AMPLIFY MARKETING GROUP

Vinyl Sound Pro *headphones*

BOSE®

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MEET THE TEAM

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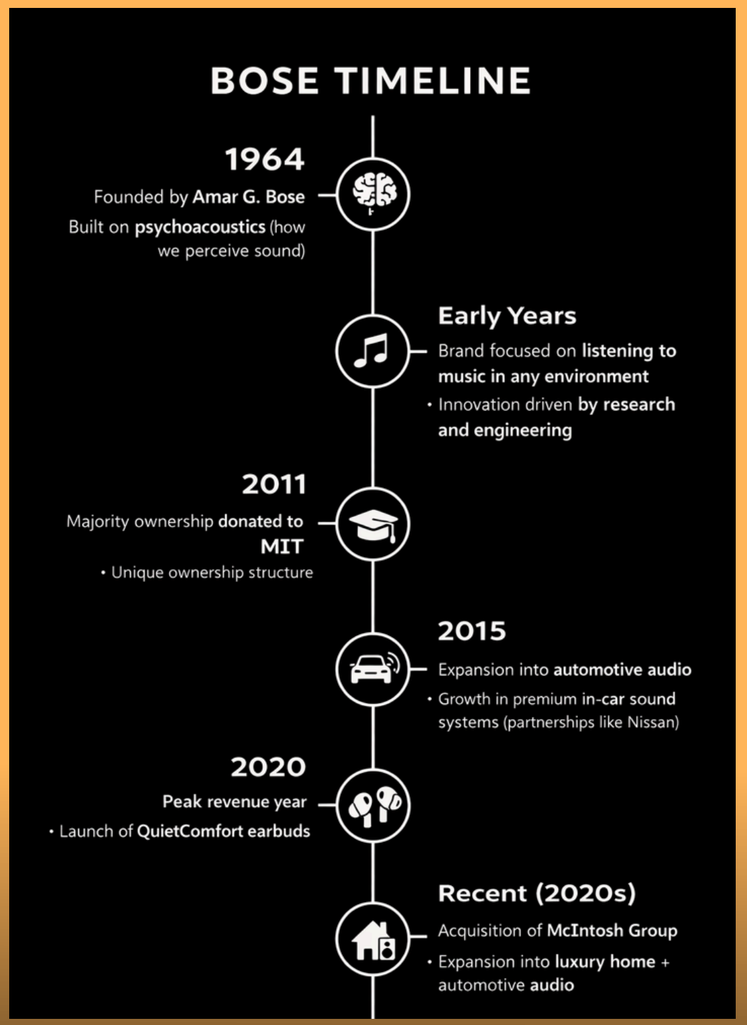








EXECUTIVE SUMMARY



Founder & Background

- Bose Corporation was founded in 1964 by Amar G. Bose
- Built the brand on engineering for the best psychoacoustics [how we perceive sound]
- Early brand idea: people want to listen to music in any environment

Ownership & Expansion

- In 2011, Amar Bose donated a majority of Bose's stock shares to the Massachusetts Institute of Technology
- Recently acquired by McIntosh Group to deepen presence in premium vehicles and luxury home audio

Mission & Culture

- Mission: create transformative audio experiences
- Strong research-driven culture focused on innovation
- Culture emphasizes continuous improvement and never settling

BOSE VINYL SOUND PRO HEADPHONES

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Problem Statement: Bose focuses on premium audio technology, and with the rising trend towards streaming, Bose continues to compete in the audio market. What about consumers who are still stuck on classic audio from vinyl?

Product Launch: Bose Vinyl Sound Pro Headphones aims to enhance the experience of listening to classic sounds from vinyl records while preserving the vintage feel of a record.

Our Campaign: Old Soul, New Sound - experience timeless audio, where the warmth of vinyl is refined through Bose's most advanced innovation.

