Audio for Video

3.14

A4V

OPPORTUNITIES	APPROACH
1 Define and dimensionalize the Bose A4V story under the better sound umbrella.	Create an overarching A4V story ▪ Emotional connection ▪ Bose understands TV fans and fits their lifestyle ▪ Emphasize owned and earned opportunities
2 Help consumers find the right Bose A4V product for their needs.	In owned channels, create an A4V exploration tool ▪ Configuration ▪ Features ▪ Price



Content is better than ever.

NETFLIX

New Viewing Patterns

70% Time shift
62% Binge viewing

Social Sharing

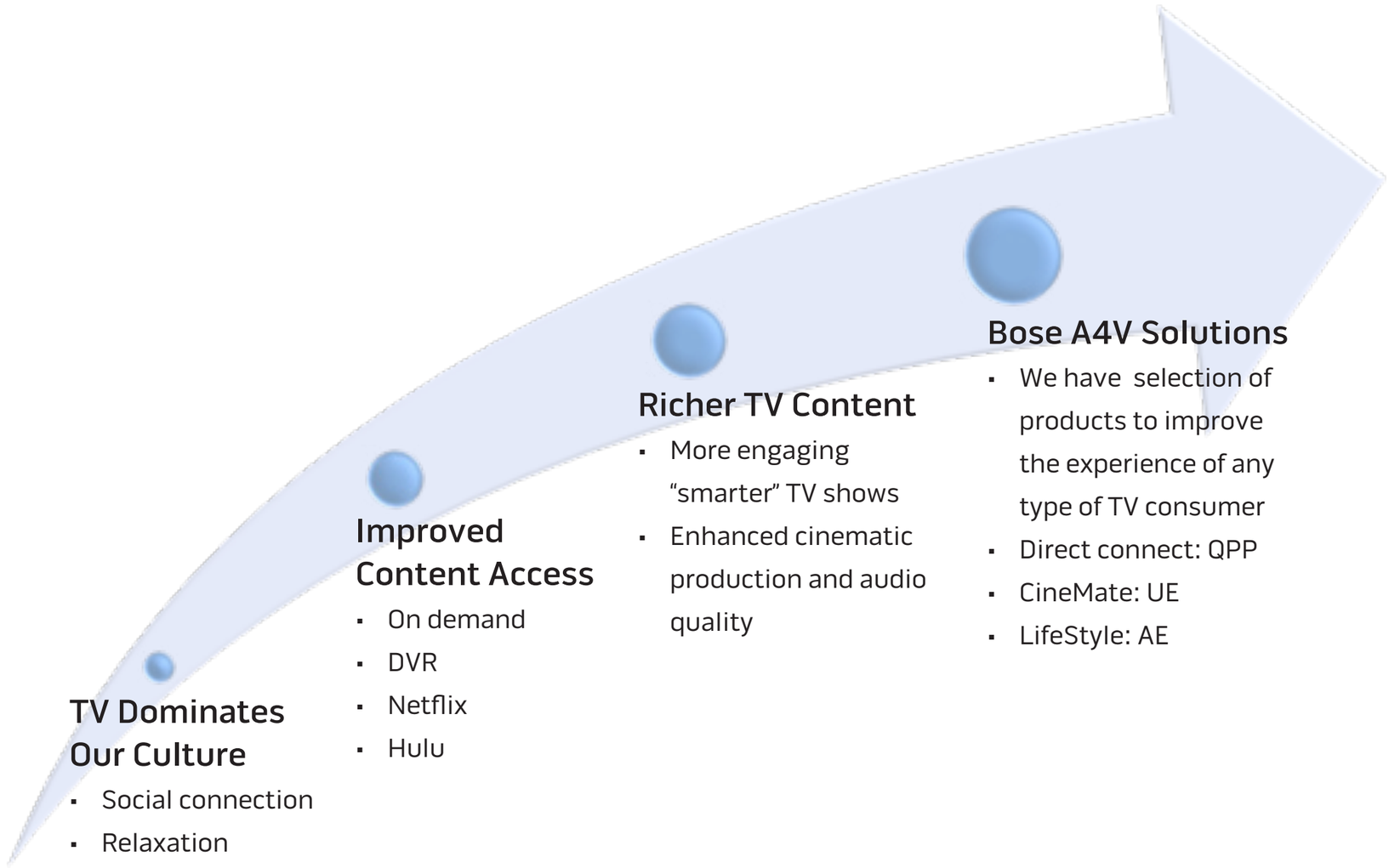
84%
of social media users
have used Facebook
while watching TV

Social Sharing

95%
of online
conversations
about TV take
place on Twitter

Sources: Welcome to TV's second "Golden Age," 9/29/13, CBS News; Six new ways of viewing television, April 2011; Harris Interactive, April 2013; eMarketer, U.S. TV viewers, 10/10/13. This data comes courtesy of @TwitterUK, citing studies by SecondSync and Crimson Hexagon last year, and may well only be wholly representative of Twitter behavior in the UK.

A4V MARKET SUMMARY & KEY THOUGHT



TV Dominates Our Culture

- Social connection
- Relaxation
- Entertainment
- Truly for everyone

Improved Content Access

- On demand
- DVR
- Netflix
- Hulu

Richer TV Content

- More engaging “smarter” TV shows
- Enhanced cinematic production and audio quality

Bose A4V Solutions

- We have selection of products to improve the experience of any type of TV consumer
- Direct connect: QPP
- CineMate: UE
- LifeStyle: AE

Key Thought

Today’s golden age of TV is made even better with better sound.

Better TV was made for better sound.

