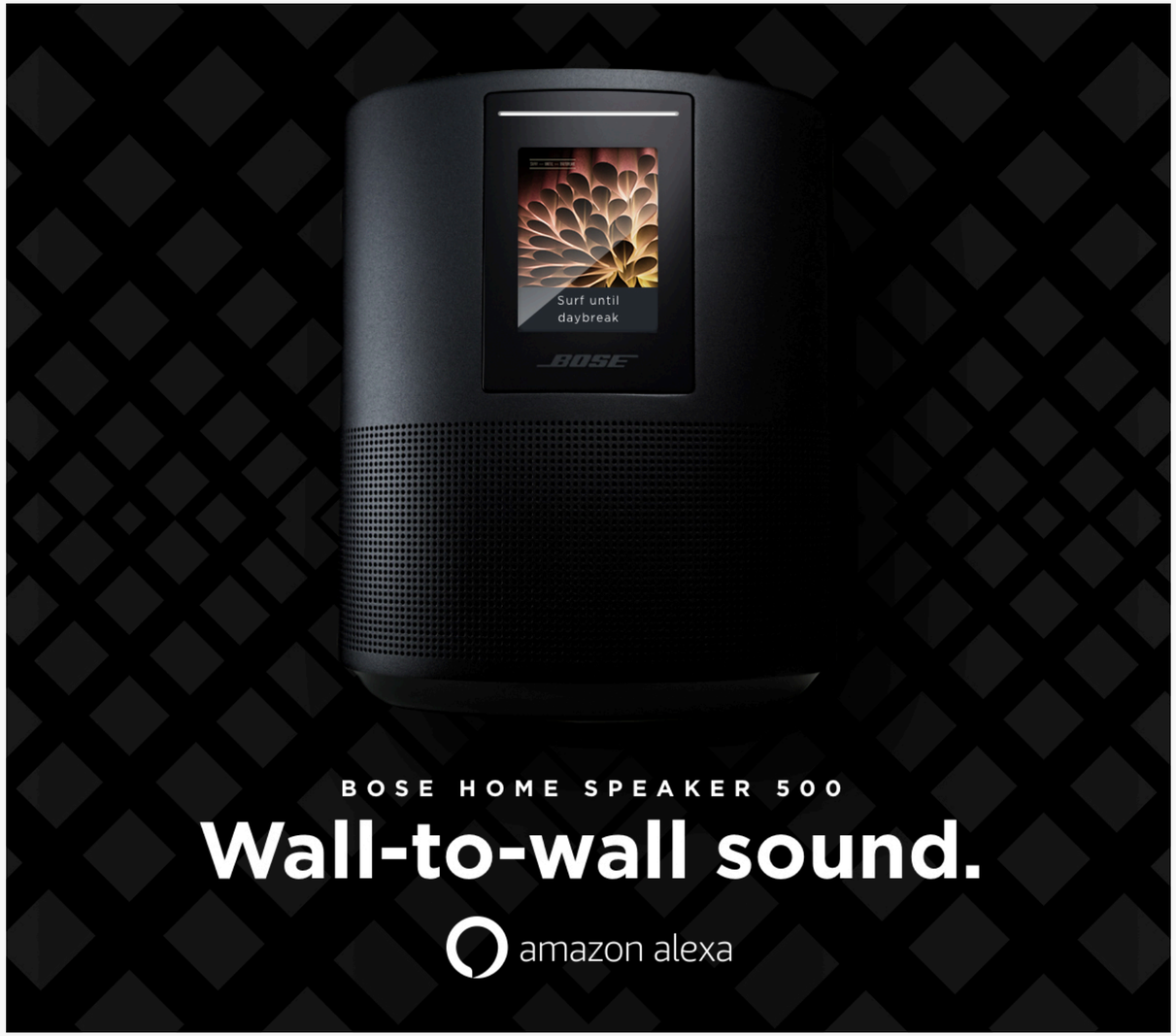






Consistency Equals Recognition & Awareness

Consistency in branding drives recognition and awareness, building trust and scale by making every interaction reinforce one clear identity. The goal: one look and one voice — from a global social campaign to a retailer's product page.



