

MOBILE

Bang & Olufsen boosts product exposure with social photography contest

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By JEN KING

Danish audio and video company Bang & Olufsen is increasing the exposure of its Beoplay A9 soundsystem through a social media photography contest.

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Luxury Daily

The contest calls for consumers to submit images of the night sky as a way to promote its Beoplay A9 Nordic Sky edition. Using social media platforms in a fan-driven, creative way is likely to generate interest in the brand among dedicated customers and aspirational consumers.

"Social media-facilitated contests have become widespread among brands of every type, said Cory Pierce, planning director for global creative agency at **ATTIK**, San Francisco.

"Contests are an accepted means of gathering brand fans, provided they offer something valuable either as a prize or branded experience," he said. "Brands that pay off their audience's investment of time and interest in the contest will reap the biggest rewards."

"Bang & Olufsen's traditional "Nordic minimalism" is the core of the Nordic Sky contest, so this promotion seems to be well conceived."

Mr. Pierce is not affiliated with Bang & Olufsen, but agreed to comment as an industry expert.

Bang & Olufsen was unable to comment before press deadline.

Northern Lights

Each of the three Beoplay A9 Nordic Sky soundsystems in the collection represent a different phase of the night sky: dawn, twilight and dusk. One soundsystem is priced at approximately \$2,630.



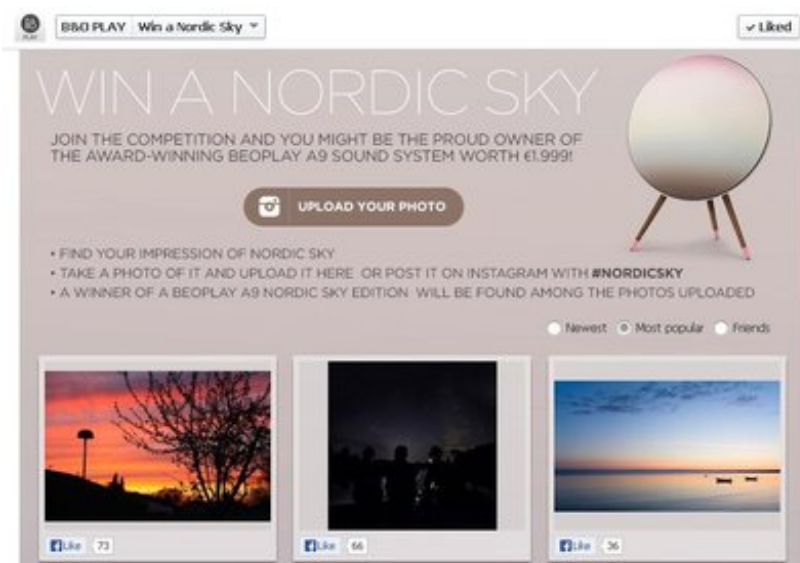
Nordic Sky Collection

Bang & Olufsen is using its B&O Play Facebook and Instagram accounts to promote the social contest.

Bang & Olufsen is appealing to brand enthusiasts and aspirational consumers by asking them to submit a photograph of their “impression of the nordic sky” for a chance to win a Beoplay A9 Nordic Sky soundsystem.

To enter the contest, fans may upload a photograph of the night sky via Facebook or

Instagram.



Contest page

Participants are prompted to add a caption to their photo or tell Bang & Olufsen which of the three in the Nordic collection they prefer.



Contest entry

On Facebook, users can search the photo gallery by newest, most popular and friends. Photos submitted through Instagram using the hashtag #NordicSky are entered into the contest.

The hashtag keeps entries organized while allowing brand enthusiasts to connect through their images.

Fans have the opportunity to “like” submissions, but this does affect the outcome of the contest as the brand selects a winner.

A winner will be selected from the combined submissions on Sept. 30.

Camera-ready

Creative contests allows for brand enthusiasts to feel as though they are part of the brand’s larger narrative.

For example, Four Seasons Hotel Bangkok and American Express Publishing’s Travel + Leisure Southeast Asia are inviting guests to enter an Instagram contest to relish and document the World Gourmet Festival Sept. 2-8 in Bangkok.

The 14th annual World Gourmet Festival will celebrate culinary innovations and pay homage to cultural traditions with the work of eight master chefs from seven countries and various food and wine specialists. Since food is a notoriously common Instagram subject, establishing a #MyWGF hashtag will help the posts stand out from others on the platform ([see story](#)).

Additionally, Mercedes-Benz USA invited five of Instagram’s most lauded users to ignite interest in the CLA model among young consumers by touring the United States in the vehicle.

The automaker opened up the journey to a sixth entrant who will be selected by the five recognized photographers to boost fan interest in the promotions. The contest will likely appeal to Generation Y consumers through using Instagram and allowing fans to participate in the campaign ([see story](#)).

Brands may successfully attract new enthusiasts through contests.

"Used successfully, a contest can help to develop new brand fans, who are people who like you and want others to as well," Mr. Pierce said.

"Ultimately, the best case scenario for a contest is that the people who don't win anything have as compelling of an experience as the people who do win something, he said.

"If everyone leaves the contest feeling good because they've participated in something, then your brand will likely gain more fans."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/TWgicxXnwwI](https://www.youtube.com/embed/TWgicxXnwwI)

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