A4V

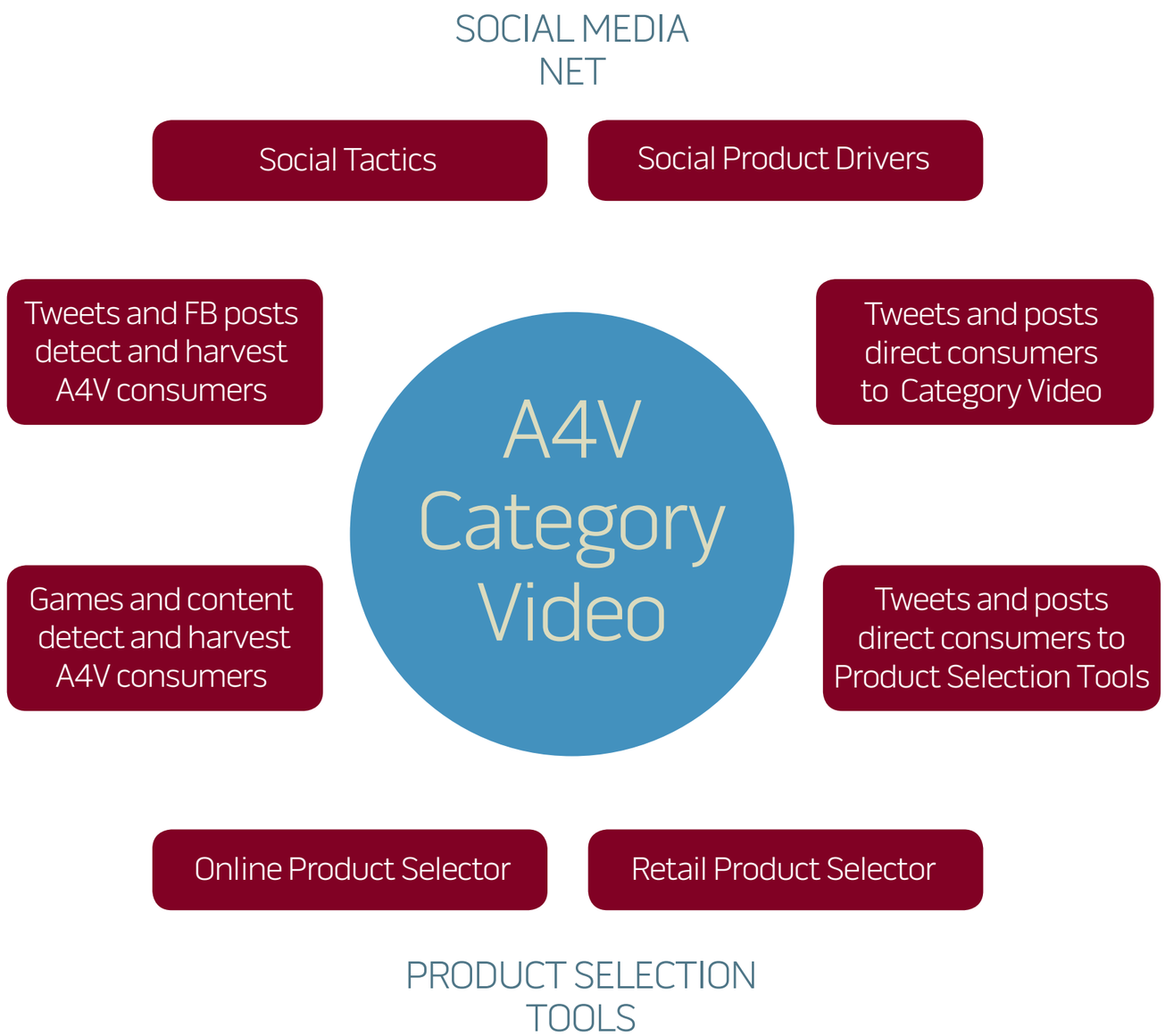
Category Video

Click to see it

A4V COMMUNICATIONS FRAMEWORK

The keystone to our communications is the online video. It makes an emotional connection with people who are passionate about the new Golden Age of Television, and it presents better sound as being made for the experience those shows create.

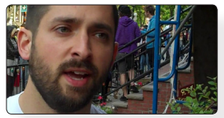
It also positions Bose as both a fellow TV lover and source for better sound that's designed specifically for different people with different needs.



A4V CATEGORY VIDEO: Social Activation Drivers

Posts and tweets highlight the bounty of great content and drive to the category video. A video on our YouTube channel captures fans reciting and acting out their favorite lines and scenes from TV shows and movies as a way to underscore the significance of what we hear, and as a fun way for us to share the love of TV and movies with consumers.

YouTube



"You know about the dead, right? Not the ones we put down. The walkers."



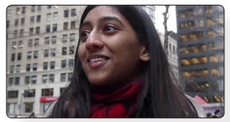
"I got gun. He got gun. He got a gun. Every-body got guns."



"What you call love was invented by guys like me -- to sell nylons."



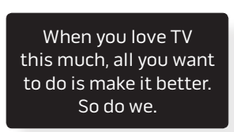
"When the zombie came in and they were all "URGGGHHHH!!!" and the townfolk were all "AHHHHHHHH!!!!"



"The chopper came in 'Whup-whup-whup' and then the bad guys started shooting at the chopper 'Bang. Bang! Rat-at-at-at.' The chopper crashed and exploded in the river 'Kablooosh!'"



"I'm not in danger, Skyler. I am the danger."



"When you play the game of thrones, you win or you die. There is no middle ground."

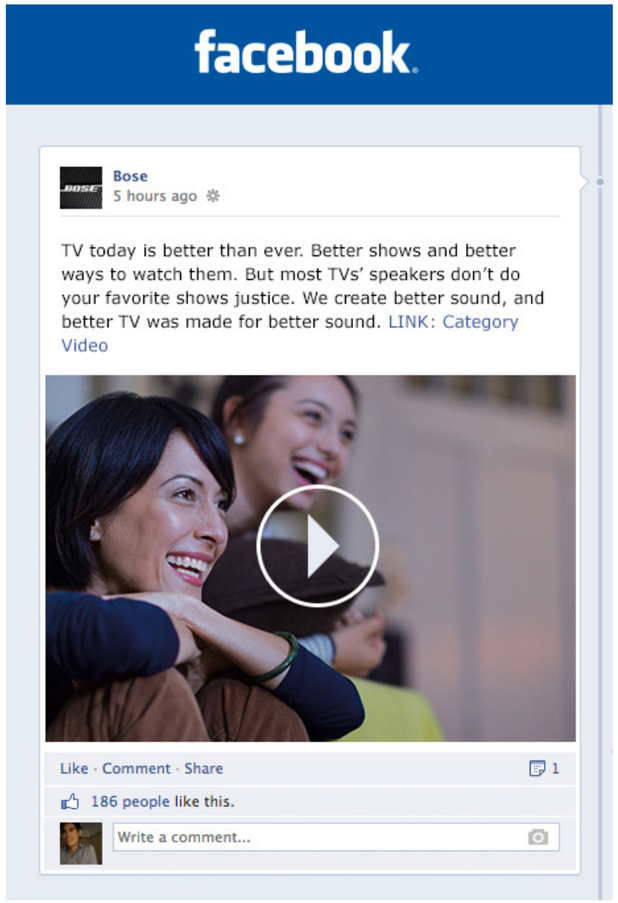
When you love TV this much, all you want to do is make it better. So do we.



Find out how. Click here.
(Category Video Link)



facebook



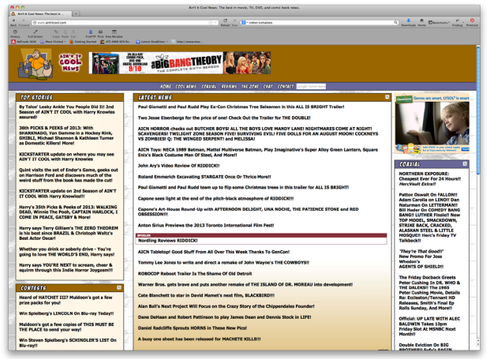
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Social Media

- *Day-in/Day-out Social Content*
- *Medium Effort Execution*
- *Campaign-level Execution*

A4V BLOGGER DIRECT MAIL

To reach a large audience of influencers, we can send Audio4Video product to well-known bloggers who cover TV. This plants the seed to talk about sound in relation to TV. And with so many bloggers writing about the same shows, this provides a blogger with an angle that his or her competitors haven't pursued. So it can benefit both Bose and the bloggers.



