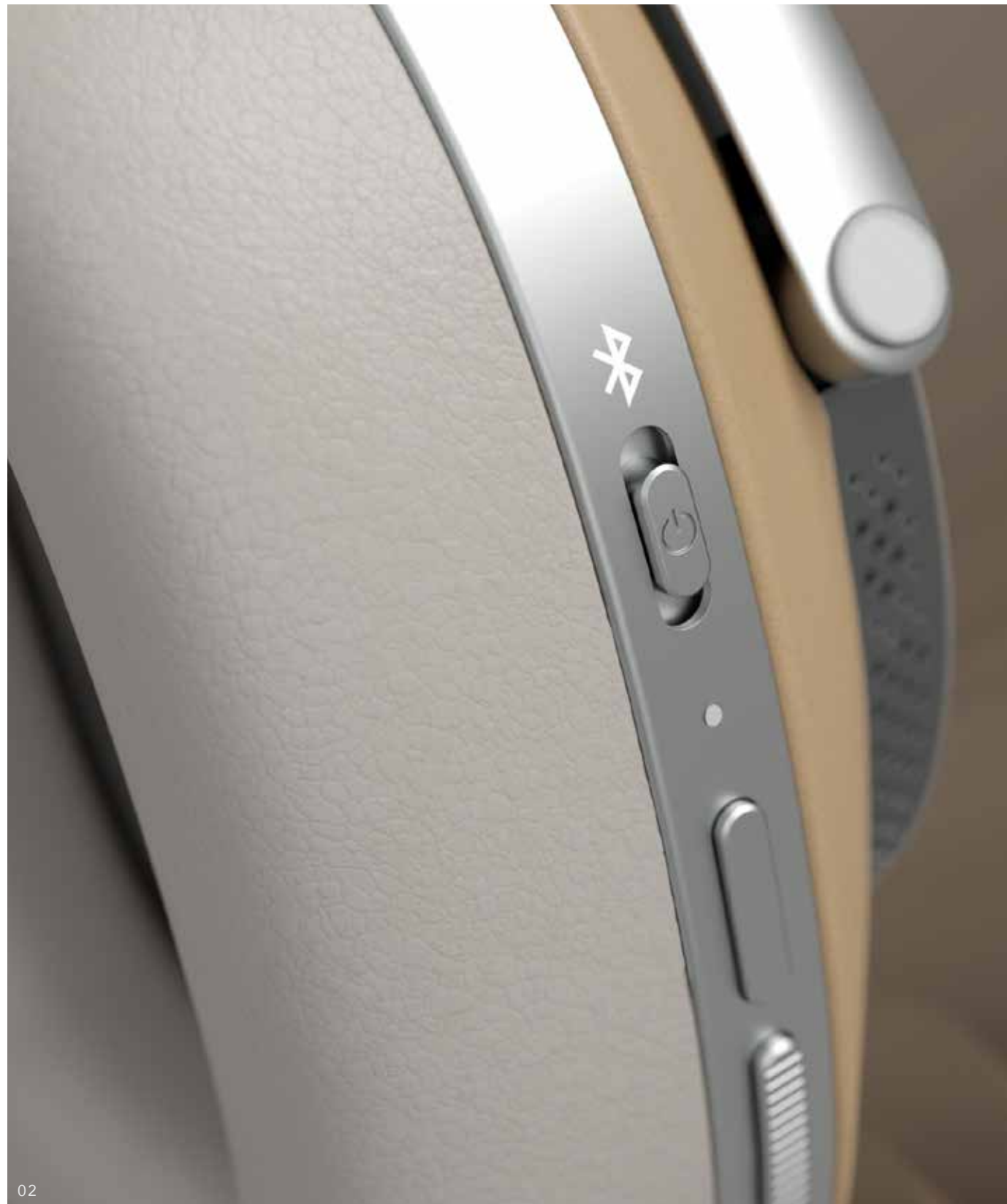
A close-up photograph of a man with a beard and long hair, wearing large, over-ear Denon headphones. He is lying on a couch, resting his head on his hand, looking thoughtfully to the side. The background is softly blurred, showing a patterned cushion and a window with natural light. The overall mood is relaxed and focused.

