

MOBILE

## Bang & Olufsen crafts sensory experience to build brand awareness

October 18, 2013



By JEN KING

Danish audio and video company Bang & Olufsen is continuing to promote its B&O Play line of audio players and headphones with its “Sensory Spaces” mobile application that engages consumers with an exploratory use of sound.

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**Luxury Daily**

Bang & Olufsen created the app in collaboration with the Danish alternative rock band, Mew. The audio and video company is likely to gain younger fans through its connection with the popular Danish band.

"Mobile games, when done right, let customers engage with brands in a fun and interactive way," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

"Also, games can encourage an addictive following that generates far greater usage than other types of apps," she said.

"Whether or not people are using Bang & Olufsen headphones, the game will help them draw the connection between Bang & Olufsen and high-quality sound because, after all, it will be a Bang & Olufsen branded app in the pockets of customers."

Ms. Adhami is not affiliated with Bang & Olufsen or Mew, but agreed to comment as an

industry expert.

**Bang & Olufsen** were unable to comment before press deadline.

Sound off

The Bang & Olufsen's Sensory Spaces mobile app is available for free download for iPad and iPhone from the iTunes store at <https://itunes.apple.com/app/sensory-spaces-by-mew-b-o/id662017362?mt=8>.



*Sensory Spaces launch screen*

The app spurs the user to experience Mew's music on a deeper level than they would when casually listening to the band.

Sensory Spaces is a game that creates sound localization challenges with three different sensory levels. Each level, called "Sound Spaces" has the user maneuver their mobile device to locate the sound.

The user chooses clues such as intensity, spectral and timing to locate the source of the sound. When the user moves the device in the wrong direction, the sound weakens to

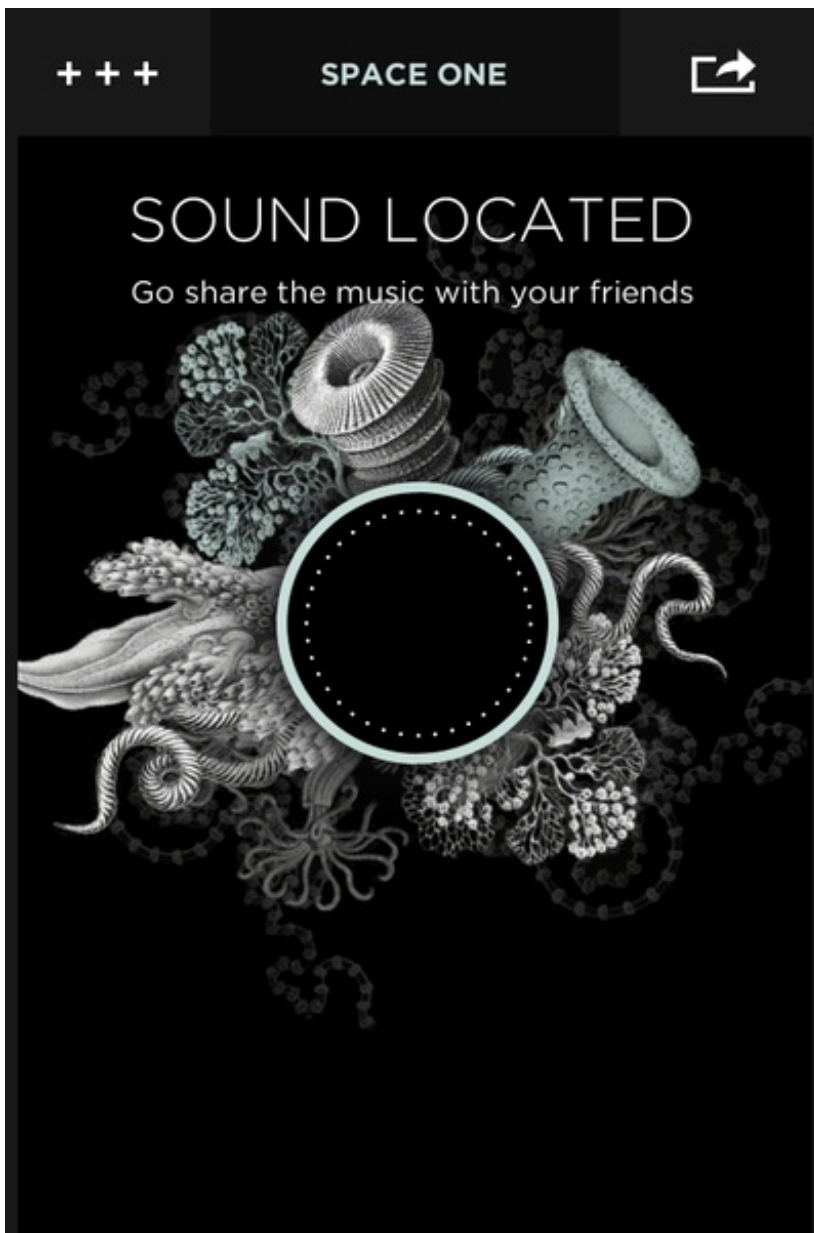
signal to the user that she is not on target.



### *App directions*

With sound locations above, below and on the sides of the user, she or he begin to learn the different characteristics of sound depending on its origin. Presenting sound as a physical element allows for a deeper connection.

When a level is completed and the sound's origin is located, the user has the opportunity to share the music with a friend.



### *Completed space one*

Each challenge has distinctive characteristics and sound elements. The app features three musical arrangements and is narrated by members of Mew.

The band's lead vocalist, Jonas Bjerre, explains the brain's sensory capacity and how to use the app, while drummer Silas Utke Graae Jørgensen and guitarist Bo Madsen narrate the other levels.

On completion of the third level, the user gains access to the app's bonus feature where the latest Mew song can be manipulated by different touch points on the device's screen. The bonus feature also includes exclusive behind-the-scenes video content.

### Sound and sight

Bang & Olufsen in the past has used sight to generate product awareness and consumer engagement.

The brand increased the exposure of its Beoplay A9 soundsystem through a social media photography contest.

Bang & Olufsen's contest called 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 ([see story](#)).

A gaming element serves to engage consumers for a longer period of time and may result in repeat brand interactions.

For example, Land Rover North America is bolstering its Range Rover Sport “Drive to Another Level” campaign with an interactive, high-intensity film that lets viewers join the adventure with gaming options.

The “Race The Sun” film is equipped with WebSocket technology that allows viewers to sync up their smart phones and tilt, tap and swipe their touch screens to keep up with the ride. To maximize the reach of the film, viewers can participate in the film with their tablet and desktop as well ([see story](#)).

Targeting the correct demographic when creating an app can determine its success.

"When creating a great app, it's important that it meets what the target market wants and it's something they will actually use," Ms. Adhami said.

"Once that criteria is met, a great user experience will entice customers to keep coming back for more, especially if there are incentives and rewards involved."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/5CwEJyqRlgY](https://www.youtube.com/embed/5CwEJyqRlgY)

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