mobile app

mobile app

opening week



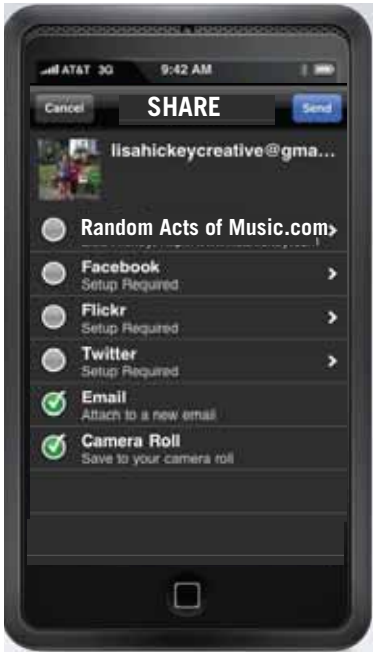
the Idea:

The "randomacts" mobile app will be offered through the microsite as well as at the time of purchase. This gives fans a way to follow the campaign, interact with the product, and share content right from their own phones.









App Functions

- *Plays iPod*
- *Records Video*
- *QR code reader*
- *Posting to social sites*
- *Song of the Week*
- *Location takeover syncing*

Google Maps

Shows where random acts of music have been committed.

Click on pin and random act plays.

View Content

View Bose and user-generated content.

Share Content

Users post video to other pages and can upload their own videos to the microsite.

television







TV :30 water fountain:

A group of young business associates leave work. They look serious and walk with purpose toward a plaza. Each pulls out a cell phone and views a text. Suddenly, they reach a water fountain. Without missing a beat, they climb in fully clothed. SoundLink is playing on the fountain ledge, as the group enjoys the music.







TV :30 surprise party:

Open on CU of what looks like people at a party, talking and enjoying music. The ding of an elevator is heard. The camera pulls back to reveal glass elevator doors opening and the people inside it enjoying the music. One person is holding SoundLink above his head.