CONCEPT PROPOSAL

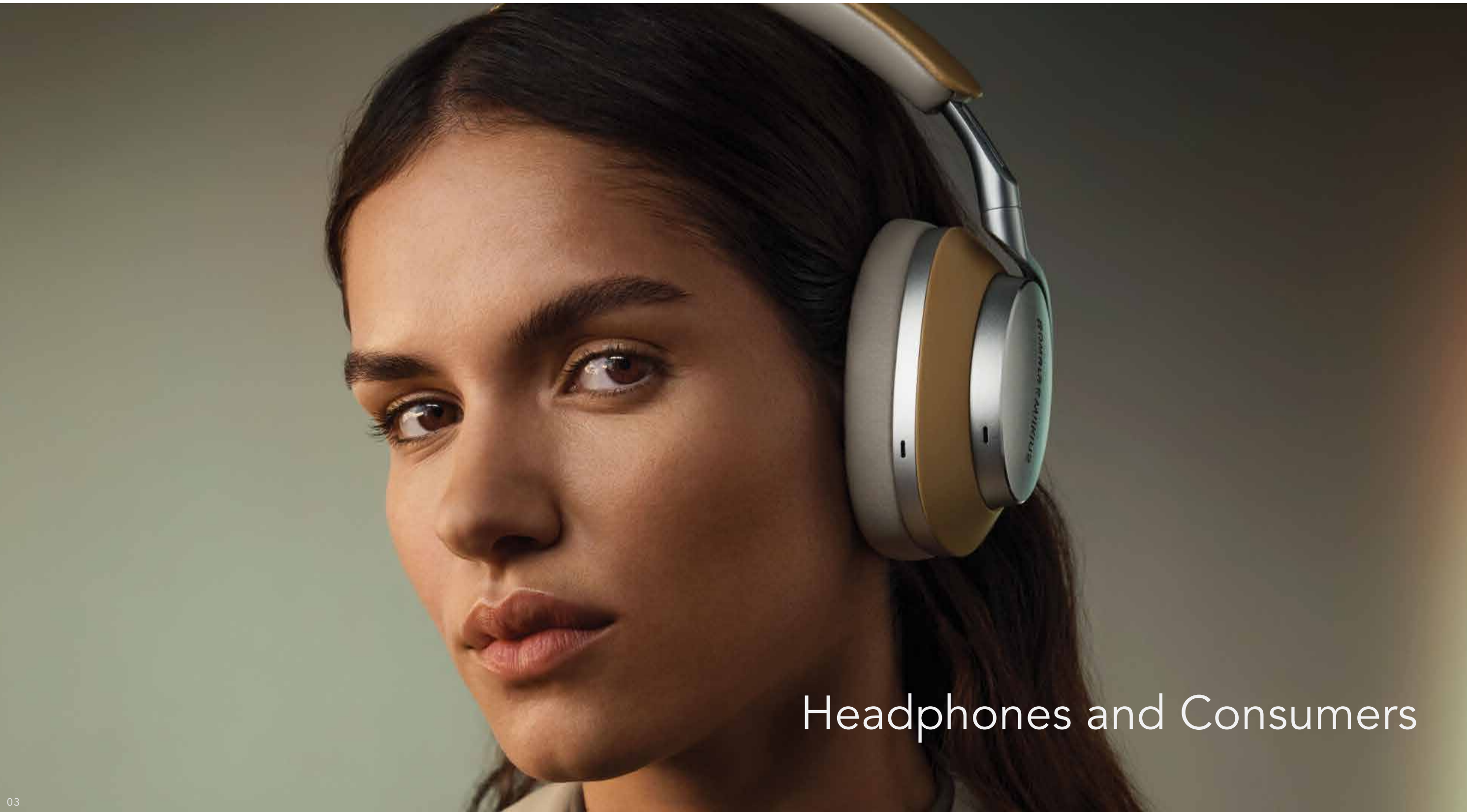
Bowers & Wilkins **DENON**[®]
2024 Headphones Marketing Campaign



CAMPAIGN GOALS

The Ask:

1. To position Bowers & Wilkins and Denon as the world's leading high-quality, high-performance headphones brand.
2. To encourage consumers to choose Bowers or Denon over more mainstream retail competitors such as Bose, Sony and Beats.
3. To prove to retailers that we're serious about growing our headphone business with them, and that we're able to be innovative, creative and strategic partners to do so.



