

CONSUMER ELECTRONICS

Bang & Olufsen products may result in humblebragging

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Video still from Bang & Olufsen's humblebrag

By STAFF REPORTS

Danish audio and visual brand Bang & Olufsen is perfecting the art of the humblebrag via a user-generated content activation.

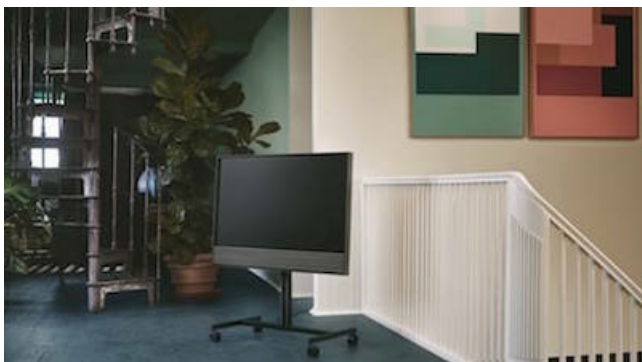
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Social media is intended to keep users connected to the people and things they love, but oftentimes the various platforms are used to drop hints, subtly or not, about how amazing a particular experience or activity is. For example saying, "Stupid me, how did I forget to bring sunscreen to the Bahamas," as Bang & Olufsen suggests, is classified as a humblebrag when shared as a status update and accompanied by a shot the teal-colored sea.

Do it for the likes

Although humblebrags can be irritating for an individual's followers, Bang & Olufsen is encouraging consumers to take advantage of the subtle annoyance for a chance to win a BeoVision Horizon television.

Fans of Bang & Olufsen are asked to think of a creative humblebrag, take a screenshot that highlights the statement and leave the submission in the comments section of its Facebook page. The winner will be announced Dec. 18.



Bang & Olufsen's BeoVision Horizon television

As a demonstration of the art of the humblebrag Bang & Olufsen has filmed a short video that shows a couple lugging a 48-inch BeoVision Horizon television up to their fourth floor apartment. Once inside, the man is shown in various poses and stagings as he attempts to capture the best photo to accompany his humblebrag.

As he futzes with taking the perfect photo for social media text overlay shows his caption drafts. Eventually, he stages a "wild party" on his apartment's terrace but his phone dies before he can post the image.

Unaware of his wife looking through the window, she snaps the candid shot and writes, "When your husband can't stop taking pictures of the new TV #BoysWithToys" and successfully posts the humblebrag.

Humblebragging - Bang & Olufsen

Marketers have connected with consumers through social media tendencies through viral challenges as well.

Neiman Marcus and Marc Jacobs are among the luxury brands to strike their best mannequin pose for the now-viral challenge.

Celebrities, sports teams, consumers and brands alike have been taking part in the #MannequinChallenge, where participants are filmed while staying completely motionless, and sharing the video footage on social media.

Partaking in fun, viral challenges keeps a brand relevant within the cultural fabric, and can also position the label as lighthearted and good natured ([see story](#)).

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