www.aintitcool.com

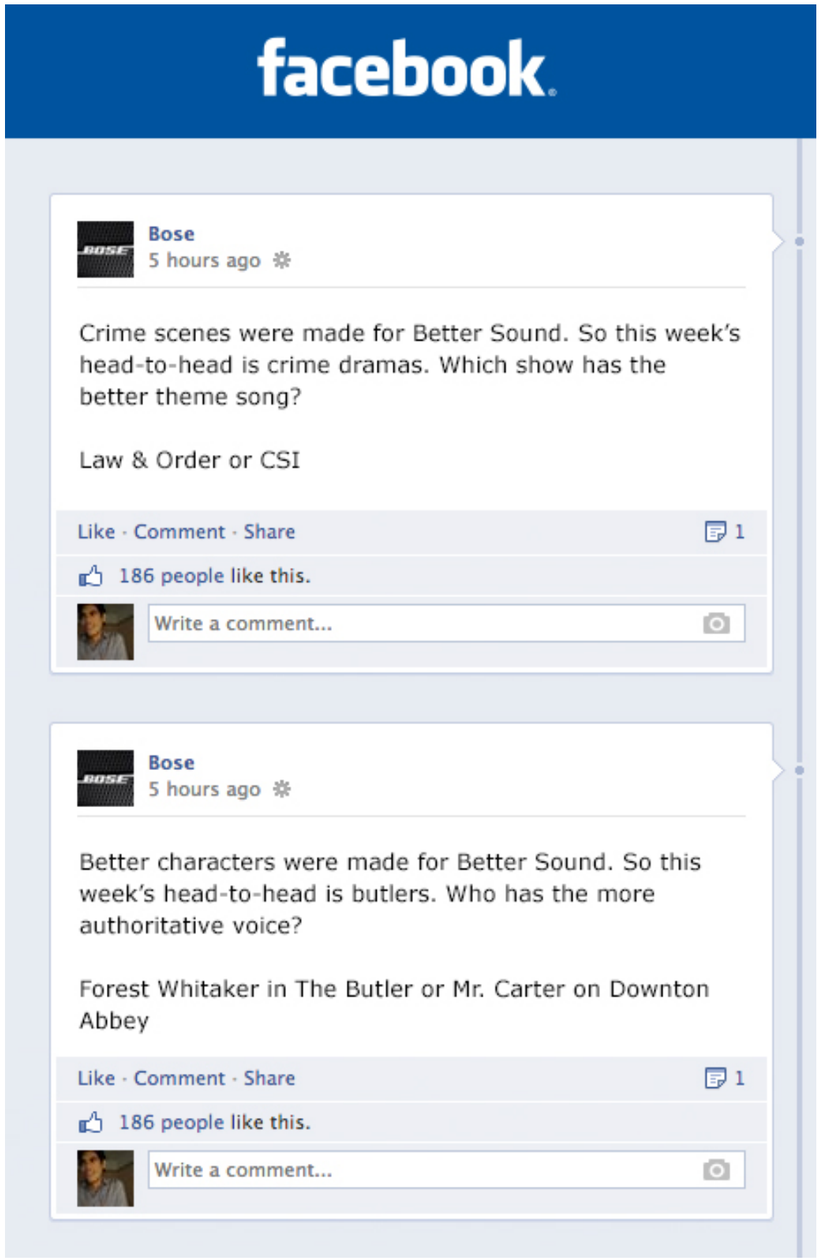


www.tvwithoutpity.com

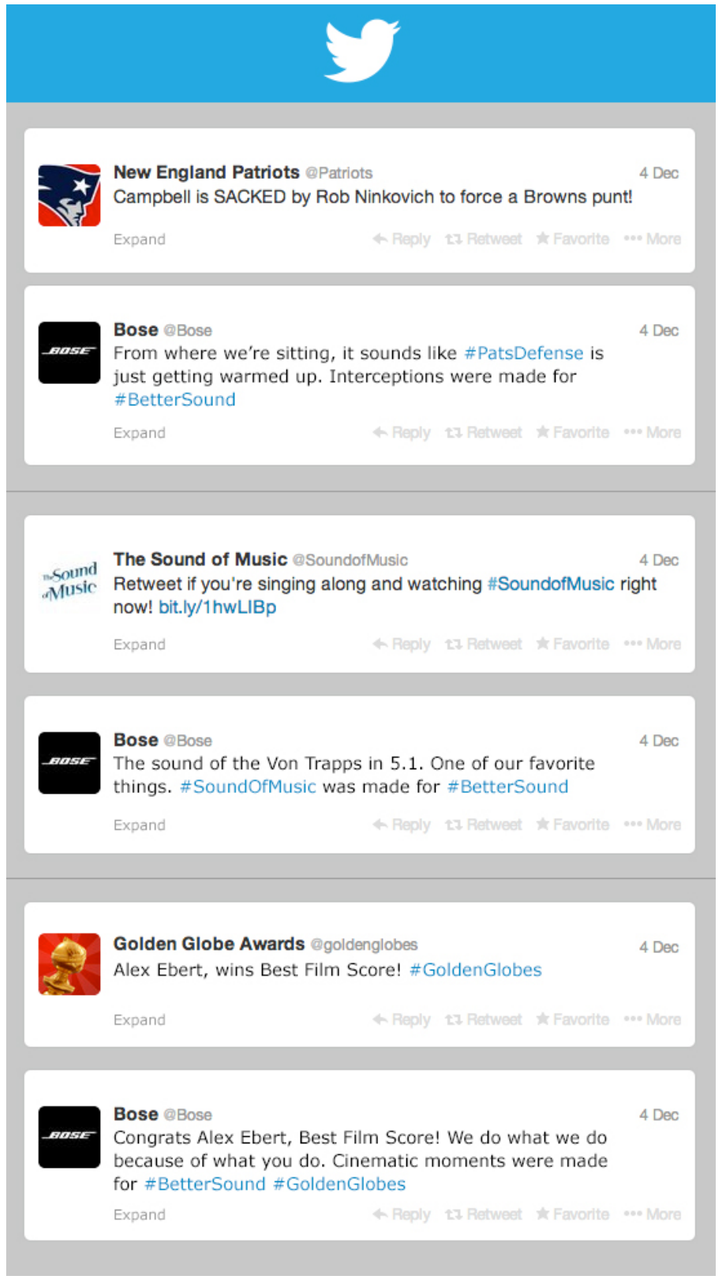


A4V "Day-in, Day-Out Social Assets"