Headphones and Consumers



ESSENTIAL ACCESSORIES

Once the exclusive tool of music professionals, headphones have become essential accessories of everyday life.

Whether it's grabbing "keys, wallet, headphones" on the way to work, or creating a sound oasis in a room of one's own, headphones are now ubiquitous.



SOUNDTRACK OF OUR LIFE

They provide privacy in crowded environments, help us isolate while commuting, and filter ambient noise while traveling.

They help motivate us while exercising, provide an escape in noisy households, or enable connection during online meetings.

They're worn on hikes, at silent discos, while doing dishes.

They're shared, one or two earbuds at a time, with or without a dance partner.

They're our faithful companions as we curate the soundtrack of our life.




Bowers & Wilkins + Denon Differentiators




PREMIUM CRAFTSMANSHIP

How many are the product of
superior engineering?

How many are designed with
premium materials?



And how many of them deliver a truly immersive and curated sound experience?



It's time to move beyond the ubiquitous,
beyond the ordinary, beyond the predictable.

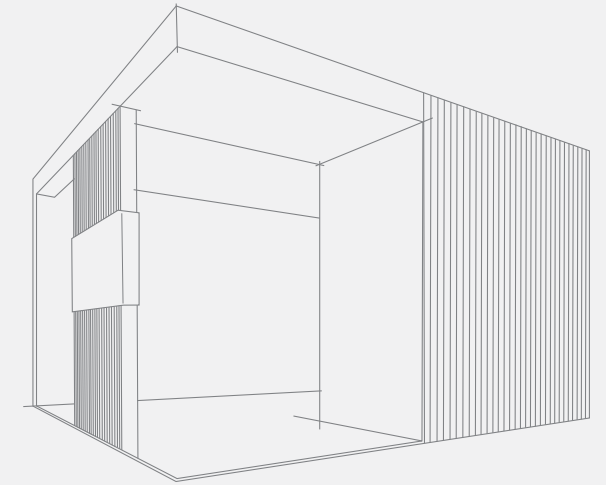
It's time to explore the full potential of wearables.

It's time to use technology to spark imagination.

It's time for a transformative listening experience.



Concepts



CONCEPT 1

Sound Studio

Enter the listening booth.

Step into one of the Sound Studio listening booths and put on the headphones displayed in front of you. Surrounded by video footage of iconic recording sessions, you find yourself at the helm of your own virtual soundboard. You're now in control of the smart desktop's interactive menu displayed against a backdrop of sliders and knobs. Select your favorite musical genre, begin playback, and take on the role of the record producer looking through the glass. Or become the artist as you customize the listening experience to your specific audio needs with the Denon PerLPro in the sound-insulated booth.



Sound Studio

Visual Concept

- Inside a high-end recording studio
- Soundboards on desktops w/touch screen to select different musical genres
- “Put on headphones to enter studio”
- On screens: view into the booth (through the glass) + different vantage points from inside a studio

