

CONSUMER ELECTRONICS

Bang & Olufsen invites users to recreate a music video

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B&O's Code the Wave video

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Danish consumer electronics manufacturer Bang & Olufsen is weaving together consumers, music and technology in a new campaign that allows users to manipulate a music video in their own manner.

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The interactive platform encourages users who know how to code to make their mark on a specially created music video in their own interpretations. An online platform, put on by Bang & Olufsen, allows users to create their own version of the music video, showing how technology can create art.

"We often think of programmers as people that make applications and computer games, but programmers are increasingly becoming the artists of tomorrow," said Jens Jermiin, head of global marketing at **B&O Play**, a division of Bang & Olufsen.

"Just as code is being transformed from numbers and equations into beautiful music in our headphones and speakers, programmers today are creating beautiful artwork that inspires and engages artists and audiences in entirely new ways," he said.

Creative interpretation

Two different platforms from Bang & Olufsen allow users of all talents to recreate the music video. One platform, specific to coders, allows programmers with the know-how to create a new interpretation of the video with code.



Code the Wave video on social media

Another platform allows users with any type of experience to direct a new version of the video with various keys and mouse clicks. The platform will instruct users how to perform each task they want.

Various images and art have been programmed into the platform for users to imagine a unique music video. Participants can use their mouse on desktops and fingers or volume keys on smartphones to manipulate the video by tapping or swiping.

By doing so the various artwork will appear on the video in the manner the user wants.



Code the Wave platform

A song named "The Wave" was created and recorded, along with a music video, by the Scandinavian pop band Scarlet Pleasure specifically for the campaign. Bang & Olufsen's project allows the brand to create a direct connection with consumers and learn about their interests and personalities by each interpretation.

Interactive elements

Interactive elements of a campaign can make or break it for a brand. Consumers want to be wowed and want to be a part of a piece of advertising from marketers in today's world.

For instance, French beauty marketer Guerlain brought its illustrations to life with a 360-degree video that shows off its adventurous yet playful and feminine side for its La Petite Robe Noire fragrance.

Powered by Google Spotlight Stories, Guerlain launched a 360-video on YouTube that animates a little black dress through an adventure. Viewers afraid of heights should be wary, as the video travels with the character through various costume changes up towards the sky of a city ([see more](#)).

Also, French jeweler Chaumet opened up its ephemeral museum to a larger audience with the introduction of a virtual gallery space.

Chaumet's 12 Bis microsite launched with a digital recreation of the house's recent "Une ducation Sentimentale" exhibit that ran from February to September last year, allowing visitors to step inside the gallery of artifacts and art regardless of their location. Museum exhibits afford brands an opportunity to educate attendees on their history, but the reach of these displays is often limited, making digital extensions such as Chaumet's a means to increase the impact of this effort ([see more](#)).

"Code The Wave is not just a creative universe, but a whole new way of thinking music, art and technology," said Emil Goll, vocals of the band **Scarlet Pleasure**. "The final product is ongoing, when fans and coders are doing their own version of the music video for our new track The Wave."

"It gives us a unique opportunity to interact and keep in touch with our fans we invite them into the core of our

universe, let them co-create and be a part of it," he said. "Hopefully it will help break down the distance between artist and fan."

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