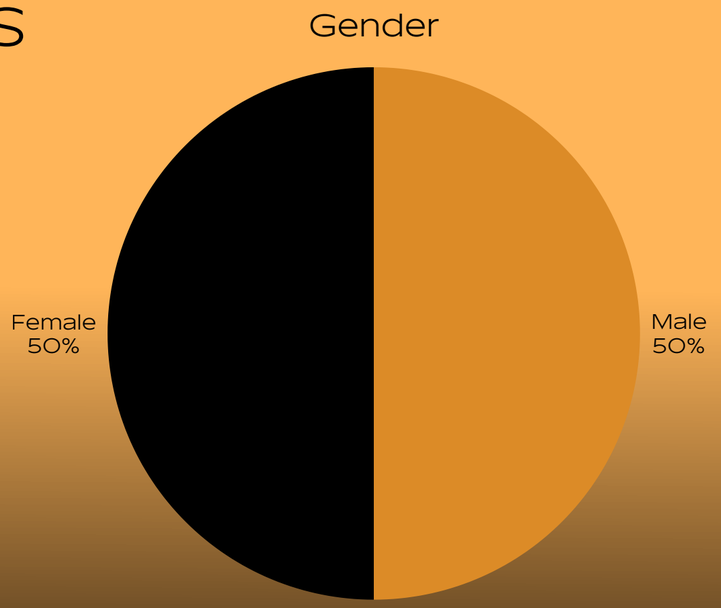
PRIMARY RESEACH
DEMOGRAPHICS & PREFERENCES

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PARTICIPANTS: 4

AGE RANGE: 19-22

OCCUPATION: COLLEGE STUDENTS



Appeals

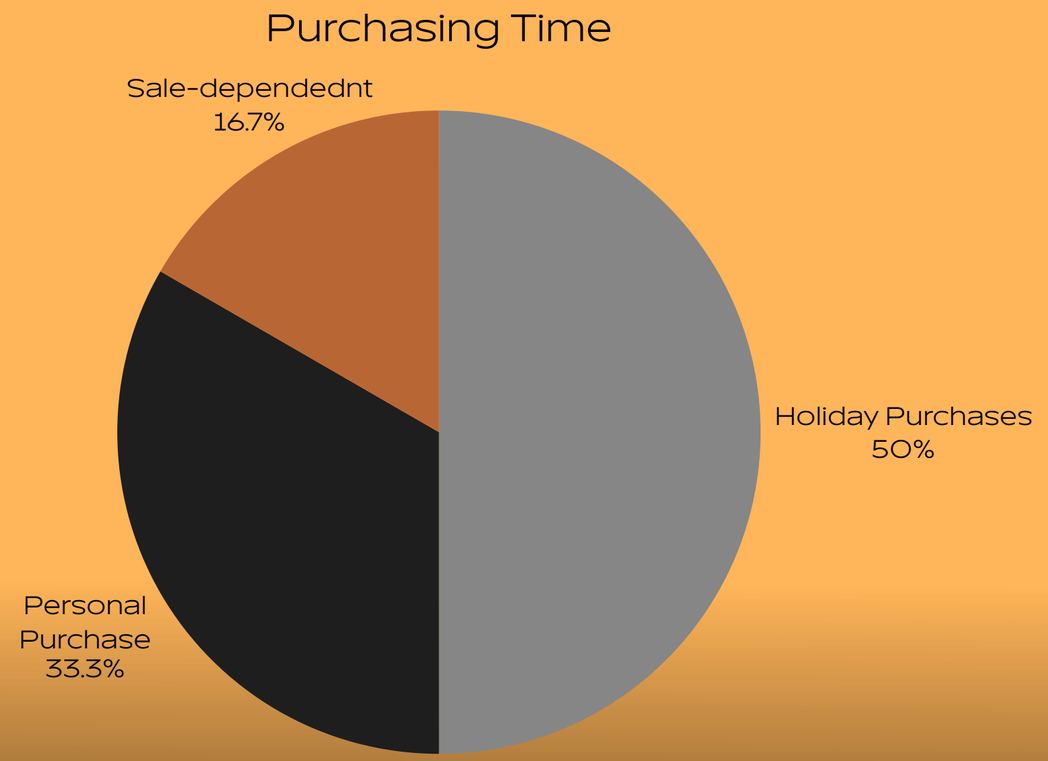
- Color Scheme
- Logo
- Headphones Showcased
- Comfort
- Vintage Style