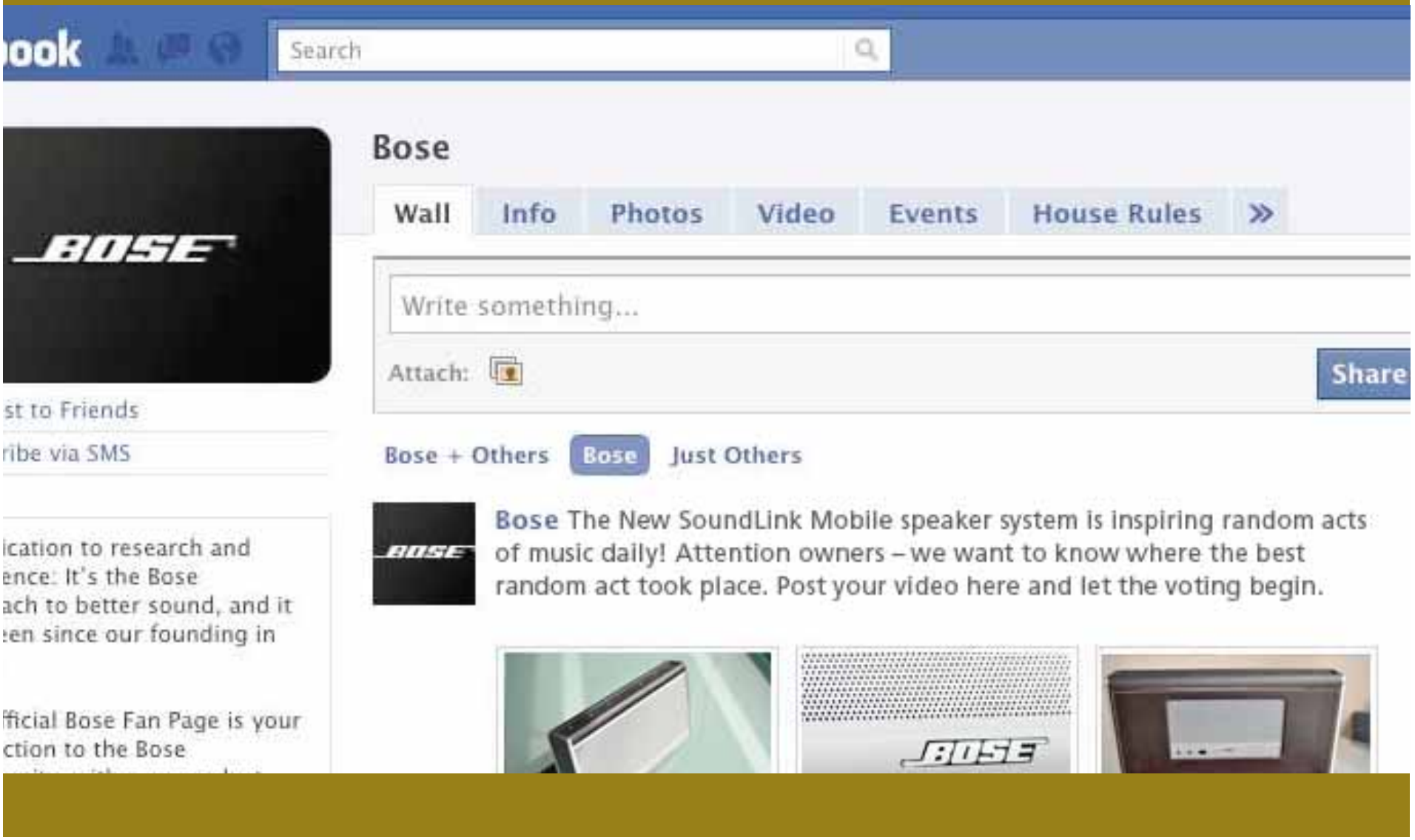


TV :30 subway:

A young woman is riding the subway. A young guy notices the girl and smiles at her. She looks at him, uninterested. He reaches into his bag, pulls out a SoundLink and begins playing a love song. He looks at her. She smiles back. The subway stops and another guy gets on. He sits next to the girl and it becomes clear they are a couple. The young guy folds up the SoundLink, slides a few seats down to another girl, and begins playing a different song.

online communication

social posts:

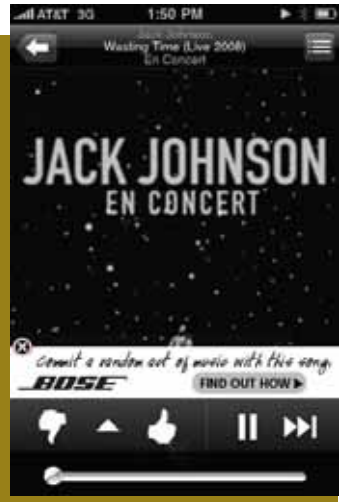


online ads

ongoing

pandora

- *15-second radio spots*
- *banner ads*
- *app popup ads*



sample pandora text:

This message was made possible by a random act of music. Commit one today by visiting www.randomacts.com or visit your local Bose store and learn more about the new Bose® SoundLink® Mobile speaker system.