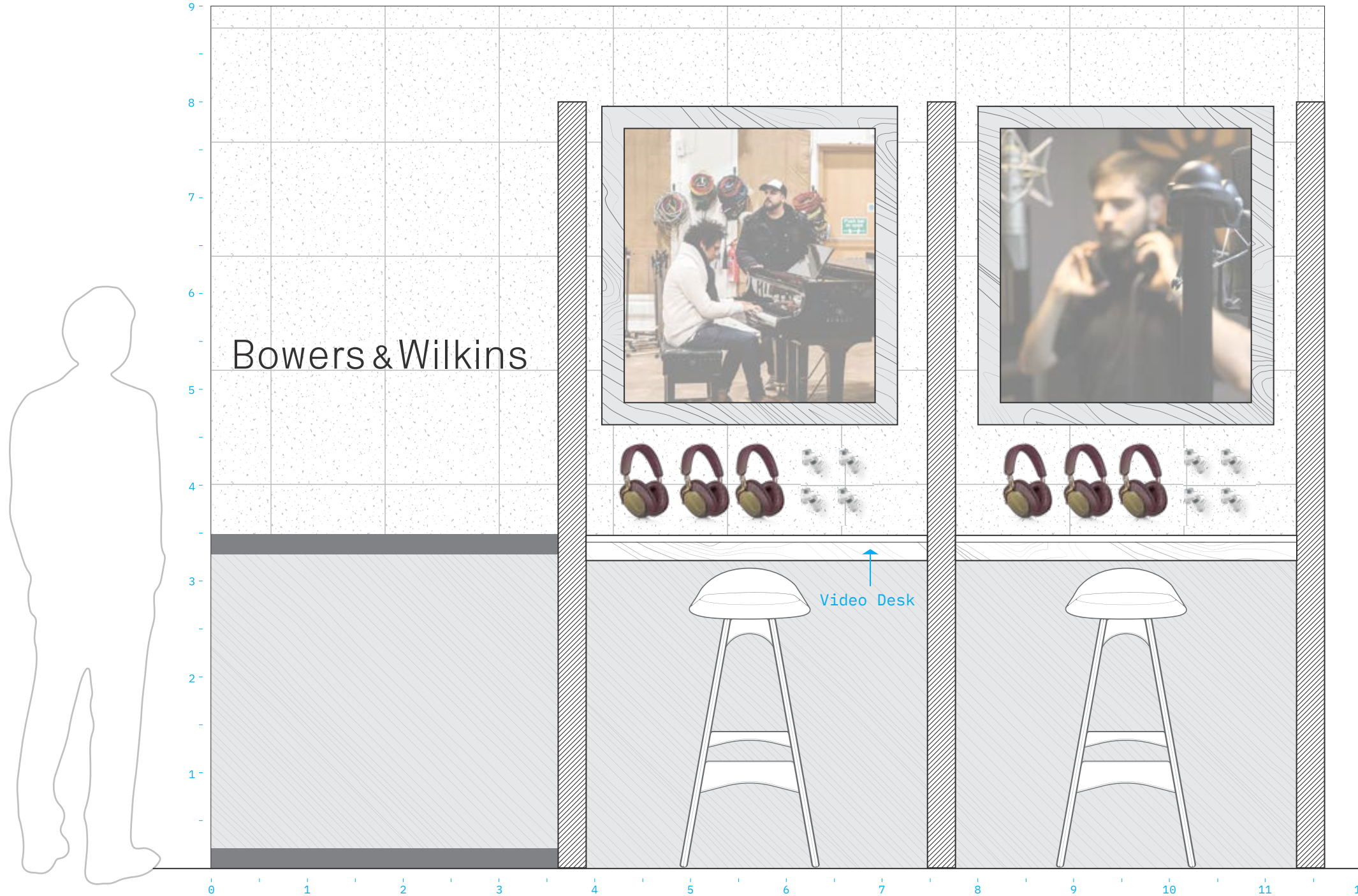
Customer Experience

- Be in control of your listening experience at the soundboard (producer experience)
- Step into the recording booth (artist experience)
- Idea: you’ll hear ultimate sound quality with these headphones
- Customized sound experience with PerL



Oldskool Acoustic Tile

B&W Wall



- Inside a high-end recording studio: soundboards on desktop: touch screen to select different musical genres.
- "Put on headphones to enter studio"
- On screens: view into the booth (through the glass) + different vantage points from inside a studio

Denon Wall



Back Video Wall



B&W / Abbey Road commercial



Enter The Listening Booth

Step into the Sound Studio listening booths and put on the pair of headphones in front of you. Surrounded by video footage of iconic recording sessions, you're suddenly at the helm of your own virtual soundboard. You're now in control of the desktop's interactive menu of various musical genres displayed against backdrop of sliders and knobs. Begin playback and stand in for the record producer as you tune into your selection. Or be the artist as you customize the listening experience to your specific audio needs with the Denon PerL Pro in the sound-insulated booth.