FIVE

GLOBAL SOCIAL CAMPAIGN

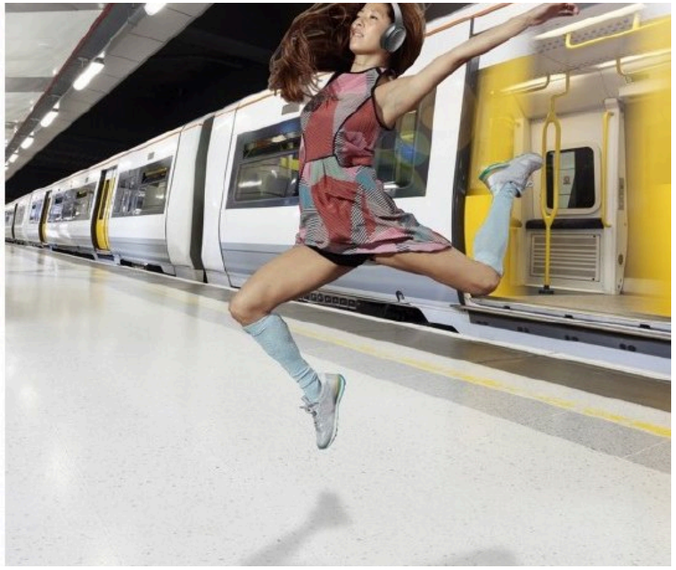
Elevate Everyday

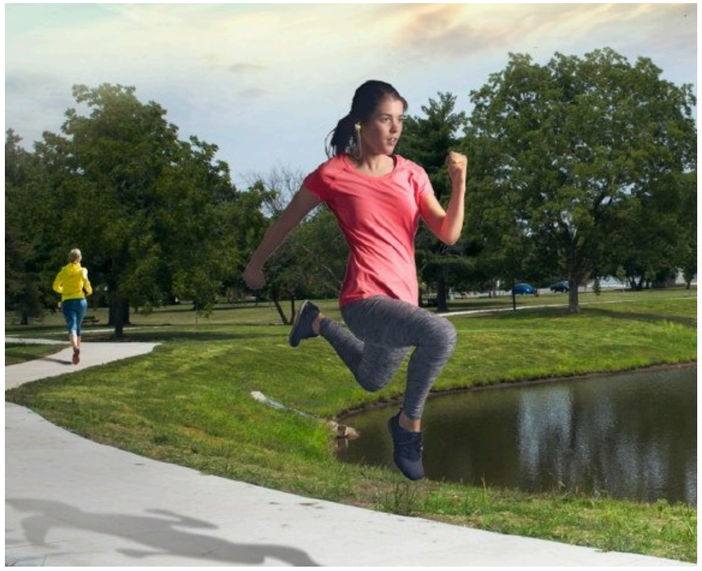
A morning commute. An afternoon jog. An evening making dinner. Nothing is everyday about them when you add Bose. We took normal people in everyday moments and made them surreal — levitating with their music — while teasing a big product reveal.

Wolfcastle — best ANR, hassle-free wireless
Ice — comfort & stability, hassle-free wireless

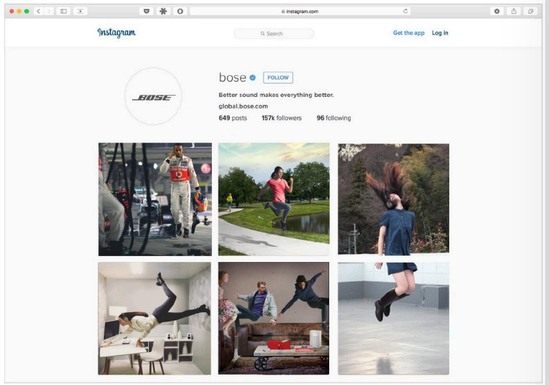
SOCIAL • CINEMAGRAPH • UGC • IN-STORE • FILM