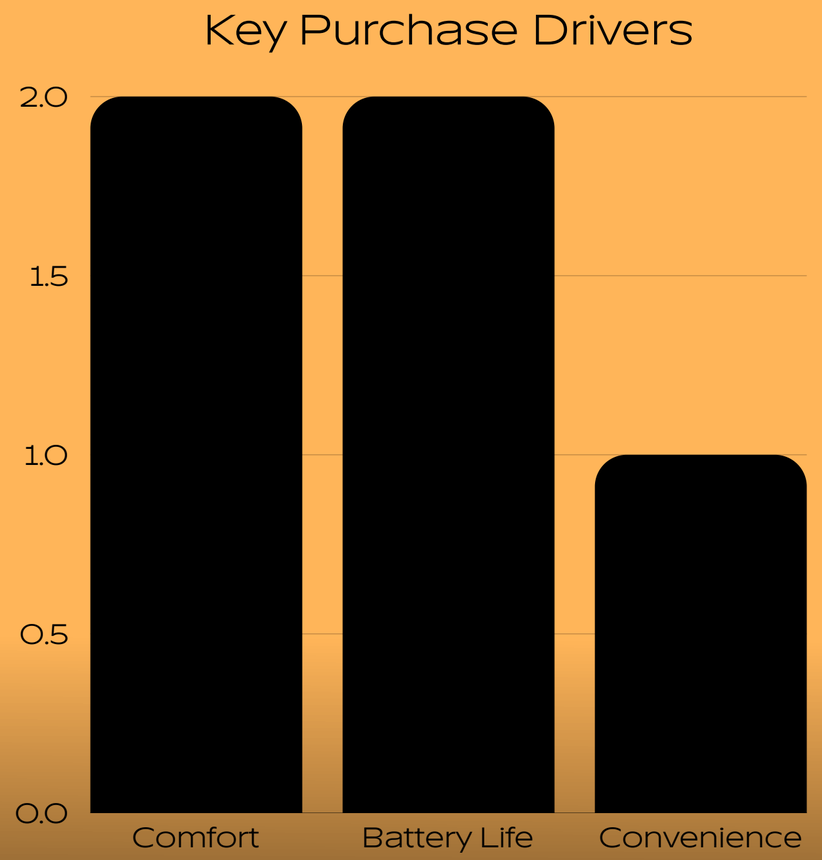
Challenges

- More highlighted features
- More cohesion
- Video Production

PRIMARY RESEACH
PURCHASE INTENTION

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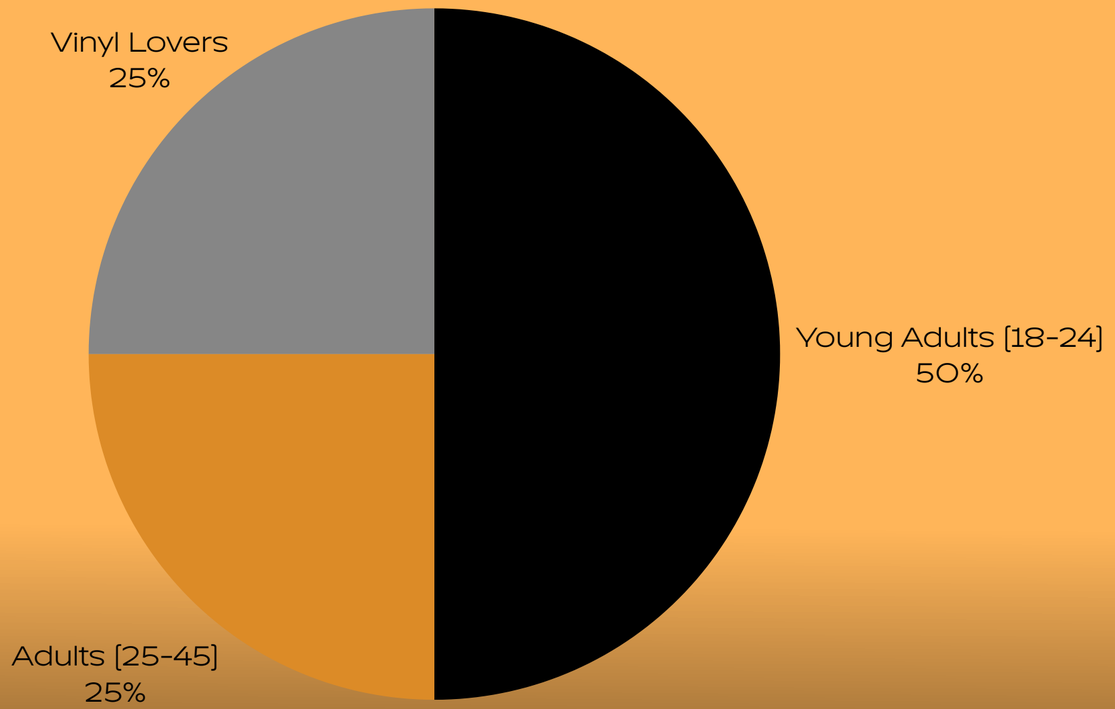