Bowers & Wilkins

PX8

Over-ear noise-canceling headphones

DENON[®]

PerL Pro

Premium true wireless earbuds with personalized sound and lossless audio

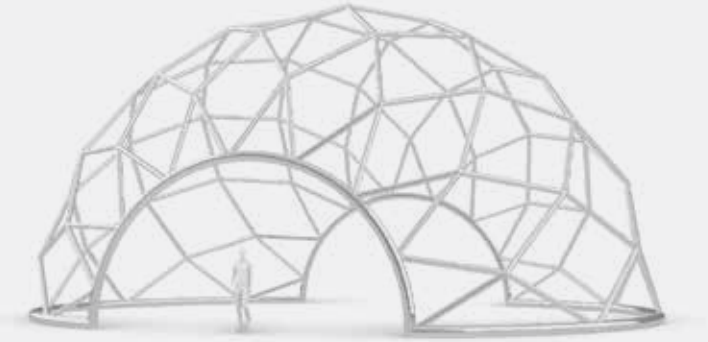
[Learn More >](#)

DENON[®]

AH-D5200

Flagship Hi-Fi Headphones fully made in Japan

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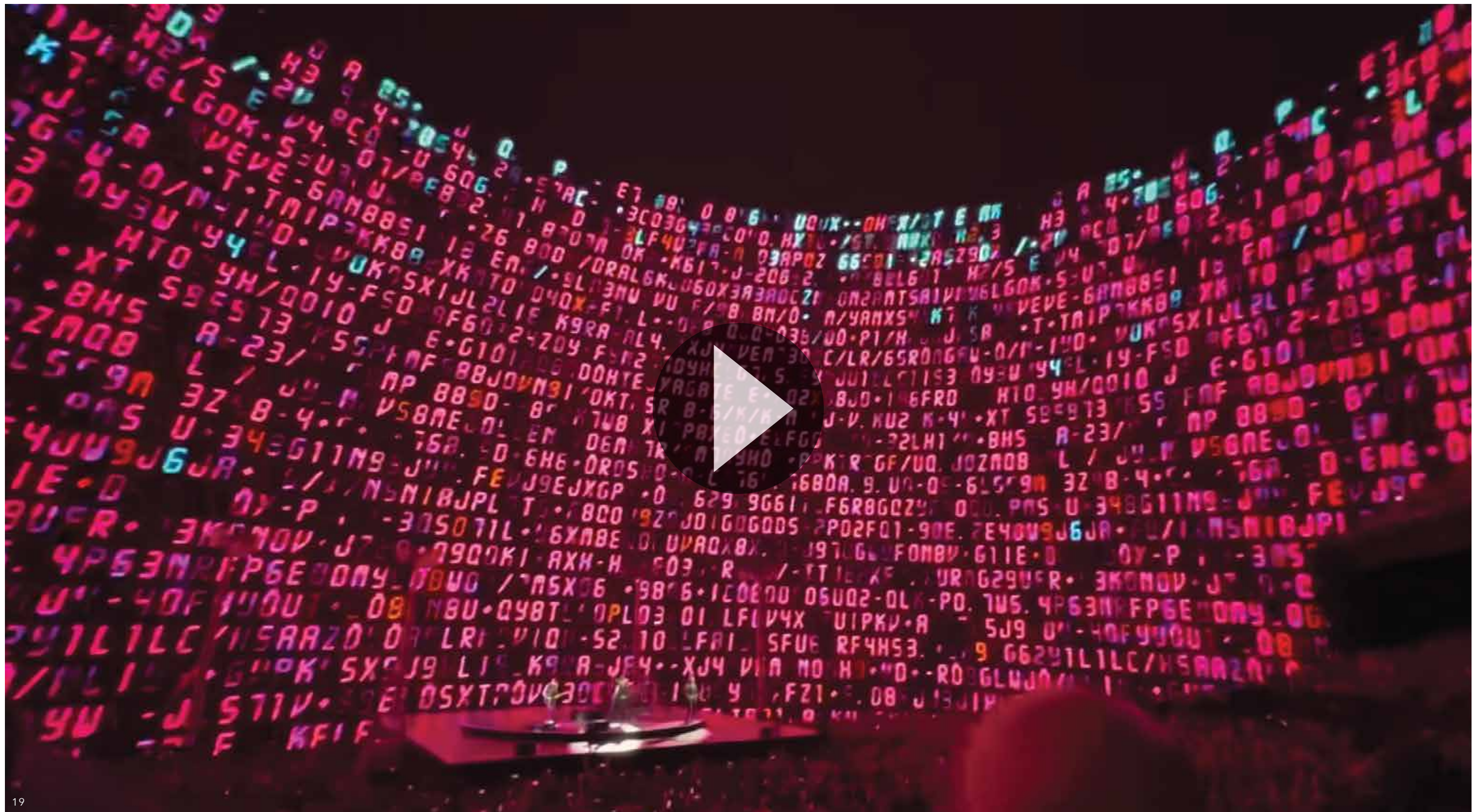