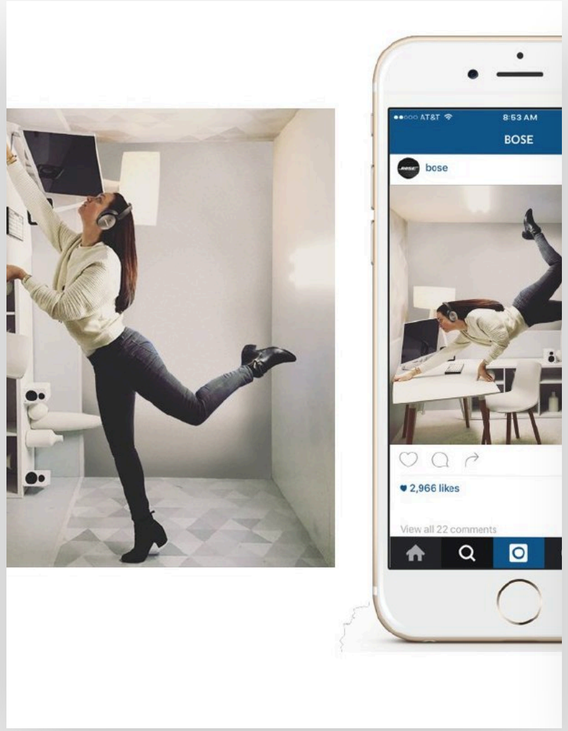


Elevation, everywhere the fan is.



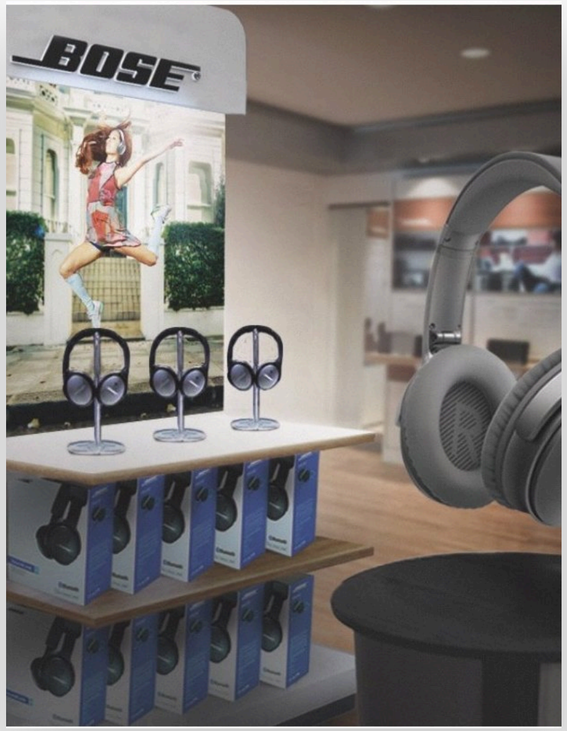
ELEVATING OUR FANS

Fans already shared #Bose moments. We repurposed select posts with #ElevateEveryday to seed the idea.



ELEVATION STATIONS

In-store and event sets turned sideways so anyone could shoot their own levitation photo.



ELEVATED POS

Flagship displays featured Wolfcastle and Ice levitating where visitors could test them.



ELEVATED FILMS

Influencers from sports, music, travel and food told short stories with filmmakers.