ongoing

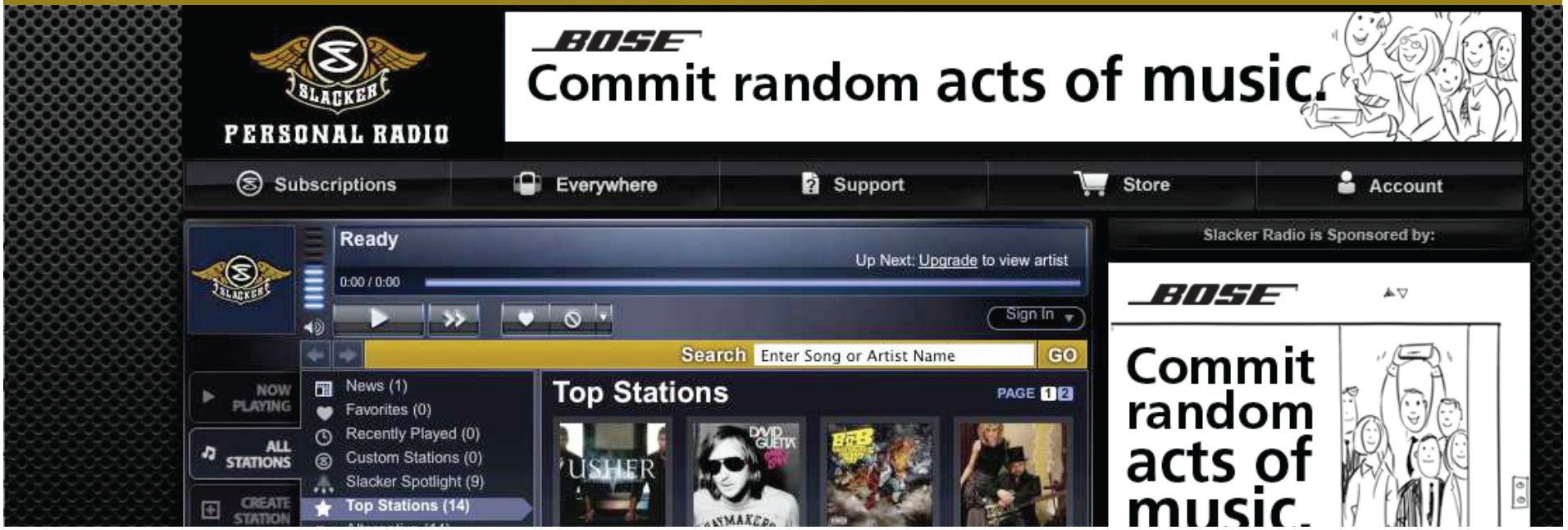
slacker

- *15-second radio spots*
- *banner ads*
- *app popup ads*



sample slacker text:

This message was made possible by a random act of music. Commit one today by visiting randomacts.com or visit your local Bose store and learn more about the new Bose® SoundLink® Mobile speaker system.