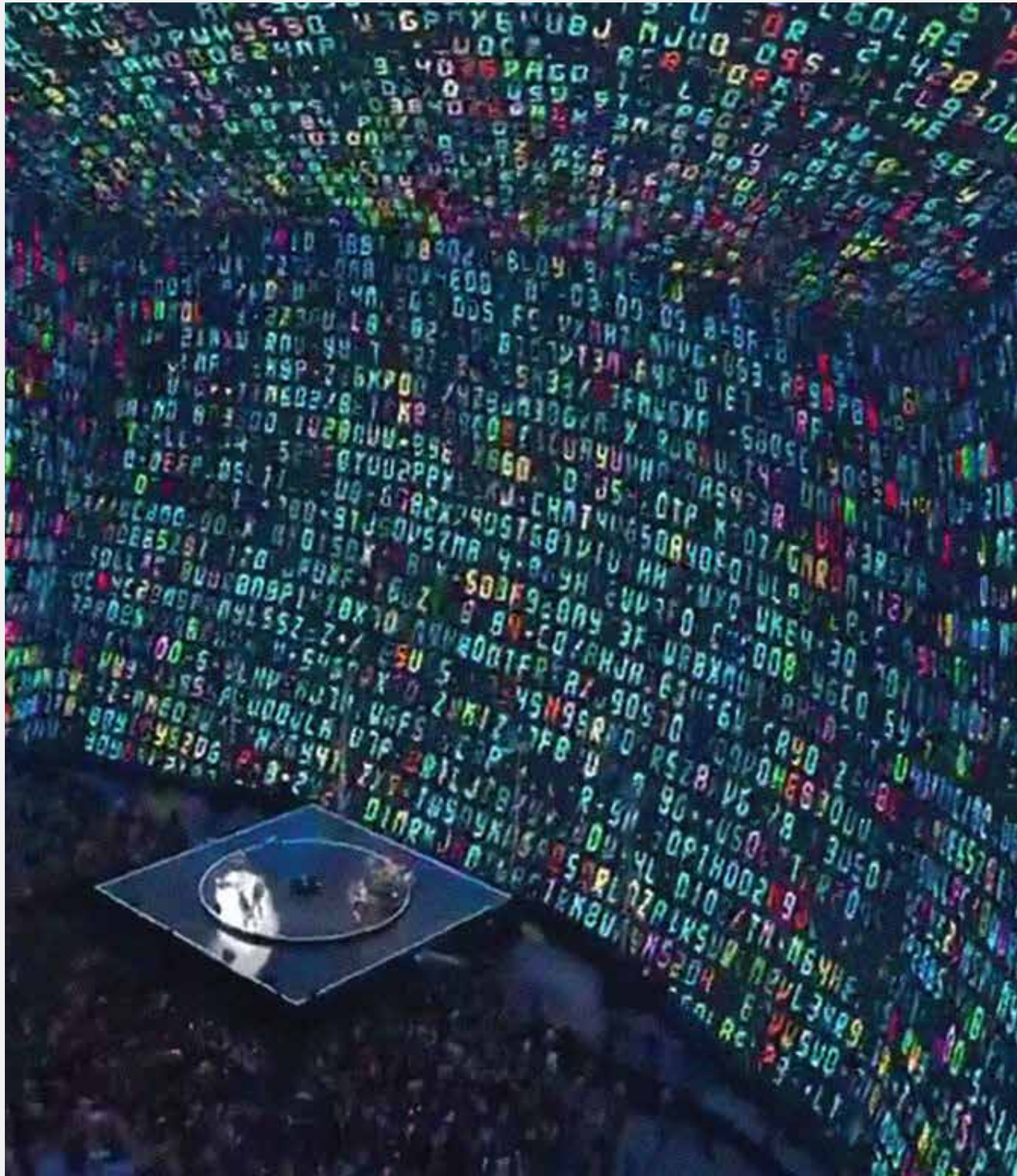
CONCEPT 2

Audio Dome

Step into sound.

Stepping into the Audio Dome, you are drawn in by the headphone displays arranged in a circle at the center of the room. Bathed in the light of pulsating sound graphics all around you, you notice that you are also surrounded by silence. Intrigued, you put on the headphones and realize that the soundtrack you