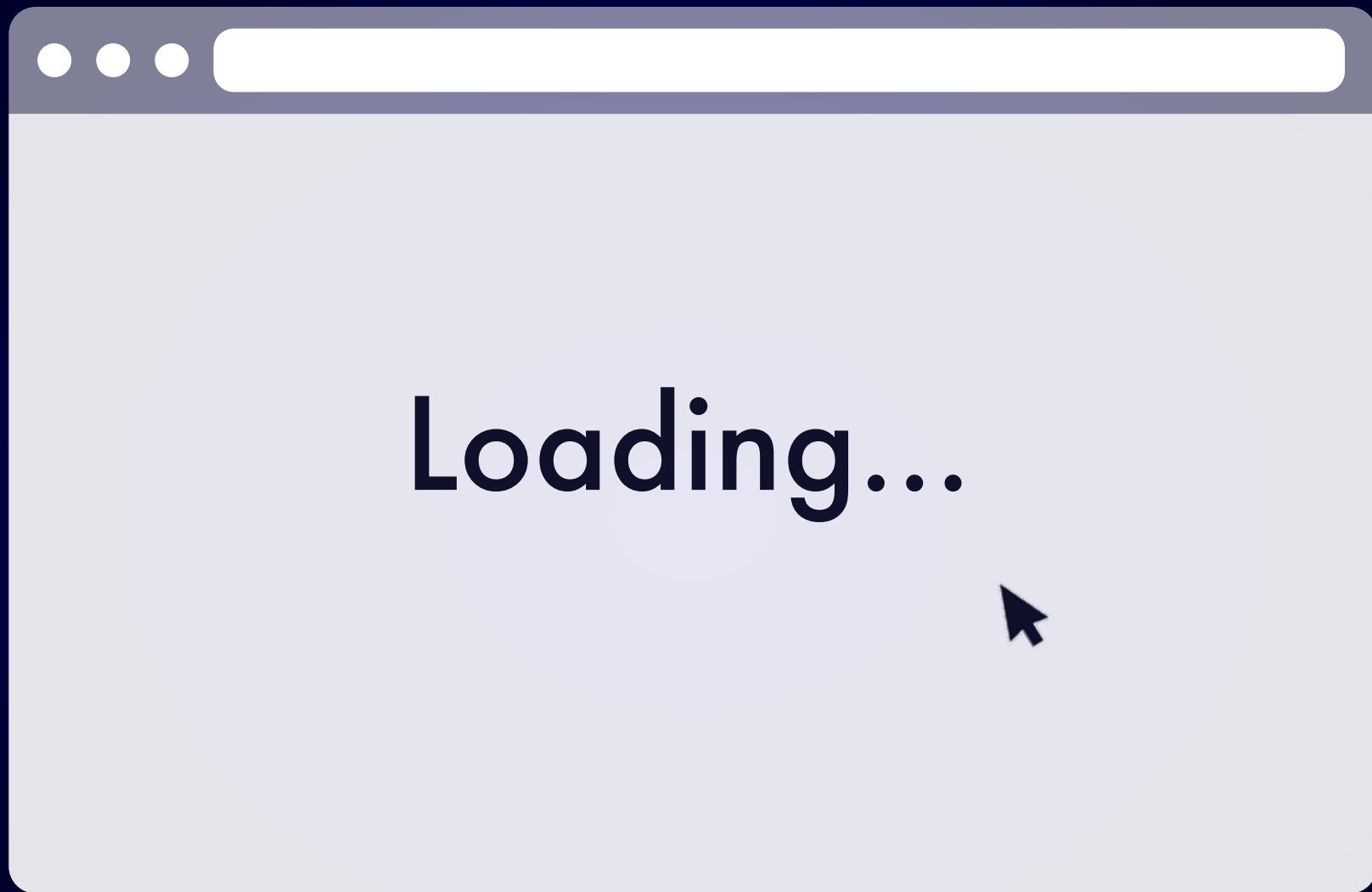




BOSE[®]

Contents

3. Objectives & Methodology
4. Marget Insights
5. Target Audience
- 6.Target Persona
7. Creative Brief
8. The Big Idea
9. Planned/Owned/Earned
10. Who What When Where
11. Plan Breakdown
12. Championship Events
13. TikTok Challenge
14. Social Ads
15. Flight Plan
16. Media Justifications
17. KPIs
18. Closing Remarks

Executive Summary

Bose is one of the leading sound technology companies on the market. Generation Z uses these technologies to listen to music, work out, play video games and while performing everyday tasks. In order to best makret to this generation, we took all of these activities into consideration and then narrowed our market down to one group.