O FIVE

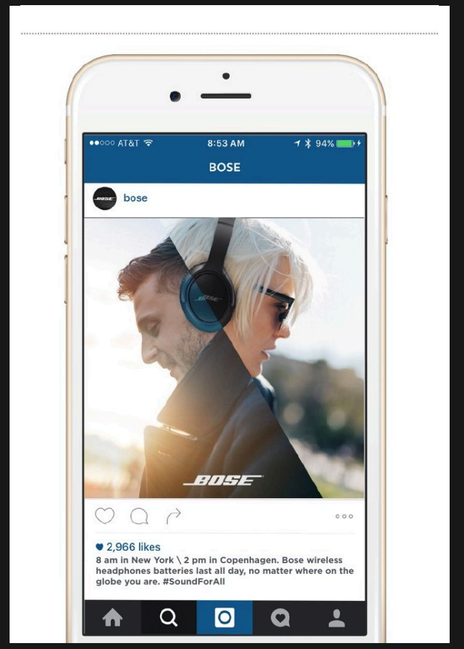
GLOBAL SOCIAL CAMPAIGN

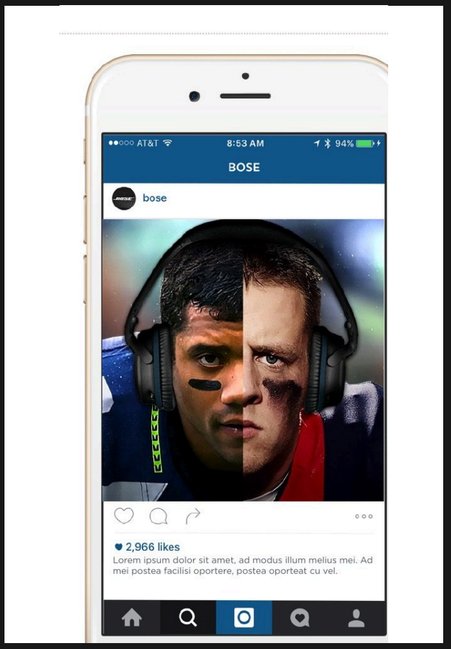
Sound for All

Every Bose product lets people engineer their own personal life of wow. For fall, we contrasted different walks of life from around the world — united by a love for superior sound — across lifestyle posts, NFL sponsorship moments and immersive 360 video.

INSTAGRAM • FACEBOOK • NFL • 360 VIDEO









#Better NeverQuits

Athletes and artists who share the founder's refusal to settle — Rory McIlroy, Russell Wilson, Lewis Hamilton and up-and-coming musicians — showing the work behind greatness, with Bose in the moment.

4.6M
VIEWS

92K+
LIKES

23K+
SHARES

Rory McIlroy's #BetterNeverQuits film, shared to his Facebook page.













Earned reach through the talent's own channels.

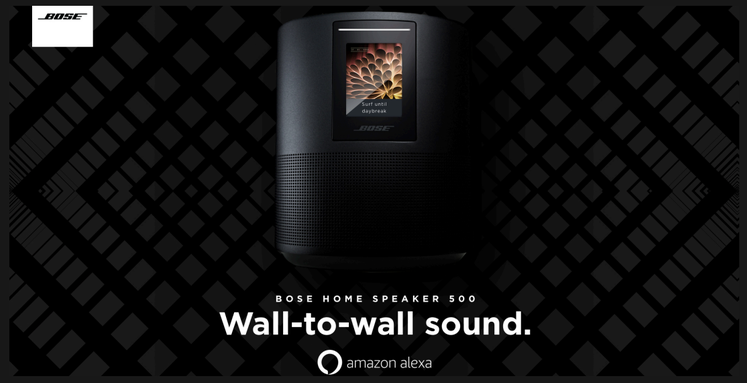
Films were built to be shared natively by each athlete, so the story arrived in fans' feeds in the athlete's own voice — not as an ad.

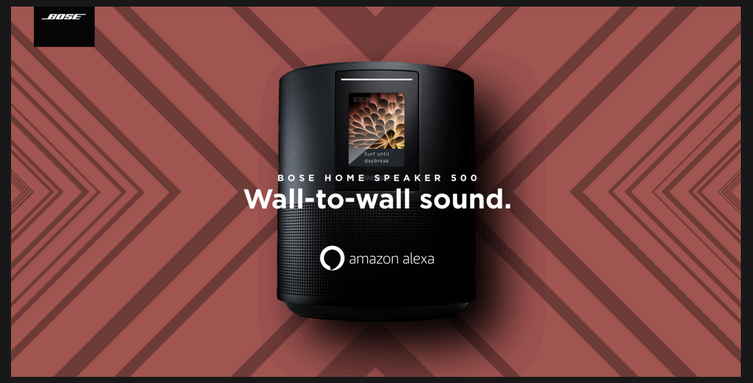
Home Speaker 500

Launch creative for Bose's smart speaker with Amazon Alexa. The product stays the hero — dark, dramatically lit, centered — while bold patterns, color and short, confident lines ("Double the sound." "Wall-to-wall sound.") were tested across variations to find the strongest message.