now hear is synced with the graphics undulating across the interior walls, the domed ceiling, and projected onto the floor. The headphones have become your gateway to a multi-sensory experience, reminiscent of a concert at The Sphere Las Vegas.





Audio Dome

Visual Concept

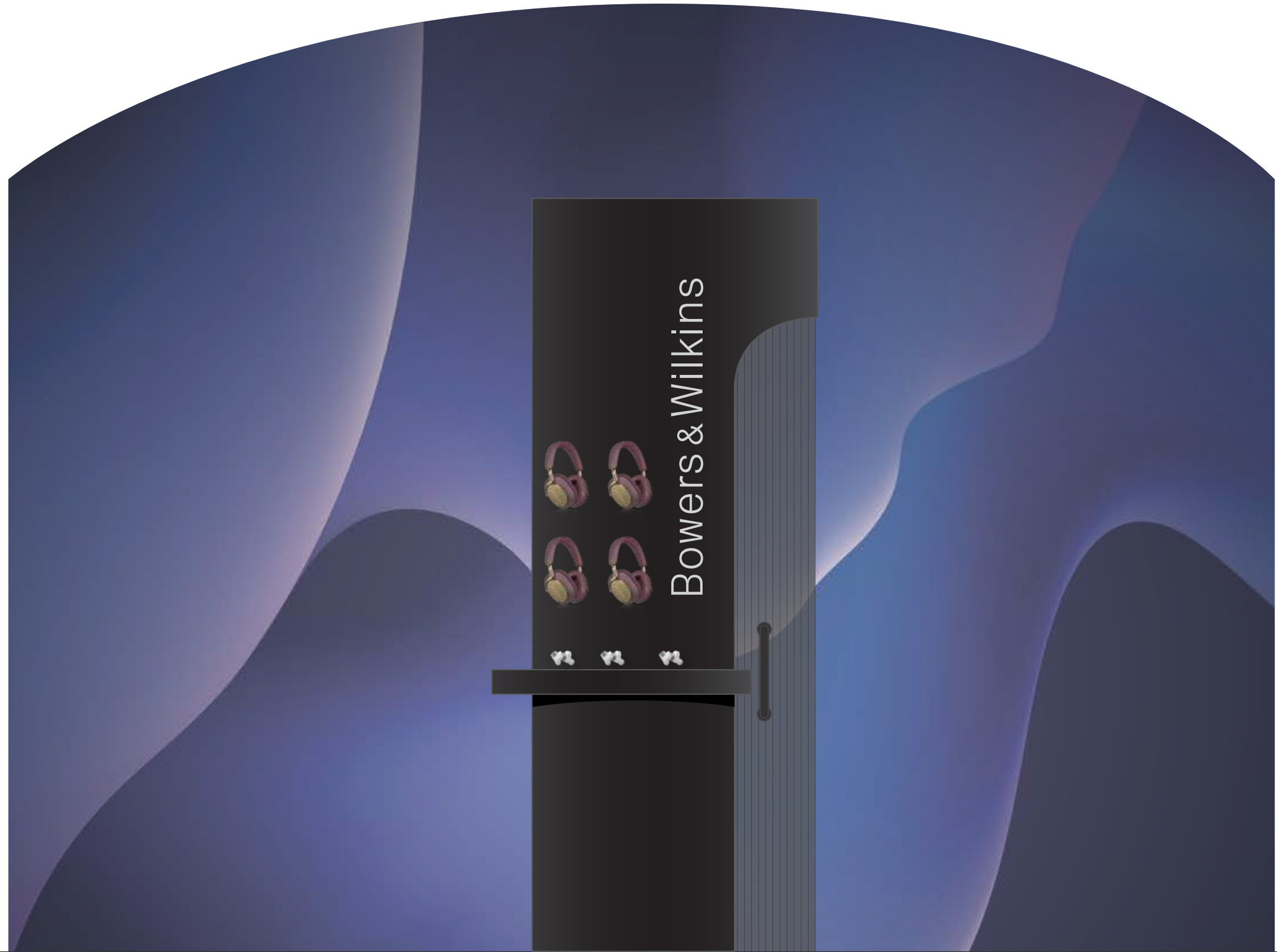
- Inside a video cocoon.
- 360 visuals in motion match listening experience