With this marketing strategy, we acknowledge, engage and inspire the gamer/streamer demographic to game uninterruptedly through Bose. This strategy addresses a crucial target market that Boses' competitors are overlooking. The gamers/streamers demographic is growing tremendously and the biggest competitor, Apple, has done little to engage them. By reaching this demographic, Bose will have a niche market almost entirely to themselves to allow them to expand as a brand, and reach Apple's caliber in consumer loyalty. With our strategy, we take Boses' gaming headset and push it right to relevant consumers through media most used by the target demographic (i.e. TikTok).

Objectives

The Challenge

Bose needs to be able to stand out from the competitors by offering the consumer an “IT” factor that is not shared by another brand.

Insight

For much of Gen Z, video games serve as an escape from day to day reality and the comfort of their devices play an important role in that escape.

Idea

For Gen Z gamers, noise cancelling plays a major role in comfort which in turn creates an atmosphere where the player can escape reality.

Execution

By advertising on the most popular digital media channels used by our target demographic – such as TikTok, Twitch and YouTube – we will illustrate the comfort of Bose’s gaming headset – the most sought-after aspect of headphones within our demographic.

Measurement Methodology

Track unique visits to bose.com using Google Analytics, Tracking Pixels, and measure sentiment analysis across different social media platforms to assess Boses’ ongoing reputation from the minds of our target demographic, as well as general Bose consumers.

The biggest challenge for Bose in its category is brand perception. Bose has all of the potential as its competitors, but needs to establish a more aggressive marketing tactic in order to overtake these competitors. Bose offers great product features across the board, a great brand reputation, and excellent quality and value [1, 3]. The problem is the infamous bandwagon in the way known as Apple. Apple has been able to make consumers overlook the quality of Bose products[1]. Bose’s opportunity is that Apple does not offer any dedicated products for gaming headsets, allowing Bose to tap into a very large demographic of gamers/streamers to shrink the gap [1, 2]. These potential consumers have voiced their most sought after features in a headset, and Bose already offers these features [2]. By making these potential consumers aware of this, Bose will establish consumer loyalty in high numbers, thus planting the seed for a new bandwagon.