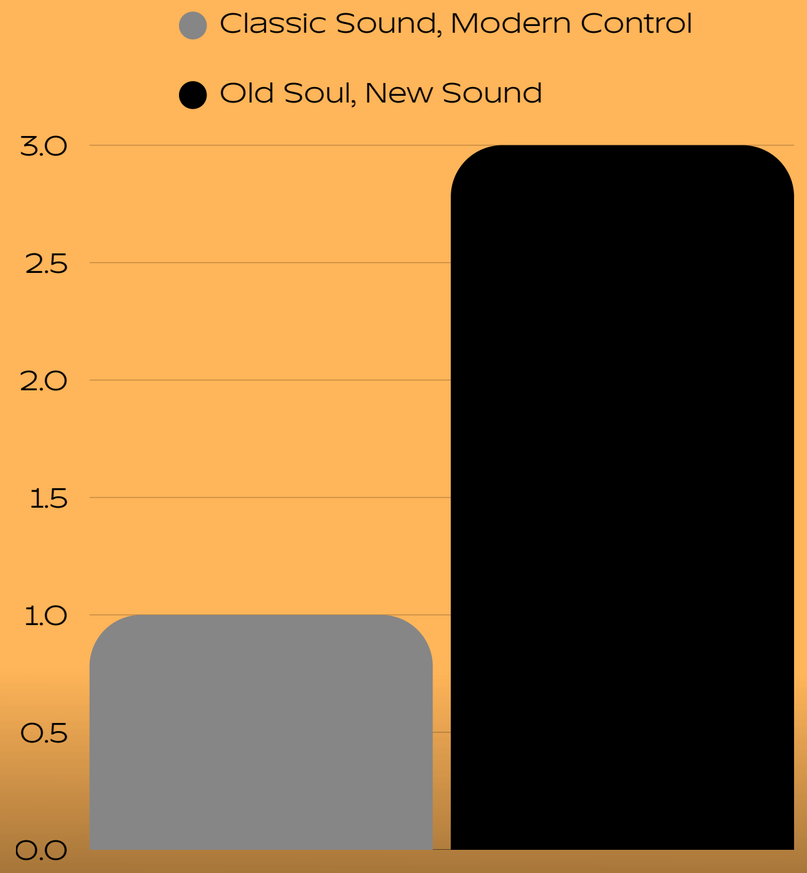
PRIMARY RESEACH CAMPAIGN

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Target Audience Perception



Slogan Preference



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Target Market Profile



1 Key Demographics

- Age Range: 18-24
- 56% Male and 44% Female
- College students and early-career young adults
- Limited to moderate disposable Income
- Highly active on digital platforms and social media

2 Key Psychographics

- College students/young adults who value style, brand identity, and social Influence
- Interested in music, entertainment, and high-quality audio experiences
- Prefer trendy, portable, and easy-to-use products (studying, gym, campus life)
- Influenced by peer recommendations, influencers, and reviews

3 Challenges

- Limited purchasing power (high price)
- More likely to delay purchases or wait for discounts and holiday promotions
- High competition from lower-cost headphone alternatives

4 Preferred Channels

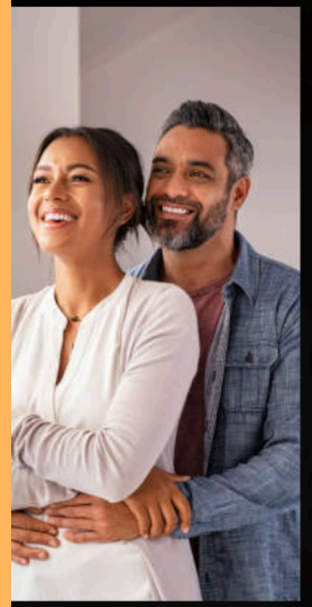
- TikTok and Instagram
- Spotify and Apple Music
- YouTube
- Streaming platforms (Netflix, Hulu, Disney+)
- Gaming platforms (PlayStation, Xbox, Discord communities)