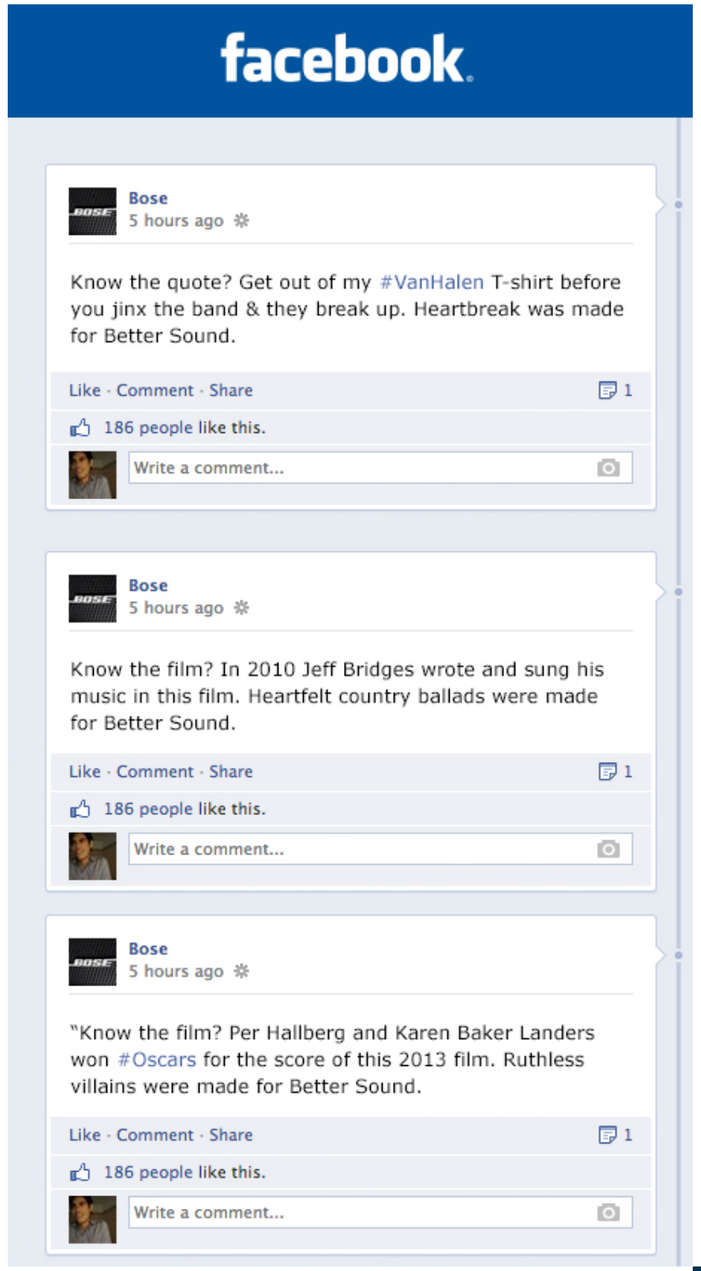
High-profile television events generate a social existence of their own, with fans posting before, during and after. We'll participate with contextually relevant posts created in real time by a team of creative, account services and client decision maker. Our contribution to the dialogue can range from product-to campaign-to brand-focused.



Post your choice



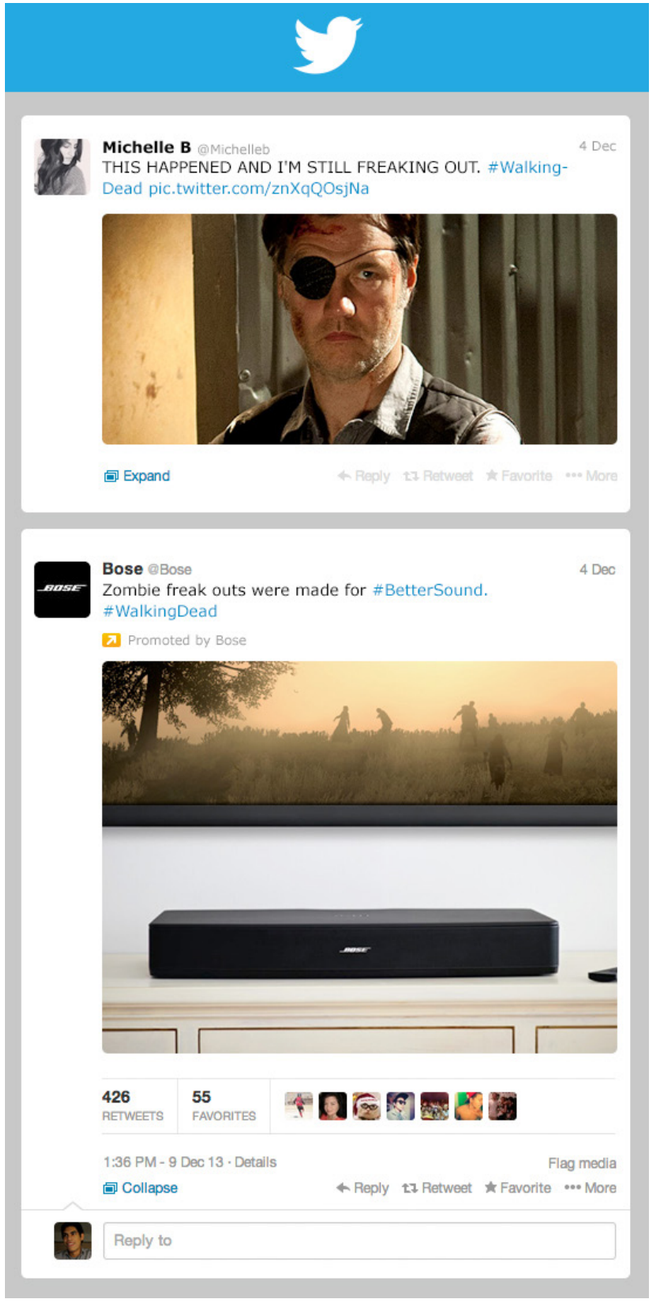
Social Participation



Post your guess

A4V *Medium-level Execution:* Promoted Tweets

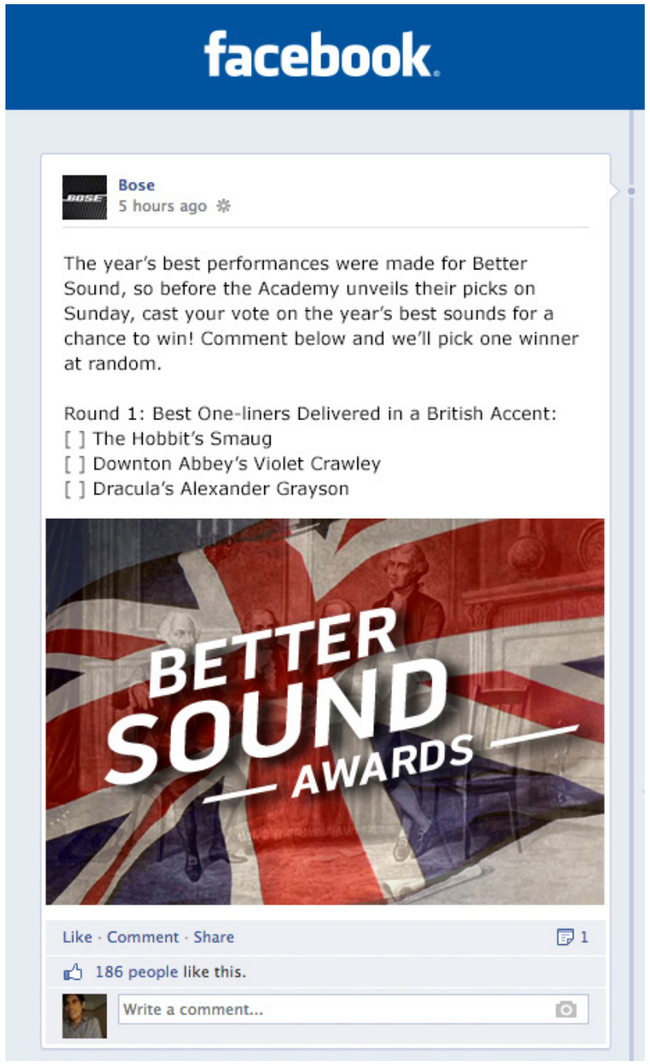
Twitter's Promoted Tweet feature allows brands to target users based on hashtag use. Our promoted tweets appear in-line with the other relevant messages. We can vary the communication from an overarching A4V message, or speak directly to the fans of a specific show.