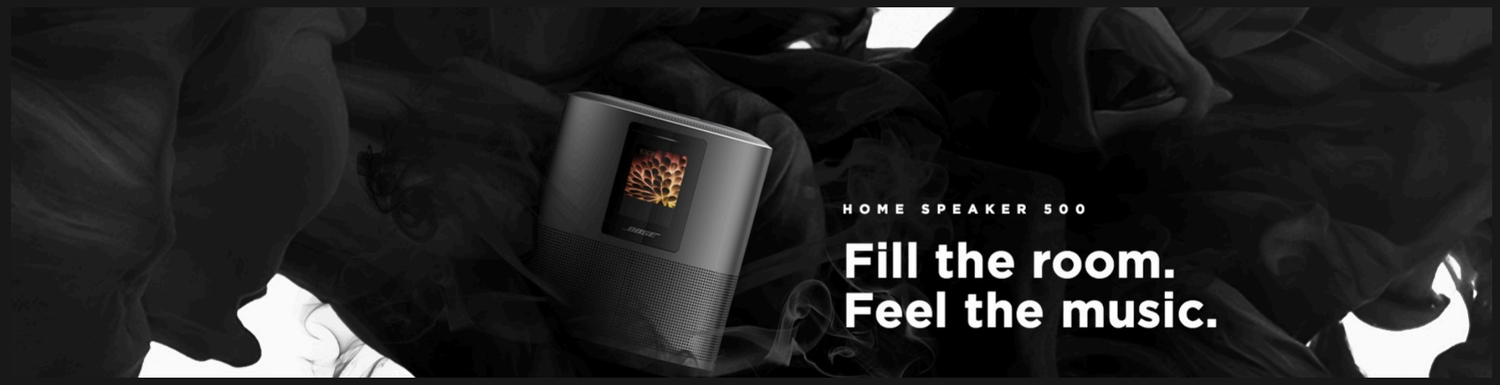
DIGITAL • SOCIAL • MESSAGE TESTING







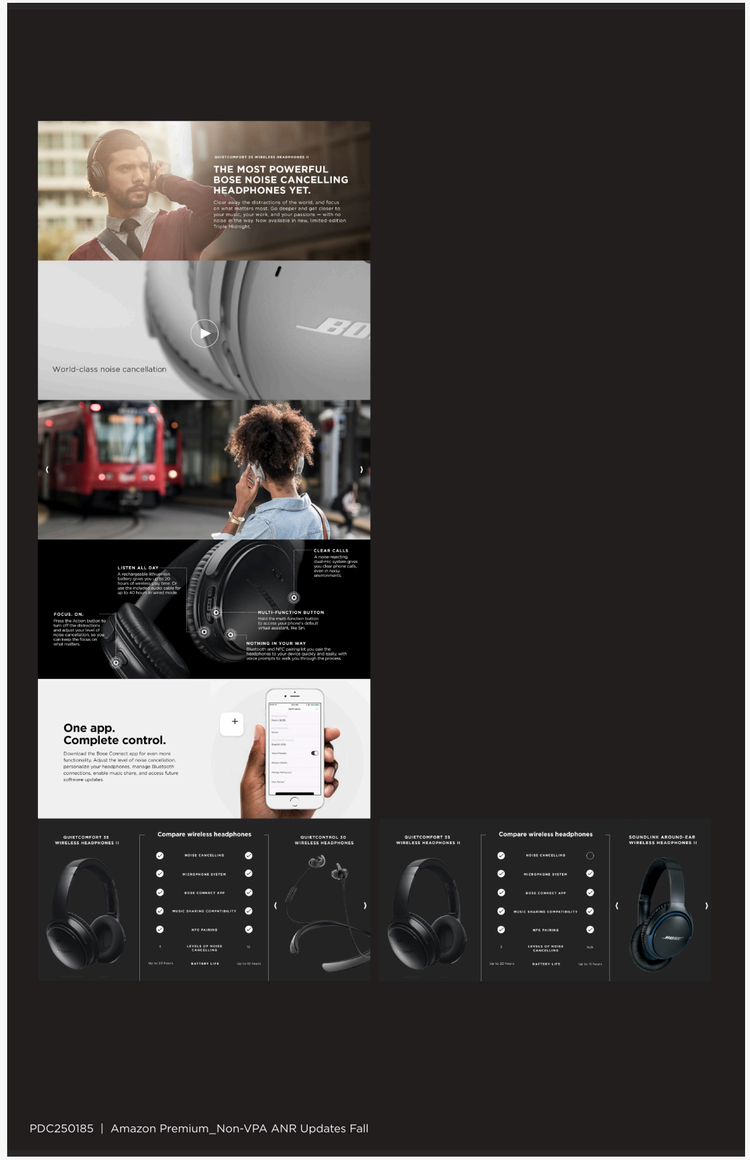




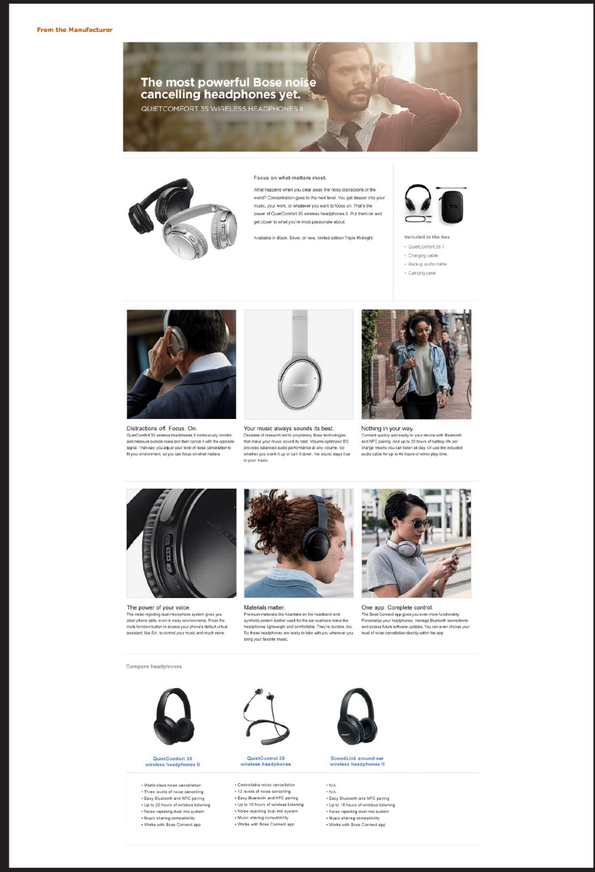
Amazon A+ Pages

Fall updates to Bose's noise cancelling headphone pages on Amazon — premium and standard layouts, with and without voice-assistant features. The same system of hero imagery, call outs and black-and-white panels carried the brand into the retailer's environment.