5 Preferred Content Types

- Short-term video content (TikTok, Instagram Reels, YouTube Shorts)
  - Unboxing videos/product comparison content, Student lifestyle
- Influencer reviews and lifestyle content
- Music-based content (playlists, live sound demos, artist collabs)

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Target Market Profile



1 Key Demographics

- Age Range: 25-45
- 56% Male and 44% Female
- High disposable income, exceeding $100,000 annually
- College-educated & white-collar workers

2 Key Psychographics

- Professionals with stable careers, who rent apartments or own homes, and have the income to purchase a high-quality product.
- Value quality, reliability, and long-term Investment purchases over trends
- Likely to purchase premium tech, either personal or as gifts

3 Challenges

- Affordability can be challenging for all economic regions
- Less Impulsive than younger audiences; longer decision-making process
- Expect clear value justification before purchasing premium products

4 Preferred Channels

- YouTube (reviews, comparisons, and product research)
- Facebook (discovery and ads)
- Streaming TV platforms
- Online retail platforms (Amazon, Best Buy)
- Search engines

5 Preferred Content Types

- Product review videos and comparison content (YouTube, blogs, tech reviews)
- Longer-form content explaining features and benefits
- Holiday gift guides and “best of” product lists
- Streaming and entertainment-related ads (TV, Netflix, Hulu, YouTube)

CAMPAIGN OBJECTIVE & STRATEGY

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Objective

To serve as the ultimate choice for music lovers who appreciate the nostalgia of vinyl sound with modern conveniences and technology

Strategy

Target music lovers by giving them crisp vinyl sound without the limitations of a turntable setup. Utilize social media, traditional advertisements, and public relations campaigns to reach our target audience.

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SWOT ANALYSIS

STRENGTHS

- Strong, trusted reputation for premium sound
- Leader in noise-cancelling technology
- Loyal customer base
- 12.8% CAGR in noise-cancelling market through 2030
- Diverse product lines: Headphones, Speakers, Automotive Audio
- Strong brand partnerships

WEAKNESSES

- High price point limits accessibility
- Lower-cost competitors
- Lack of recent innovation
- Reliance on audio hardware

OPPORTUNITIES

- Expand into luxury audio market
- Global expansion to cities like Dubai, Paris, London
- New product categories: Smart Home Audio, Bluetooth Speakers
- Leverage emerging technologies

THREATS

- Strong competition from Sony & Apple
- Lower-cost alternatives
- Rapid tech advancements
- Shifting consumer preferences

AD #1
INSTAGRAM

- Targets a younger audience
- Sells aesthetic and lifestyle
- Showcases the product
- Connects the viewer to the vinyl and headphones

Caption

Introducing the new Vinyl Sound Pro Headphones powered by our new vinyl enhancement technology. Visit our website for more information. Link in bio



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AD #2
MAGAZINE

- Targets audience more interested in a lifestyle or aesthetic
- Focuses more on selling a life style
- Promotes features of comfort
- Two page magazine spread



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AD #3
INSTAGRAM

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- Targets a younger audience
- Focuses on product idea, rather than specific feature
- Keeps campaign cohesive with imagery and color
- Keeps headphones and vinyl as a focal point

Caption

What you see versus what you hear. The warm sound of vinyl powers Vinyl Sound Pro headphones. #oldsoulnewsound



AD #4
BILLBOARD

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- Reaches a large number of people
- Displays the comfort of headphones
- Associates headphones with vinyl
- Keeps branding cohesive



AD #5
WEBSITE LANDING PAGE

- Landing page directly targets incomging site trafic
- Targets people already intrested in Bose products
- Increased description of features compared to other ads
- Combines styles of previous ads



CAMPAIGN WRAP UP

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- Main idea: connect vinyl and headphones visually
- Keep campaign simple and cohesive
- Focus on lifestyle and aesthetic
- Doesn't focus on expected technology like noise canceling
- Variety of media outlets
- Invoke feelings of nostalgia and warmth
- Use the same images and colors





The Vinyl Revival Tour

PR Campaign

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Target & Objectives

- **Primary target:** college students **(18-24)** who are music enthusiasts
- **Secondary targets:** tech reviewers and music industry professionals
- **Objective:** generate buzz and position Bose as an **innovator**
- Focus on **TikTok, Instagram Reels**, and **YouTube Shorts**

Campaign Concept

- **Pop-up vinyl listening lounges** on campuses of Penn State, Arizona State, Ohio State, and Miami.
- Students try **Bose vinyl headphones** vs us standard headphones
- Discount codes offered to track conversions