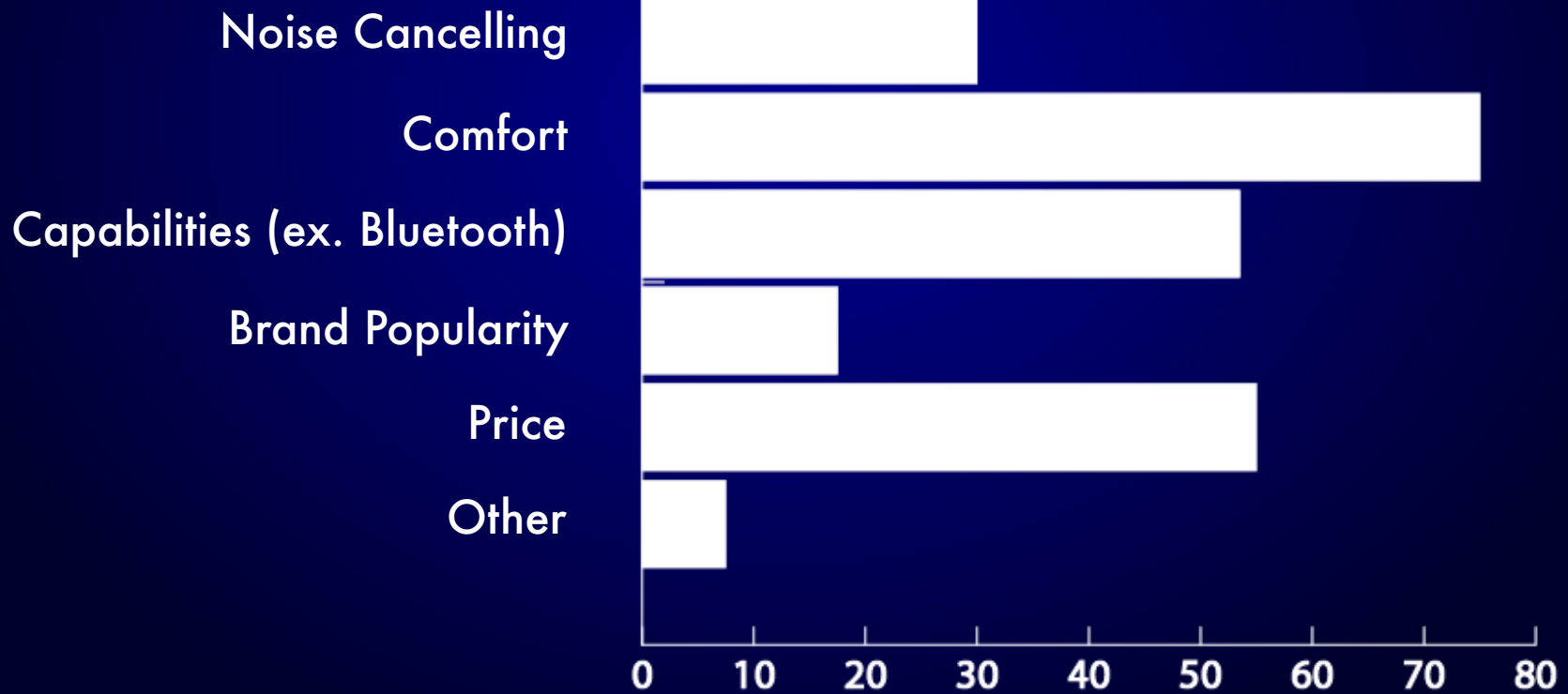
Market Insights

Through survey results, we learned that there are three key characteristics consumers look for when buying headphones.

Comfort

Price

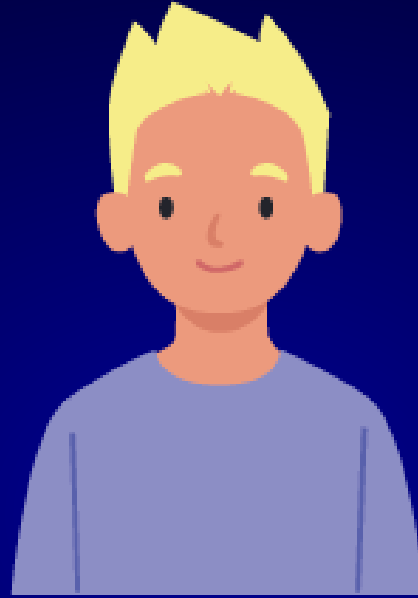
Capabilities



Target Audience

The target audience is college aged (18-24) men and women who have a passion for video games such as Fortnite or League of Legends. Those in college lead very busy lives dealing with classes, and often have a part time job along with the typical social pressures of today. Those who are not in college hold full time jobs while also experiencing similar social pressures. Both play video games to forget about their daily life and to empty their mind. They spend additional free time watching video game streamers, like Tyler1, to learn how to get better at their favorite games. They are users of several social media platforms like Instagram, TikTok, and Snapchat. When buying new products they care more about product capabilities than brand popularity and prefer to invest in the latest technology.

Target Persona



Max is a 20 year old college student from the suburbs of Chicago. He is a sophomore at the University of Illinois and is majoring in civil engineering. He drives a 2015 Subaru Impreza that was handed down to him from his brother but he loves the car because it has Bose speakers. He works part time as a resident hall front desk monitor which pays \$8.50 an hour so he can have spending money but his parents are paying for his college tuition. In his free time Max likes to play video games with his friends from college and from home. He uses video games as an escape from reality and even has aspirations to one day become a famous video game streamer. He currently watches his favorite League of Legends streamer, Tyler1, every night on Twitch to get better at the game. He doesn't like to shop or spend money on new clothes very often but he is always ready to buy the newest technology to help his gaming.

Strategy

The Goal

We will develop an integrated marketing campaign for the 2021 holiday season targeting Gen Z's, who are avid video game players, in the US. The goal is to increase brand awareness and increase sales among this group with Bose's QuietComfort line via Bose.com.

KPIs

We plan to increase engagement within our social platforms by 60% as well as increase website traffic for bose.com by 30% for our target audience during the months of October through December.

Target Audience

Avid Gen-Z video game players and streamers in the U.S.

Key Consumer Insight

For much of Gen Z, video games serve as an escape from day to day reality and the comfort of their headphones play the leading role in that escape.

Promise

Bose ensures extended comfort and noise canceling capabilities to create the optimal atmosphere for video gaming.