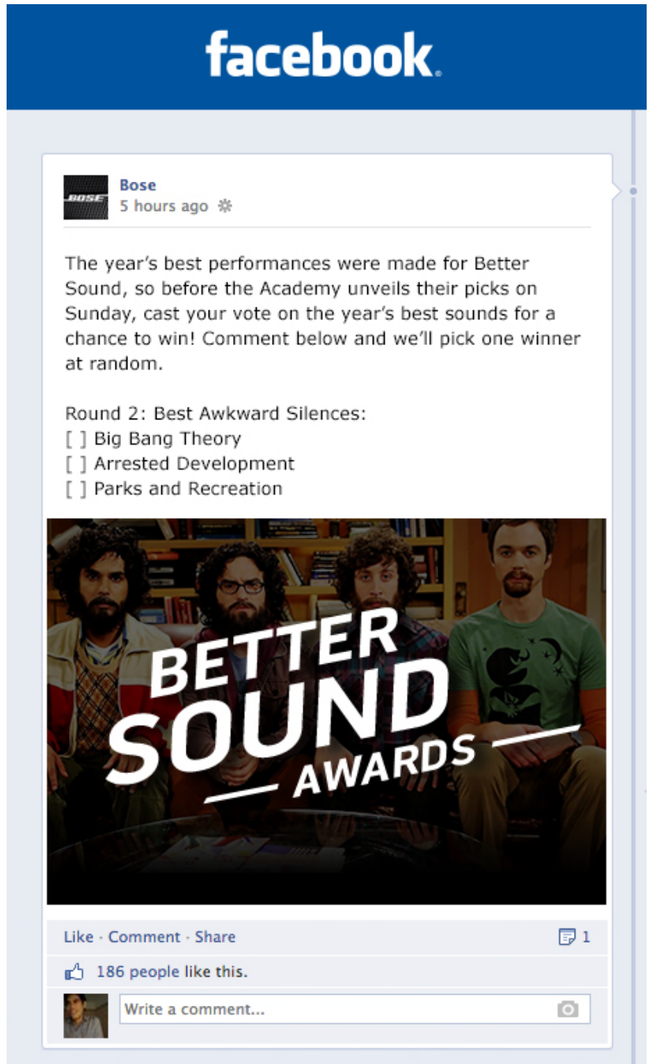


Promoted tweet

A4V *Medium-level Execution:* "Better Sound Awards"

To capitalize on the excitement of the annual round of award shows, we'll create our own informal awards based around sound. There will be installments focused on sports, film, TV and other cultural events. Doing this, we actively support and promote the idea that TV, movies and sports were made for better sound.



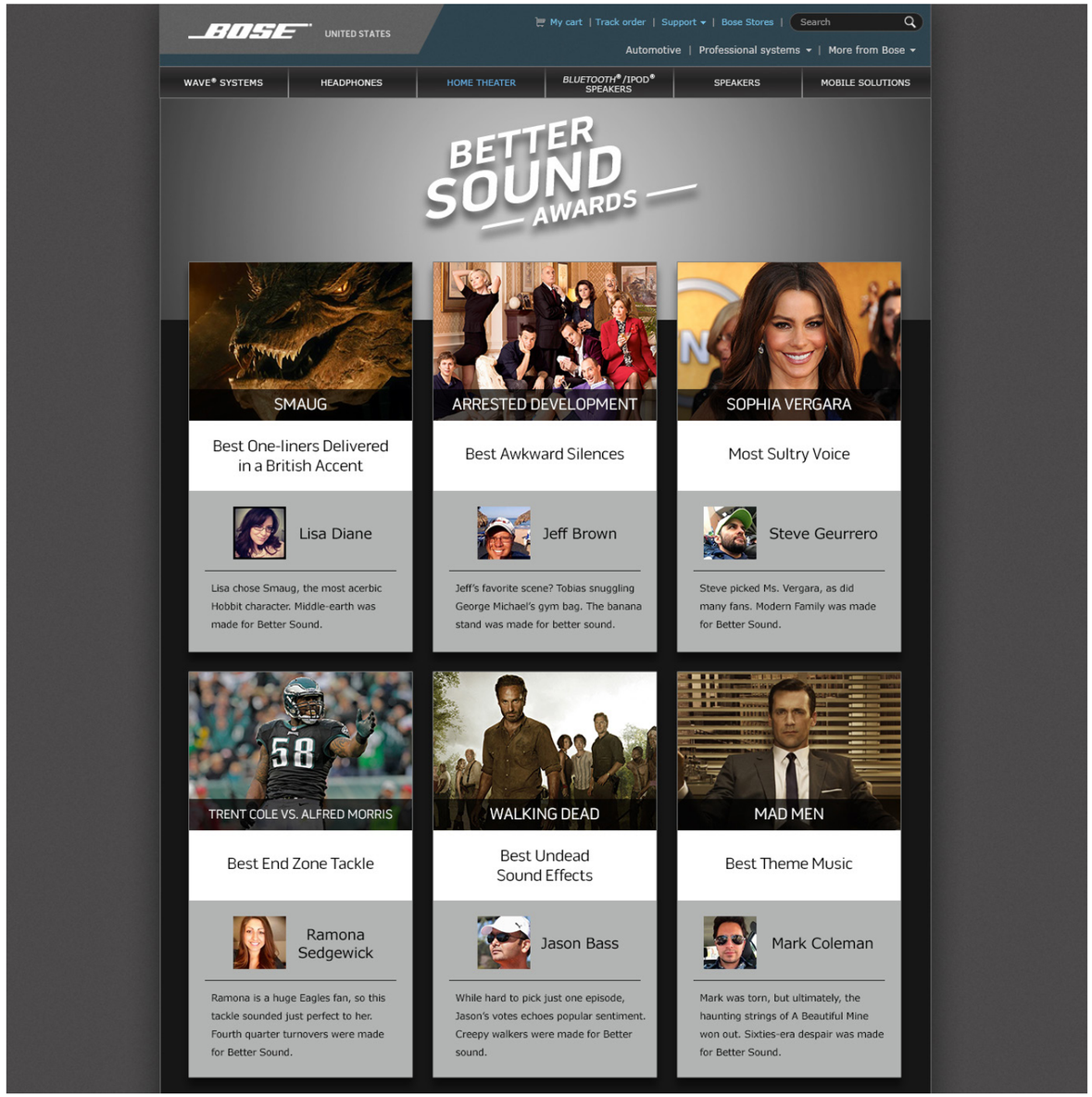




Post your vote

A4V *Medium-level Execution:* "Better Sound Awards"

We will tally the votes and share the winners with our customers.



