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Bang & Olufsen teams with Opening Ceremony for Form 2i headphone promotion

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Maluca Mala for B&O Play and Opening Ceremony

By JEN KING

Danish audio and video company Bang & Olufsen has partnered with retailer Opening Ceremony to increase awareness for its B&O Play Form Ai headphone collection.

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Luxury Daily

"The Sound of Fashion" partnership was founded on the similarity between how the brands approach music, design and fashion. When establishing a working relationship, brands should target like-minded companies that share common codes and values.

"As B&O Play focuses on contemporary products aimed at youthful, design-conscious, music omnivores with an active lifestyle, we feel there are many brand synergies with Opening Ceremony due to their passion for style and fashion, as well as their reputation in securing innovative and creative collaborations with trend-setting companies around the globe," said Kathy Thornton-Bias, president of [Bang & Olufsen America, Inc.](#), Deerfield, IL.

"Opening Ceremony is a unique retail concept with a strong emphasis on creativity and design," she said. "The energy in their stores evokes that of a global marketplace, with a

worldly take on fashion.

"We feel this mirrors the B&O Play mission. Both brands are elite, but attainable."

City beats

B&O Play and Opening Ceremony worked together to create a "happy and carefree New York universe filled with bright splashy colors and high energy." To best capture the brand and retailer's lifestyle they selected a track by hip-house artist Maluca Mala titled "Trigger."



Maluca Mala wearing B&O Form 2i headphones in white

For consumers to explore the collaboration, B&O Play, as well as Opening Ceremony, have dedicated sections on their Web sites. On B&O Play's Web site, for example, the consumer can explore expanded sections that give an overview of the partnership.

The first section includes a behind-the-scenes video, displayed in a Bang & Olufsen television for brand cohesion, that explains the creative process and inspirations for the Maluca Mala music video for Triggers. Filmed in a Chinatown alleyway, B&O Play and Opening Ceremony worked with Georgia Creative for the animations used in the music video.



Behind-the-scenes video for Trigger, still

Below, in the second section, consumers can explore six tiles to learn more about the collaboration. Tiles range from linking to the Opening Ceremony blog's Web site where the consumer can watch Maluca Mala's music video to an interview with Carol Lim, co-

founder of Opening Ceremony and creative director of Kenzo, and an article summarizing the behind-the-scenes video along with a photo gallery.

The remaining three tiles explore B&O Play's products the Form 2i, seen in the video, and the H6 headphones. A direct link to B&O Play's Facebook page is set in between the two headphone displays.

Continuing to scroll, consumers on B&O Play's Web site can watch the full Maluca Mala music video for Trigger and scroll through a slideshow of campaign images.

The black and white video shows Maluca Mala walking down a Chinatown alley and dancing on a rooftop. As she sings and moves through the scenes, colored animations pulse along with the beat of the song to add depth.

Embedded Video: [//www.youtube.com/embed/rT5O2JB1j-Q](http://www.youtube.com/embed/rT5O2JB1j-Q)

Maluca Mala featuring Opening Ceremony and B&O PLAY: Trigger

On Opening Ceremony's Web site, the collaboration with B&O Play is included on its homepage slideshow where it will receive the most views from the retailer's frequent consumers.

A click-through on the image of Maluca Mala wearing the Form 2i headphones lands on a page where the consumer can watch the music video or purchase the limited edition OC Form 2i headphones, as seen in the video, that feature the Opening Ceremony logo on the headband.

Retailing for \$129, the B&O Play Form 2i headphones come in six color variations which include grey, red, blue and green in addition to the limited-edition headphones available in black or white.



B&O Play Form 2i limited edition headphones for Opening Ceremony in black

In addition to its digital campaign, the partnership extends to the in-store experience as well. Within Opening Ceremony locations in London and New York are B&O Play-powered listening stations where consumer can listen to music to experience the sound quality of the brand's headphones.

Consumer outposts

Bang & Olufsen has worked to secure awareness with its target consumers in the United States in the past.

For instance, the Danish brand partnered with online menswear retailer Mr Porter to increase consumer exposure to the brand's less expensive B&O Play product collection.

Bang & Olufsen's award-winning B&O Play collection is sold, alongside other luxury products, through Mr Porter in the U.S. B&O Play debuted in January 2012 to appeal to design enthusiasts looking to stay digitally connected ([see story](#)).

Also, Bang & Olufsen recently expanded its retail footprint in the United States with a new concept store on New York's Madison Avenue.

Designed with Scandinavian homes in mind, the 600 Madison Avenue boutique presents consumers with a true sensory experience through product displays. Bang & Olufsen hopes to increase awareness for its products among North American consumers with the retail concept that emphasizes designs through demonstrations and customer service ([see story](#)).

With the Form 2i on display at the New York's Museum of Modern Art, its design will likely reflect the sensibilities of Opening Ceremony consumers.

"We've created a dedicated listening station in the New York showroom of Opening Ceremony," Ms. Thornton-Bias said.

"[Also], we feel the Form 2i headphone is a fun and playful take on what can truly be classified as a design icon, and will greatly resonate with Opening Ceremony customers," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/eOXeDVJWF8c](https://www.youtube.com/embed/eOXeDVJWF8c)

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