Tone

Energetic, Edgy, Trendy

The Big Idea

Escape Into the Game

Our indepth research revealed that video games serve as an escape from day to day reality. For a majority of players, the comfort of their devices play an important role in that escape. We conducted a survey of our target audience that asked an array of questions about what is important when selecting headphones – 75% of responders put comfort at the top[1]. We concluded that this demographic feels that noise cancelation plays a major role in the ability to experience comfort when gaming. The weight, the

conformity of the padding around the ears, and the shape of the headphones are all elements that help the target demographic determine whether or not the headphones can be worn for long periods at a time. The main takeaway from our focus group was that noise cancellation and comfort play a crucial role in the ability to escape reality and into their favorite game[2]. Throughout our secondary research, we found that Gen Z has a strong affinity to escape[3] from reality and this information coincided with our primary research.

Paid/Owned/Earned

Paid

Bose will have paid digital ads on Twitch, Youtube, Snapchat, TikTok and Instagram. We will also sponsor a gaming championship event.

Owned

Our owned media includes post on Bose's social media platforms and website. The brand will post on Instagram and Twitter.

Earned

We will gain earned media through our promotional content, TikTok Challenge as well as word of mouth marketing from our event sponsorship.

Paid/Owned/Earned

Who

College aged (18-24) men and women who have a passion for video games

What

Our campaign consists of three parts: An E-Sports championship event where Bose will sponsor, social media ads that will reach our target audience across Instagram, Tiktok, Snapchat, Youtube and Twitch, as well as a Tik Tok challenge to persuade our audience to escape into the game with Bose headphones.

When

From the beginning of October to the end of December (Holiday Season)

Where

The Championship event itself takes place in Stockholm, Sweden, but our target audience from anywhere in the United States will be potentially reached through this event, the eligibility for the Tik Tok challenge, as well as our social media ads

Why

Depression, anxiety and negativity exist fruitfully within generation Z. When it comes time for them to escape these feelings, we want to make sure they experience no audible distraction when playing their favorite video game.

Plan Breakdown

October

We will kick the campaign off by sponsoring the Counter-Strike: Global Offensive Championship that occurs in late October through early November.

November

At the end of the championship we will introduce our TikTok challenge via sponsored ads on TikTok and Instagram as well as pre roll ads on Twitch and Youtube to reach our target. This challenge will run from November 8th to November 22nd.

December

We will follow the TikTok challenge with more campaign ads to promote the Bose noise cancellation technology in their gaming headset via Twitch, Youtube, Snapchat, Tik Tok and Instagram

Championship Event

We will kick the campaign off by sponsoring the Counter-Strike: Global Offensive Championship that occurs in late October through early November. Microsoft and NVIDIA are also major partners of the event and gamers from around the world watch this tournament online. Throughout the tournament, all players will use the Bose gaming headset and Bose banners supporting the campaign will be shown. The official Bose Twitch account will stream the event each day which will include specific information about the campaign.



Competition Poster



Competition Banner

TikTok Challenge

At the end of the championship we will introduce our Tik Tok challenge via sponsored ads on TikTok and Instagram as well as pre roll ads on Twitch and Youtube to reach our target. Our TikTok challenge will ask people to make a family member or friend become distracted from their video game using the most creative way, like an air horn or even pots and pans, and the funniest and the most creative submissions will win a gaming headset for both the victims and the ones filming. The entrants will use the hashtag #BoseDistractionChallenge to be entered into the competition. This challenge will run from November 8th to November 22nd. We will sponsor creators who have large followings of our target audience on TikTok as well as Twitch or Youtube, like @MrBeast, @CoryxKenshin, and @FazeClan to take part in the challenge. We will have 5 videos chosen as winners with 10 headsets given away total.



#BoseDistractionChallenge



@MrBeast

@FazeClan

@CoryxKenshin

Social Ads

We will follow the TikTok challenge with more campaign ads to promote the Bose noise cancellation technology in their gaming headset via Twitch, Youtube, Snapchat, Tik Tok and Instagram.