Results

A4V *Campaign-level Execution:* 2nd Screen Tie-in



Research shows people are using a tablet, laptop or other second screen device to augment what they're watching on TV. The devices are used for activities such as joining discussions about shows on social media or accessing cast or show information. We use this opportunity to offer viewers content they'd be interested in. It's a way to show consumers that we love the shows they love, and that we can make their experience even better.

We use Twitter and Facebook during the shows to promote the content, which is available on Bose.com and our YouTube channel.

Here are two ways to execute:

1. We form partnerships and alliances with TV shows to gain access to actors, writers, directors and others associated with the show. Interviews and commentary from these professionals provides behind-the-scenes content that is offered on Bose.com and our YouTube channel.

A4V *Campaign-level Execution:* 2nd Screen Tie-in

2. We create our own content that reinforces both our standing as fellow fans and our expertise in audio. For example:



Sounds of the dead

Fans of Walking Dead and numerous zombie video games all know what the undead look like. But what do they sound like? While a lot of makeup and prosthetics go into creating what a zombie looks like, there's also a lot of sound design and creation that helps them sound as dead as they appear. We talk with sound effects experts and dialogue coaches to explore the sounds of the dead.

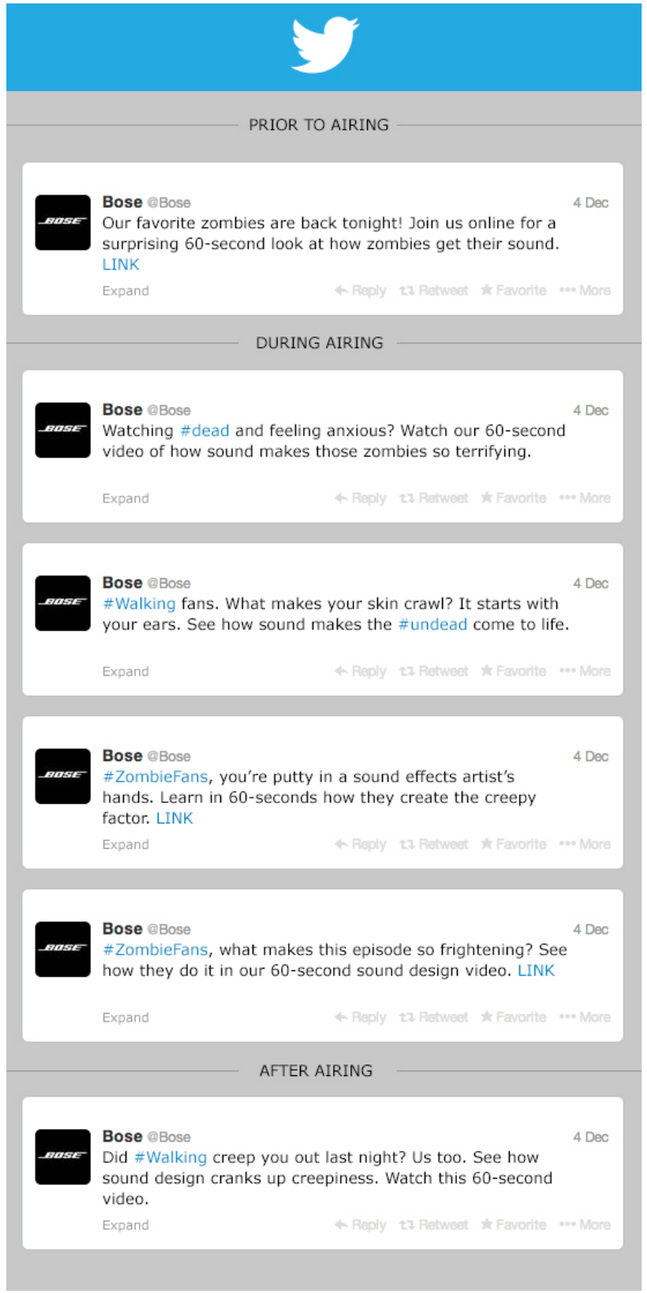


The emotional power of sound

What's scarier, what you see on the screen or what you hear? We demonstrate the emotional power of sound by showing how music and sound design can make the same scene feel scary and creepy as well as uplifting and hopeful.

A4V *Campaign-level Execution:* 2nd Screen Tie-in

Examples of social media used to remind fans of 2nd Screen Tie-in.



Walking Dead reminder tweet



Walking Dead reminder post

A4V *Campaign-level Execution:* Special Events

We engage bloggers, other influencers and fans at events they attend, such as film festivals, industry conferences, network up front showcases, etc. These events leverage our expertise in sound to continue to support the idea that TV, movies, games and music are all made for better sound. The events also help position us the choice for better sound.

Examples:

Sundance Film Festival – Sponsor a Q&A session with Gravity director, Alfonso Cuarón, about sound design.

SXSW – Host a launch party for coming filmmakers.

Comic-Con – Host a SFX experience with panels from renowned Foley artists and hands-on sessions where attendees can make, record and share via social media some sound effects.