ongoing

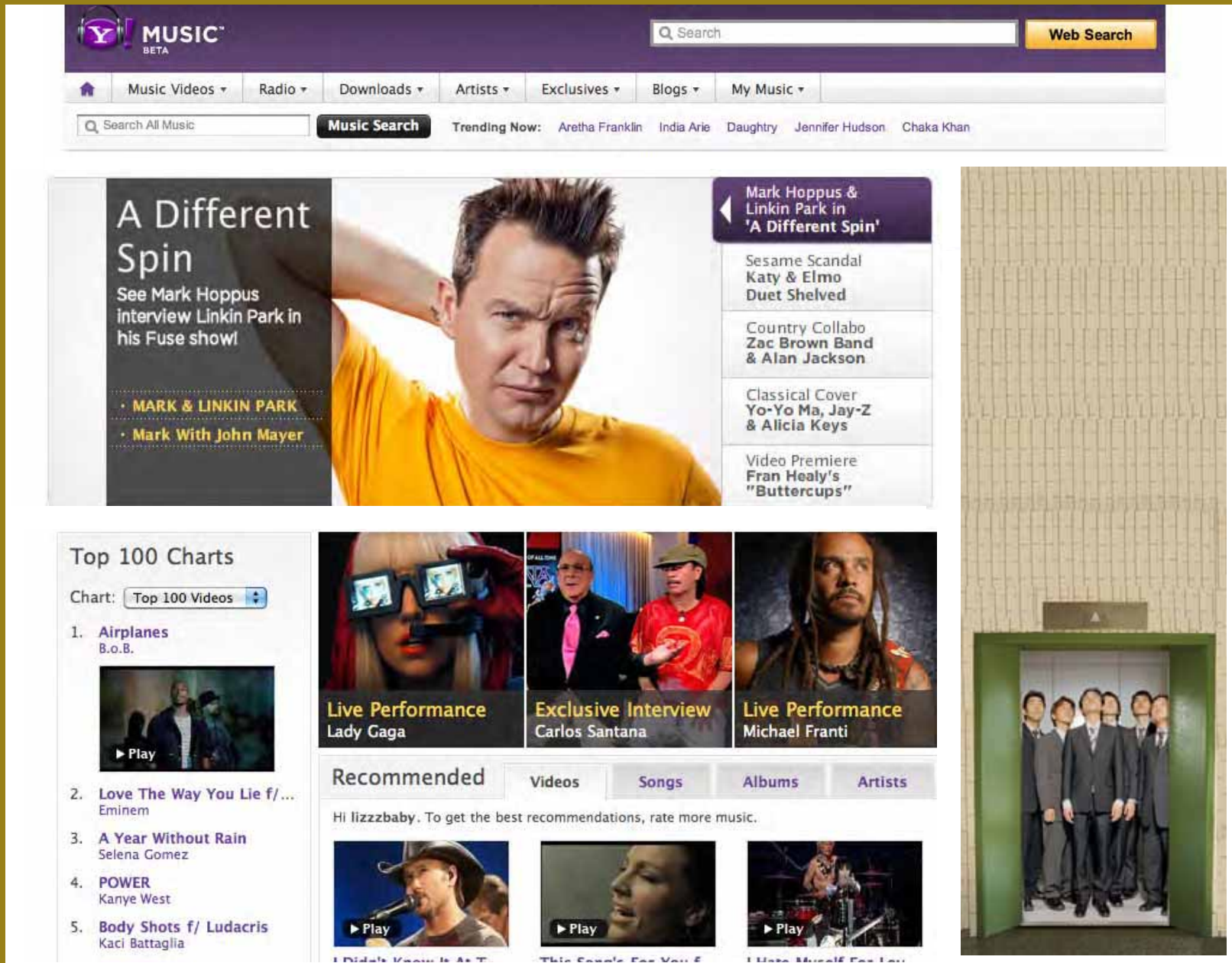
banner ads

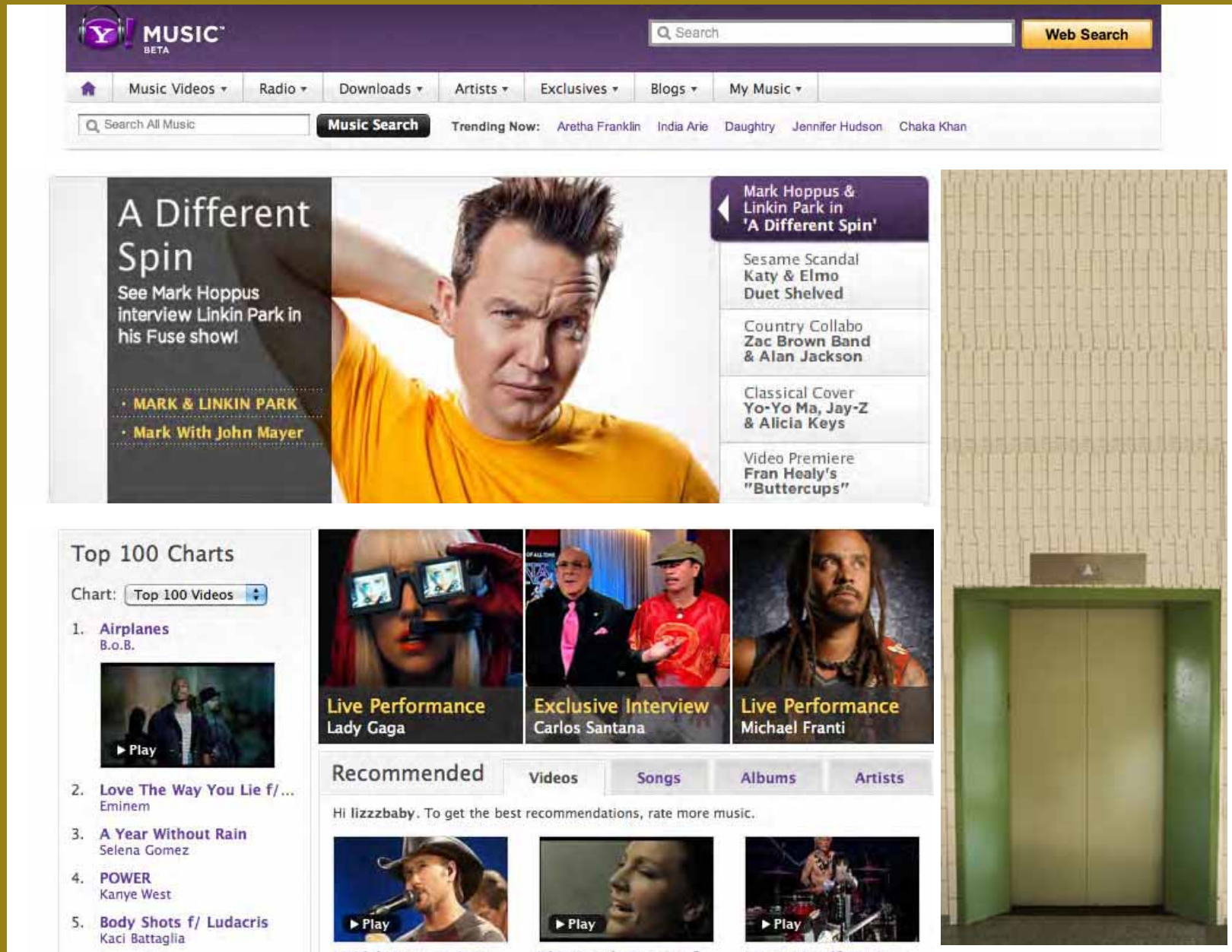
the Idea:

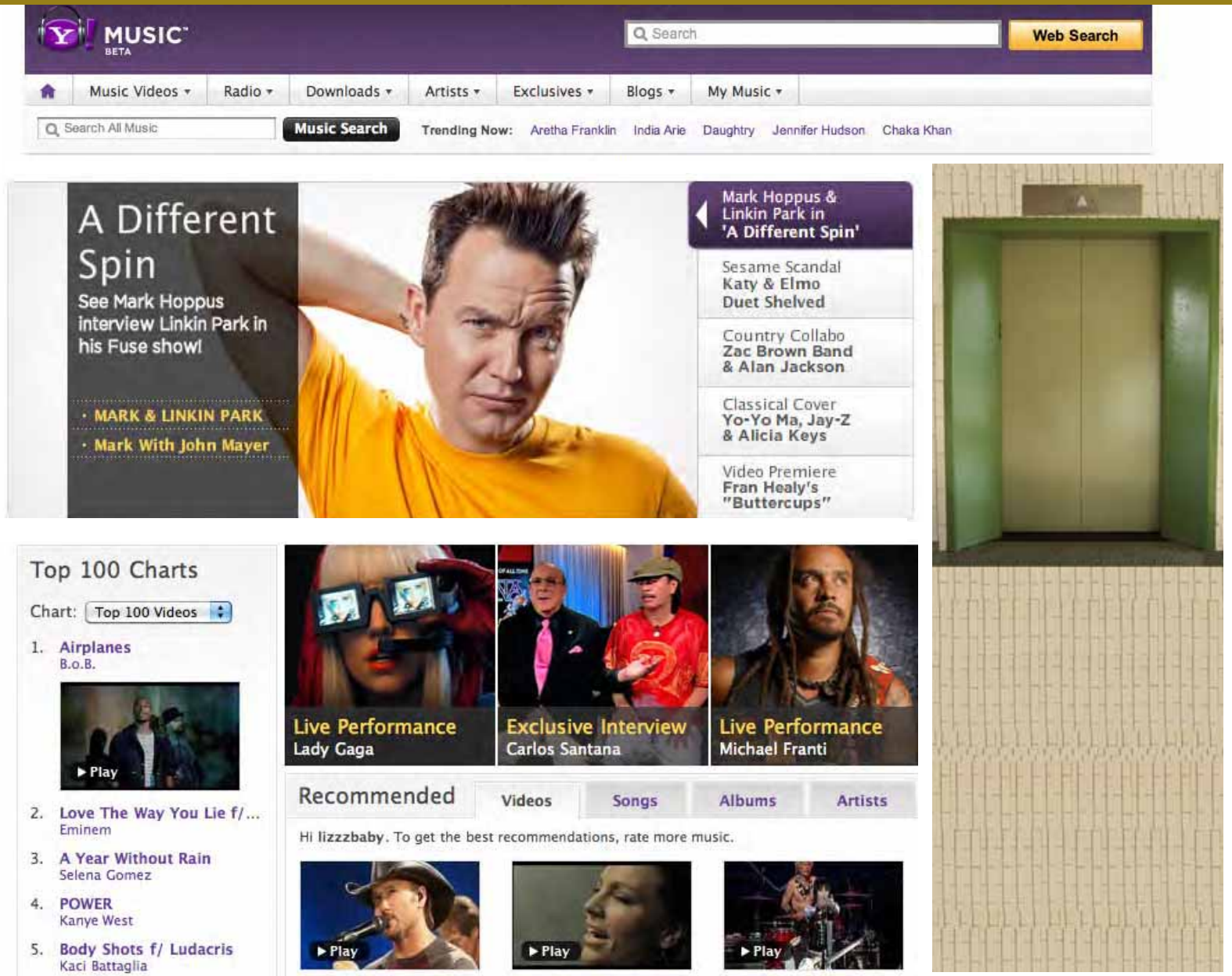
Create a pop-up banner that reads "A random act of music was just committed." The CTA would direct viewers to the microsite, where our own produced random acts or user-generated random acts could be viewed.