YouTube and Twitch pre-roll spot



Snapchat, Instagram Story, and Tiktok spot

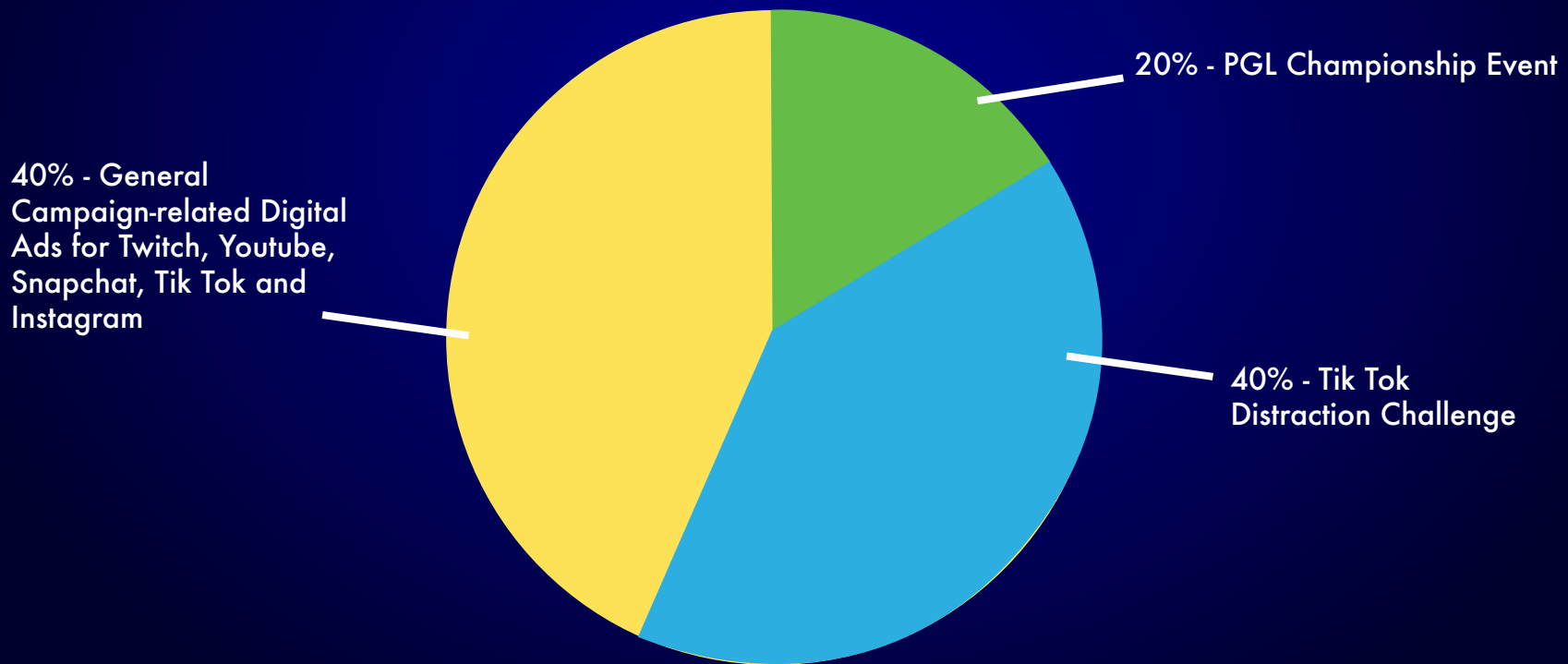
Flight Plan

	October				November				December			
	1	2	3	4	5	6	7	8	9	10	11	12
Event Sponsorship												
Counter-Strike: Global Offensive Championship												
Paid Social Media												
Tik Tok Challenge												
Tik Tok												
Instagram												
Snapchat												
Digital Pre-Roll												
YouTube												
Twitch												

Media Justifications

To kick off our campaign we allocated 20% of our budget to an event sponsorship for the PGL championship event for Counter Strike: Global Offensive. This sponsorship will allow Bose to provide gaming headsets for all gamers and enable Bose to have banners with the Escape campaign tagline visible. Next,

we decided to spend 40% of our budget to promote a Tik Tok Distraction challenge. This will use sponsored hashtags, Tik Tok ads and celebrity gamers to promote the challenge. Lastly, 40% of our budget will be for general campaign-related digital ads for Twitch, Youtube, Snapchat, Tik Tok and Instagram.



KPIs

We plan to increase engagement within our social platforms by 60% as well as increase website traffic for bose.com by 30% for our target audience during the months of October through December. The increase in engagement will be driven by people interacting with our campaign and will lead to an increase in web traffic as a call to action. The increase in new and unique web traffic will lead to an increase in sales.

12.5% of respondents said they use headphones for gaming

42.5% of respondents said they own both wireless and wired headphones

75% of respondents said they look for comfort when buying headphones

"I get annoyed by the functionality of apple headphones since they cannot easily connect wirelessly with my gaming console." - Gamer 1

"Wired quality can sometimes be better than wireless quality." - Gamer 2

"Another thing to take into consideration is the weight of the product. Extended wear on top of the head, how it squeezes your head, pressure." - Gamer 3

Closing Remarks

Team Escape would like to thank the Effies Organization and Bose for giving us the opportunity to work on this campaign. We send a special thank-you to all of the judges and volunteers for making this competition possible.

Thank you,
Team Escape