Media Strategy

- **TikTok** for primary reach
- **Instagram Reels** for engagment
- **YouTube Shorts** (extended reach

Timeline

Nov 15 → Dec 15

Traffic

75%

65%

50%



TikTok

Instagram Reels

YouTube Shorts

Timeline

Nov 15 → Dec 15

$500,000



CONTENT CALENDAR

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Day	Platform	Contet Type	Caption	CTA
Monday	Instagram, Facebook	Carousel Post	Where classic sound meets modern precision—crafted for a listening experience that feels as good as it sounds 🎵	Link in bio
Tuesday	Instagram Story	Story Poll	**Old school or new school?** Vintage vibes 🎶 , Modern sound ✨	Engage & Collect Data
Thursday	Instagram, Facebook, TikTok	Reel/video	Feel every note the way it was meant to be heard 🎧 ✨	Old Soul, New Sound
Saturday	Instagram, Facebook, TikTok	Content Creator Collaboration	*creators will create their own content and collaborate with us, posting on both their page and ours (includes stories, static posts, and video ads)	Engagement & Audience Reach
Monday	Instagram, Facebook	Carousel Post	Timeless audio, redefined with uncompromising clarity and design ✨ 🎧	Tap to get started
Tuesday	Instagram Story	Story Poll	**Headphones on = what are you doing?** Studying 📚 , Zoning out 🎶	Share with #oldsoulnewsound
Thursday	Instagram, Facebook, TikTok	Reel/video	Engineered for clarity. Designed for every moment 🎧 ✨	Old Soul, New Sound
Saturday	Instagram, Facebook, TikTok	Content Creator Collaboration	*creators will create their own content and collaborate with us, posting on both their page and ours (includes stories, static posts, and video ads)	Engagement & Audience Reach
Monday	Instagram, Facebook	Carousel Post	Experience the timeless warmth of vinyl, refined through Bose's most advanced audio innovation 🎧 ✨	Link in bio
Tuesday	Instagram Story	Story Poll	**Pick your sound:** Throwback hits 🎶 , New releases 🔥	Engage & Collect Data
Thursday	Instagram, Facebook, TikTok	Reel/video	Ready to upgrade your sound? 🎶	Old Soul, New Sound
Saturday	Instagram, Facebook, TikTok	Content Creator Collaboration	*creators will create their own content and collaborate with us, posting on both their page and ours (includes stories, static posts, and video ads)	Engagement & Audience Reach
Monday	Instagram, Facebook	Carousel Post	Designed for those who appreciate detail—every sound, every moment 🎶	
Tuesday	Instagram Story	Story Poll	**Main character moment?** Walking with music 🎧 , Staring out the window dramatically 🌇	Share with #oldsoulnewsound
Thursday	Instagram, Facebook, TikTok	Reel/video	This is what your music has been missing 🎧 ✨	Old Soul, New Sound
Saturday	Instagram, Facebook, TikTok	Content Creator Collaboration	*creators will create their own content and collaborate with us, posting on both their page and ours (includes stories, static posts, and video ads)	Engagement & Audience Reach

MEDIA PLAN & BUDGET

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	October Week1	October Week 2	October Week 3	October Week 4	November Week 1	November Week 2	November Week 3	November Week 4	December Week 1	December Week 2	December Week 3	Total Costs
ADVERTISING												
Print												
Magazine	x	x	x	x	x	x	x	x	x	x	x	6,078,400
Billboard	x	x	x	x	x	x	x	x	x	x	x	326,680
Direct Marketing												
Social Media												
Instagram Posts	x						x					
Website Spread			x									1,500,000
Influencer Collab		x	x	x	x	x	x	x	x	x	x	300,000
												3,000,000
PR												
Vinal Revival Tour	x	x	x	x	x	x	x	x	x	x	x	500,000
											Total:	$11,705,080

MEASUREMENT & EVALUATION



Communication Objective: Inform consumers about the features and quality of Bose Vinyl Pro Headphones, while appealing to classic vinyl listeners.

Marketing Objectives: Increase awareness and visibility by 45% within 3 months of the launch.

Campaign Effectiveness: Tracked by activity on socials and sales generated during the campaign.

Success of PR Campaign: Tracked by website activity, social media engagement, and use of discount codes.

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