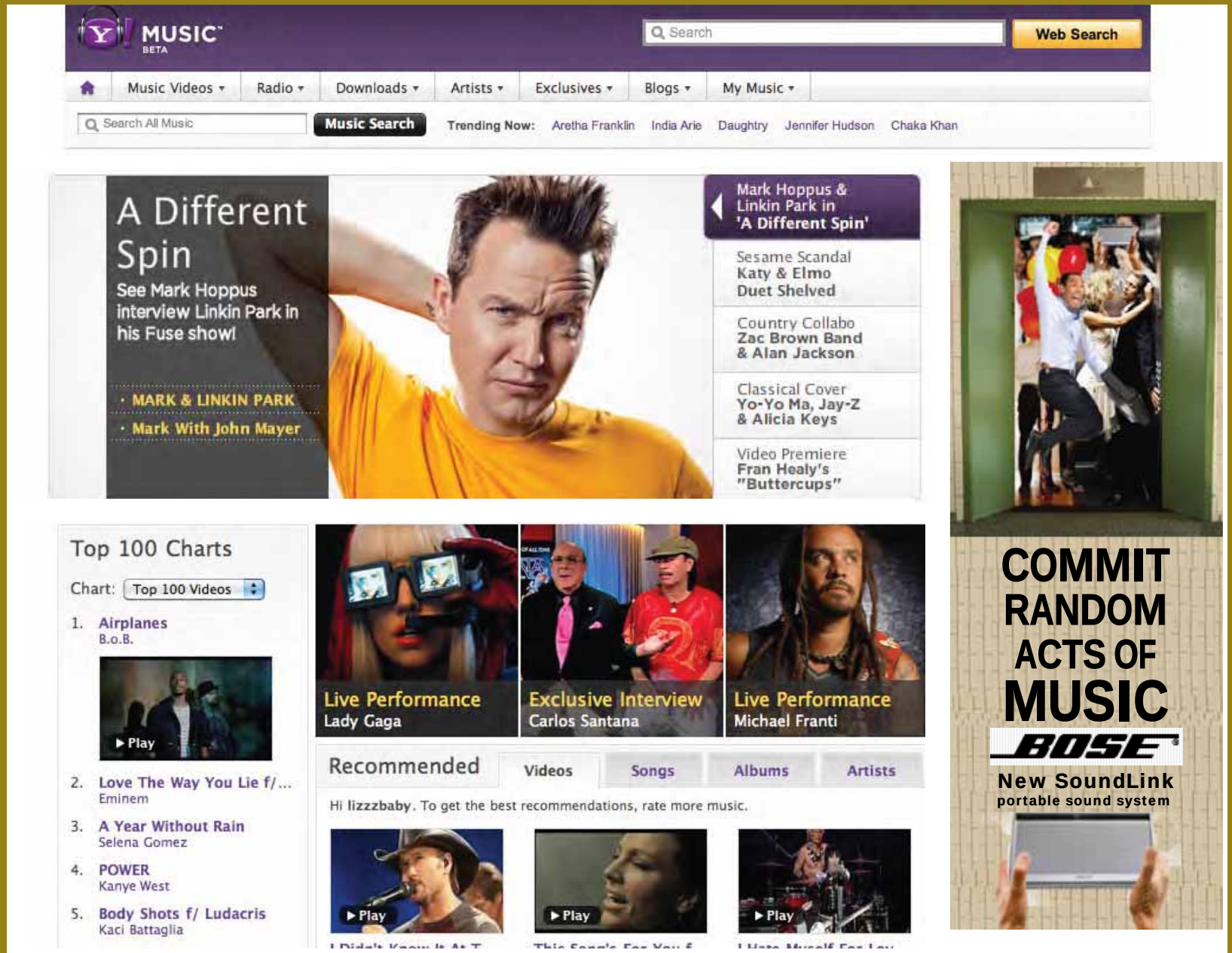





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Mark Hoppus & Linkin Park in 'A Different Spin'
Sesame Scandal
Katy & Elmo Duet Shelved
Country Collabo
Zac Brown Band & Alan Jackson
Classical Cover
Yo-Yo Ma, Jay-Z & Alicia Keys
Video Premiere
Fran Healy's "Buttercups"
Top 100 Charts
Chart:
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Eminem
3. A Year Without Rain
Selena Gomez
4. POWER
Kanye West
5. Body Shots f/ Ludacris
Kaci Battaglia
Live Performance
Lady Gaga
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New SoundLink
portable sound system

The New York Times

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Obama Presses Middle East Agenda Before World Leaders

By DAVID E. SANGER and JACK HEALY 28 minutes ago

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· The Speech: Text | Video

F.D.A. to Severely Restrict the Diabetes Drug Avandia

By GARDINER HARRIS
35 minutes ago

The drug will be pulled from the market in Europe, while patients in the United States

