

CASE STUDY #H4UNFILTERED

MISSION

The launch of the B&O PLAY Beoplay H4 saw the brand undertake its first globally co-ordinated social media campaign, #h4unfiltered. The product is all about purity of experience. With a simple interface, authentic materials and a pure sound, the cans are unencumbered by external influence. The campaign wanted to capture life in the same way. Working with three young creatives from the States, B&O PLAY created a bank of rich media content following a skateboarder, DJ and graffiti artist through their daily lives, exploring how a connection to music inspired creativity in their given pursuits. The mission for LRR was to work with UK social media influencers who espoused the same creative ideals to generate quality sharable content that worked in tandem with this messaging to reach a British audience. As authenticity was a key factor in this campaign we were tasked with finding influencers who truly loved the brand and were willing to get involved without a supporting budget but for the love of the product alone.



METHOD

Our first challenge was to identify the right personalities for the campaign, we needed young urban creatives who are thriving in their own creative pursuits. Aiming to work with at least five influencers we knew that we wanted to engage characters from a range of disciplines, allowing us to reach a variety of audiences without losing a very specific understanding of exactly who we were speaking to.

Once we had created our list we went about making contact with the musicians, artists, designers, journalists and photographers that spoke to our target demographic. After making contact over social media we embarked on a series of face-to-face meetings to build our relationships with the influencers. B&O PLAY is very much a brand anchored on personality and emotion, for this to be communicated in the social media campaign we needed to ensure that we were dealing with the right personalities, briefing them on the journey from concept to product so that they could communicate and understand this core tenant of B&O PLAY. Once we had found the right individuals, who were passionate about the brand, the rest of our task was simple - give them the product and let them create.

BOOM

We worked with eight influencers, who in turn created over twenty posts to support the global campaign. Each influencer we worked with delivered more than the one post agreed to because each one of them had a true passion for the brand. This authentic understanding of the brand and willingness to engage with the product elevated the value of posts beyond advertorial, becoming a genuine endorsement. Globally, we were the most successful territory delivering a reach of almost one million, a great return with no supporting budget. Furthermore, this has fostered on going relationships for the brand with key opinion leaders who actively seek out B&O PLAY products and events, looking to offer support wherever possible.



**LITTLE
RED
ROOSTER**

We ♥ design, *technology*, fashion
& *the Rolling Stones*.