PREMIUM & STANDARD • WITH & WITHOUT ALEXA

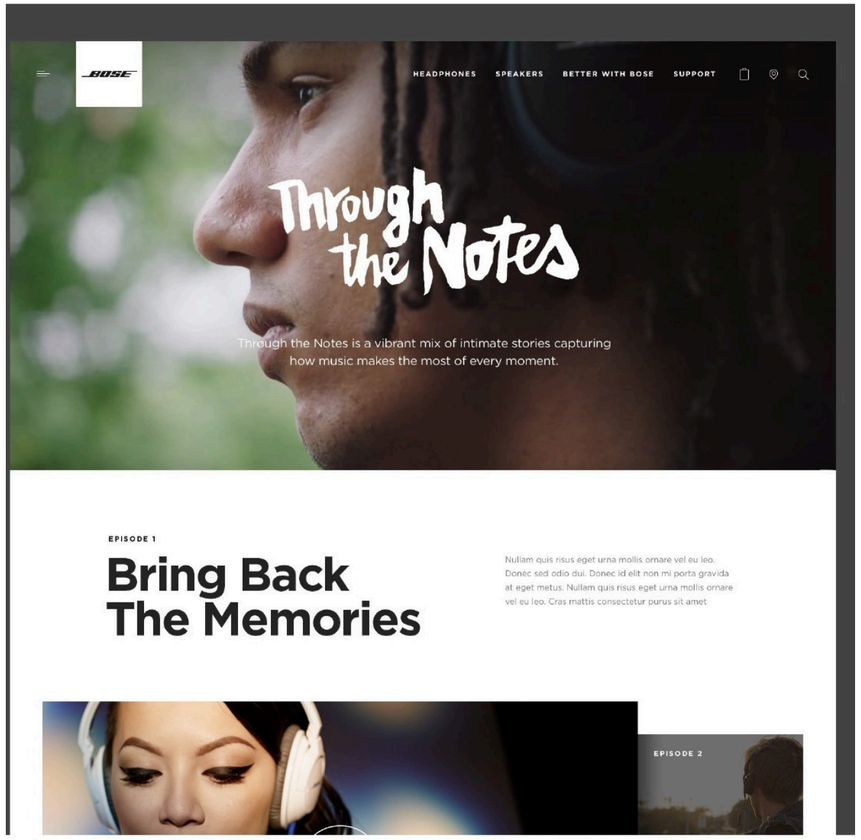


PDC250185 | Amazon Premium_Non-VPA ANR Updates Fall



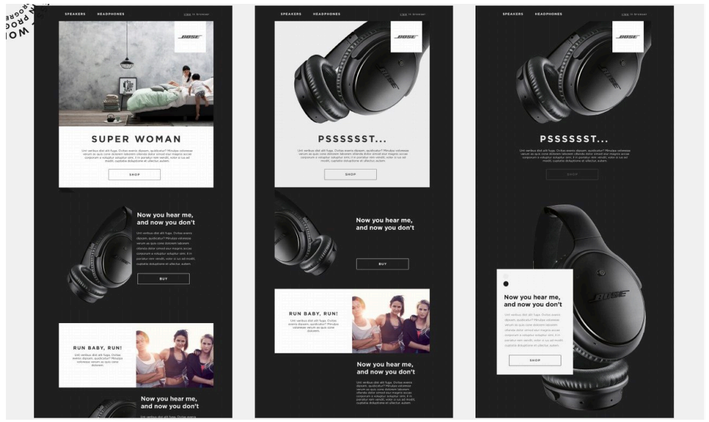
PDC250185 | Amazon Standard_Non-VPA ANR Updates Fall

One system, every touchpoint.

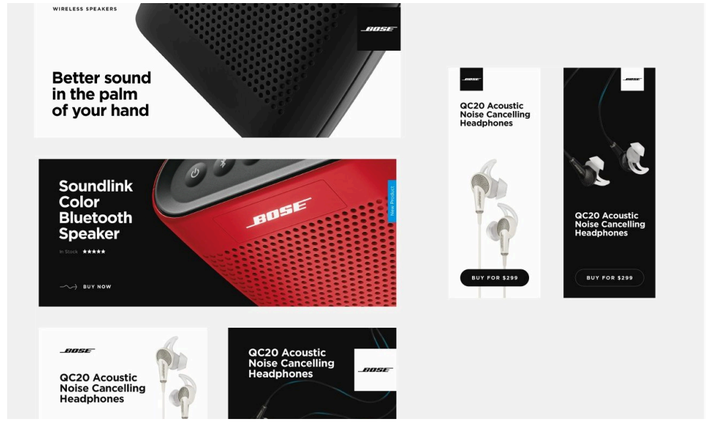


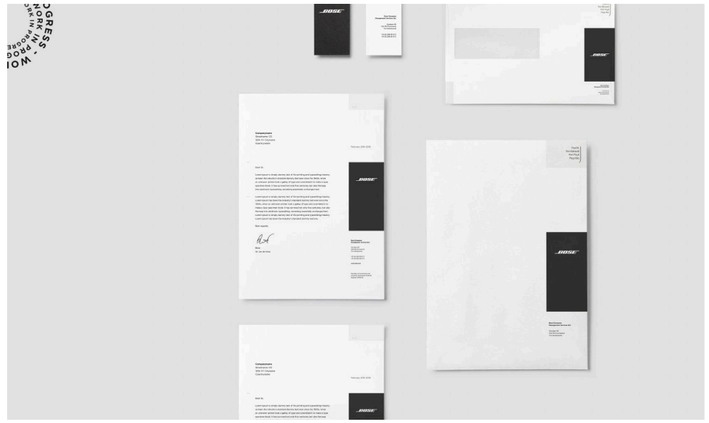
WEBSITE





RETAIL HOARDING · BANNERS





EMAIL · STATIONERY

From what we make to what we mean.

By grounding creative in a clear global strategy and a disciplined brand system, Bose could speak with one look and one voice across markets — while giving each region room for local sparks. Product stayed the hero; passion became the story.

01 **One global brand**

A shared strategy, toolkit and design language adopted across social, retail, web and sponsorship.

02 **Emotion + innovation**

Campaigns that pair what the product does with how it makes people feel.

03 **Recognized work**

Multiple Clio Sports awards and Ad Age recognition for Bose campaigns.

04 **Built to scale**

Guidelines, templates and launch systems that let in-house teams and agencies deliver consistently.



Thank You.

Kara Skandier · karaskandier.com