2010 Midterm Elections



Drew Angerer/The New York Times

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House Minority Leader John Boehner at a hardware store where he announced the "Pledge to America," a combination campaign platform and legislative agenda.

· The Caucus: Before the Announcement, the Reactions

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Curse of the Scorned Class

After a trip to Italy, Timothy Egan reflects on a dispiriting season of intolerance, at home and abroad.

· Kristof: Boast, Build and Sell | Comments (26)

· Collins: Don't Ask, Don't

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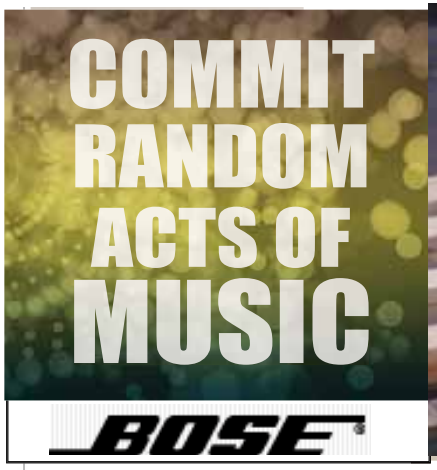
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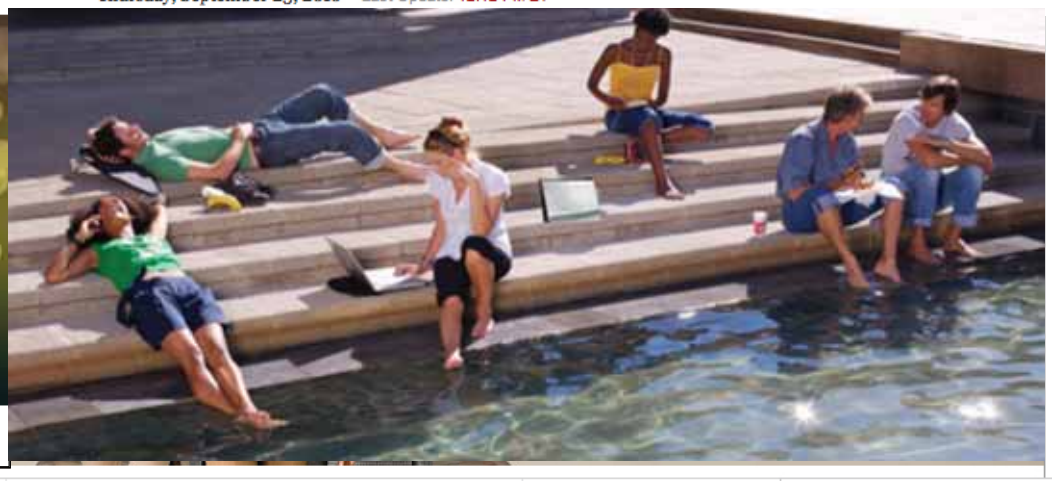
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low-touch display



the idea:

The primary demo showcases SoundLink's performance. Onscreen visuals show customers how to pair their phone and play a song. The web cam shows the person onscreen enjoying their music in a random location.