Sundance Film Festival



SXSW



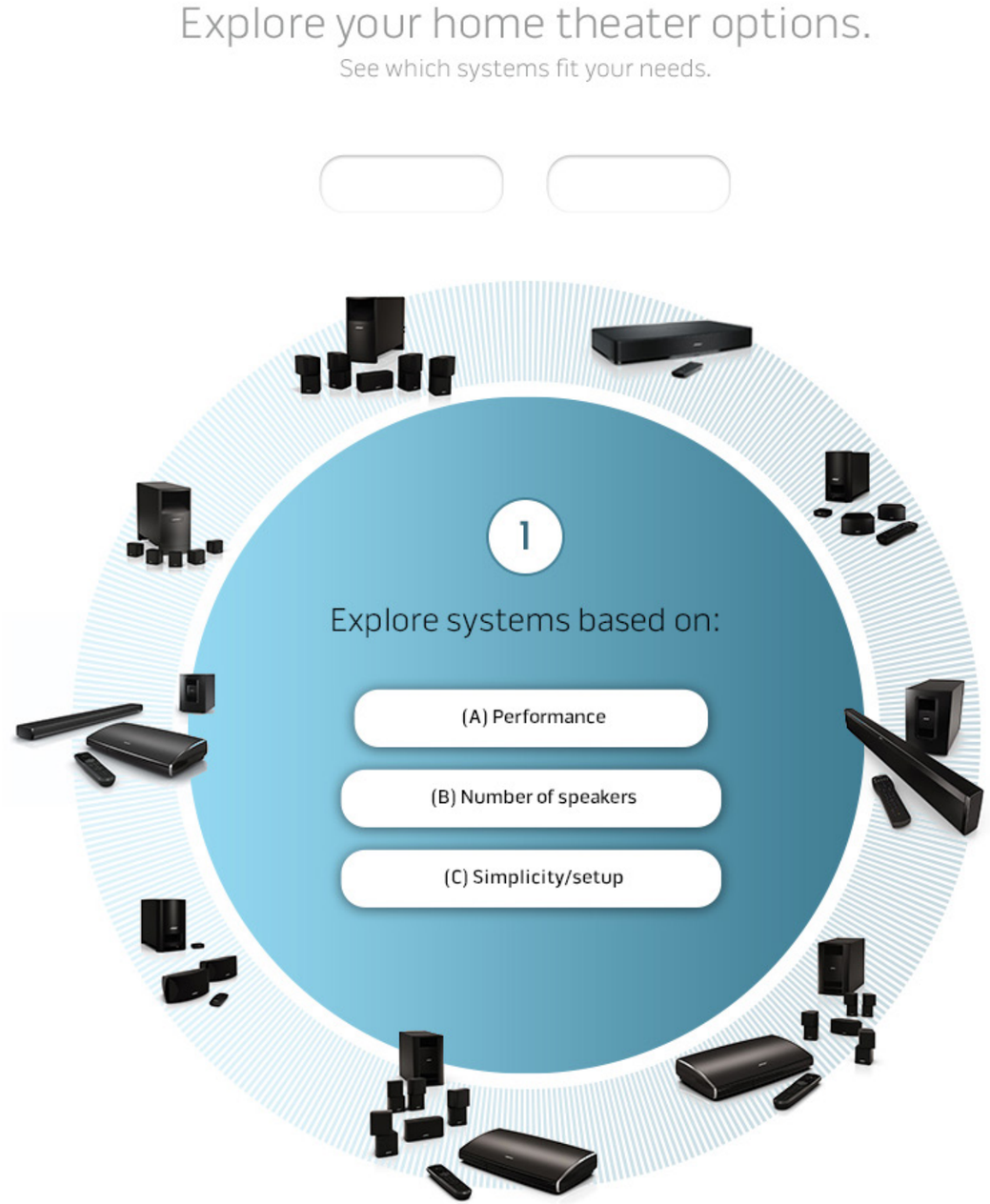
ComicCon

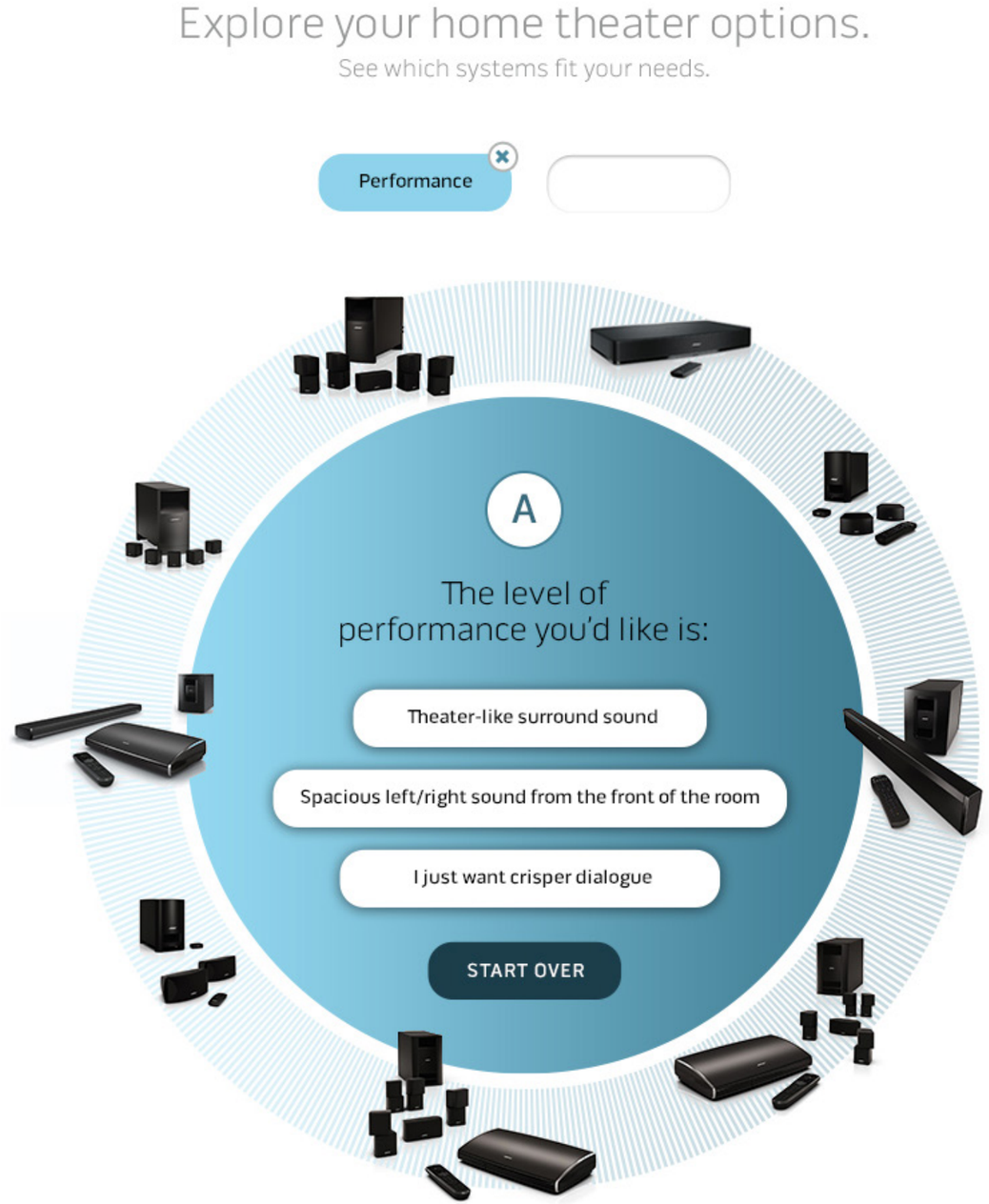
A4V

Product Exploration Tool

A4V Product Explorer Tool

Users can match their preferences and priorities against our breadth of offerings to explore the systems that best fits their needs.



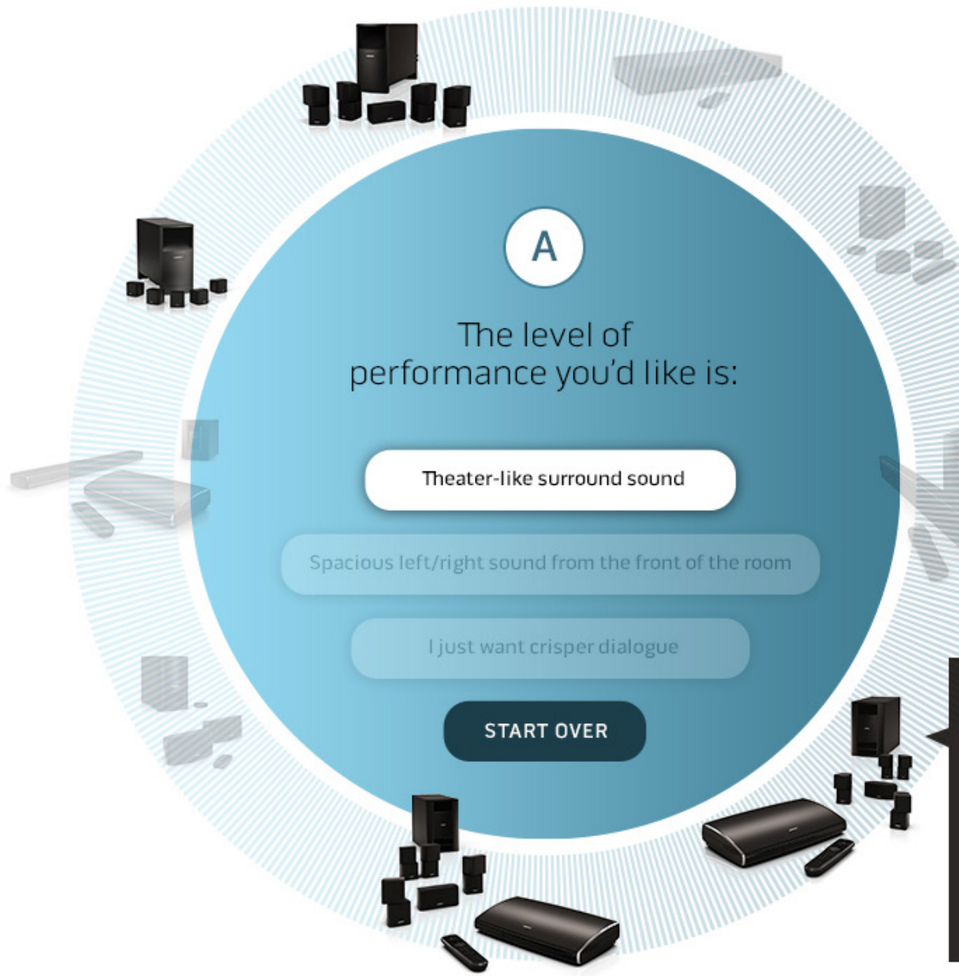


A4V Product Explorer Tool

Explore your home theater options.

See which systems fit your needs.

Performance ✕ Theater-like surround sound ✕



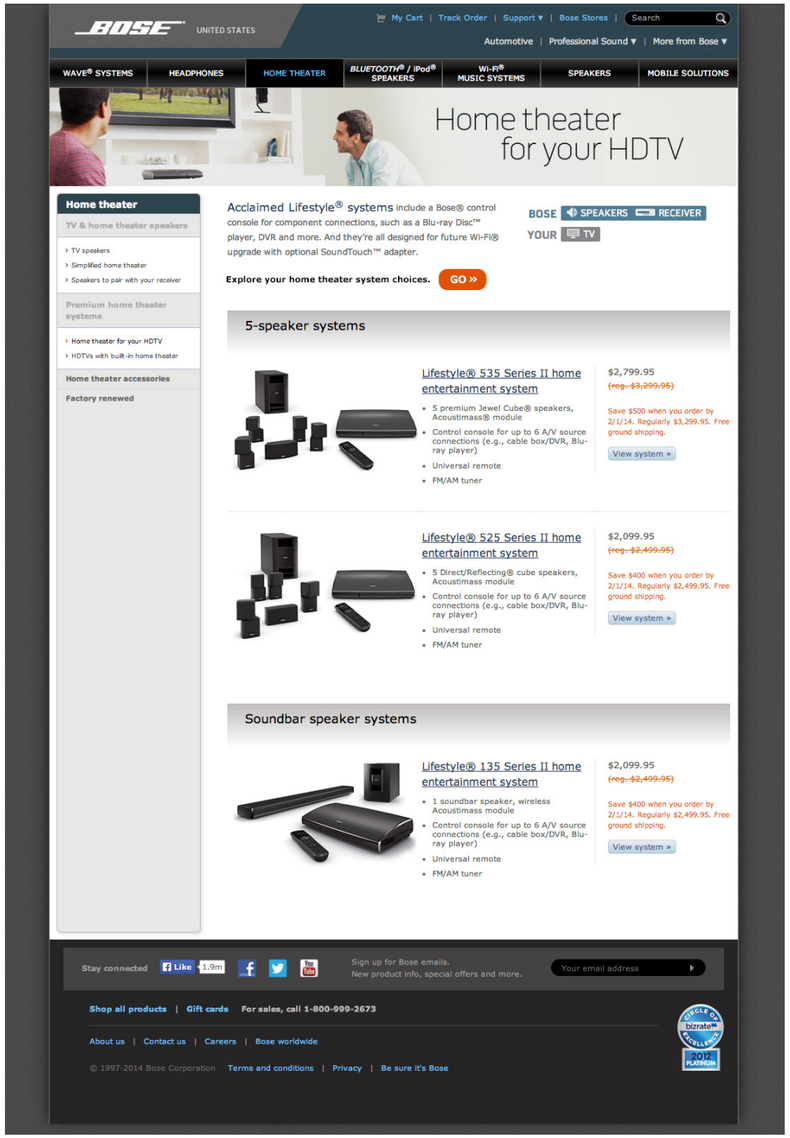
Lifestyle® 535 Series II home entertainment system »

- 5 premium Jewel Cube® speakers, Acoustimass® module
- Control console for up to 6 A/V source connections (e.g., cable box/DVR, Blu-ray Disc™ player)
- Universal remote
- AM/FM tuner

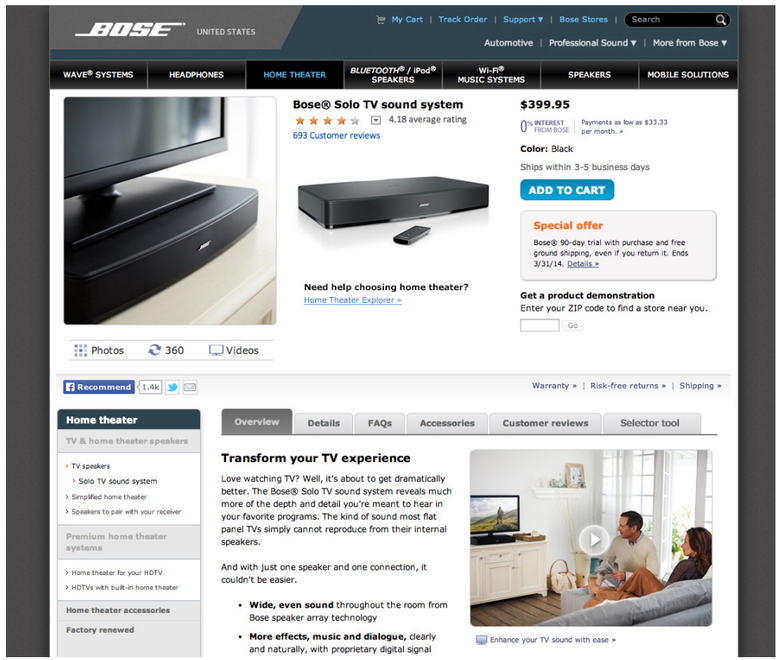
A4V PRODUCT EXPLORER TOOL LOCATION: Bose.com



Home Page



Sub-Category Page



Product Page

A4V PST: SOCIAL ACTIVATION DRIVERS