Customer Experience

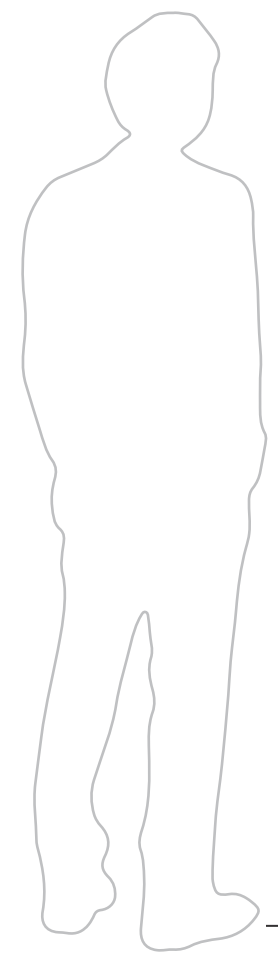
- Total sensory immersion
- Customized sound experience with PerL



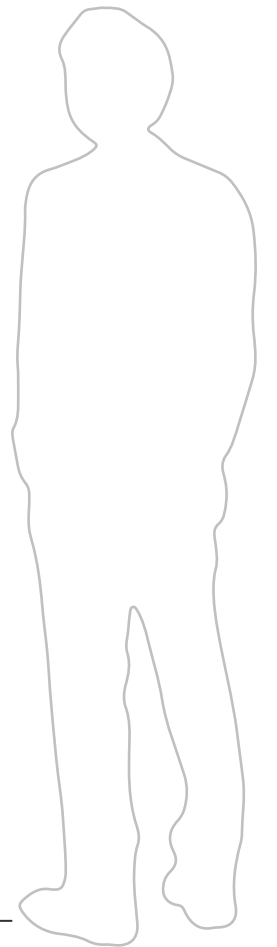
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AUDIO DOME

Room of Headphones

+ Follow HOME HEADPHONES EARBUDS MORE

Q

STEP INTO SOUND

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Bowers & Wilkins

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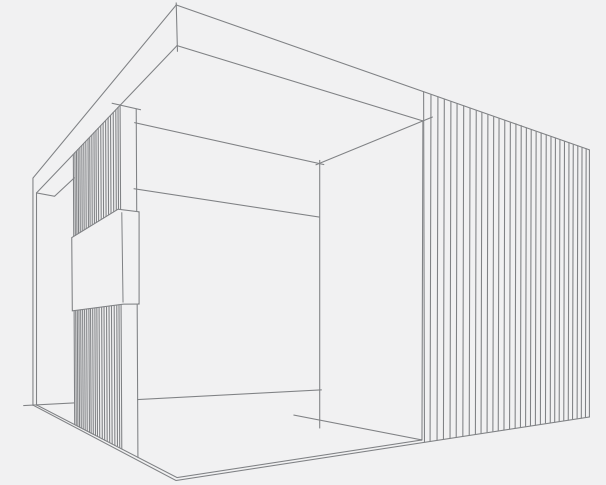
LEARN MORE

DENON

AH-D5200

Flagship Hi-Fi Headphones fully made in Japan

LEARN MORE

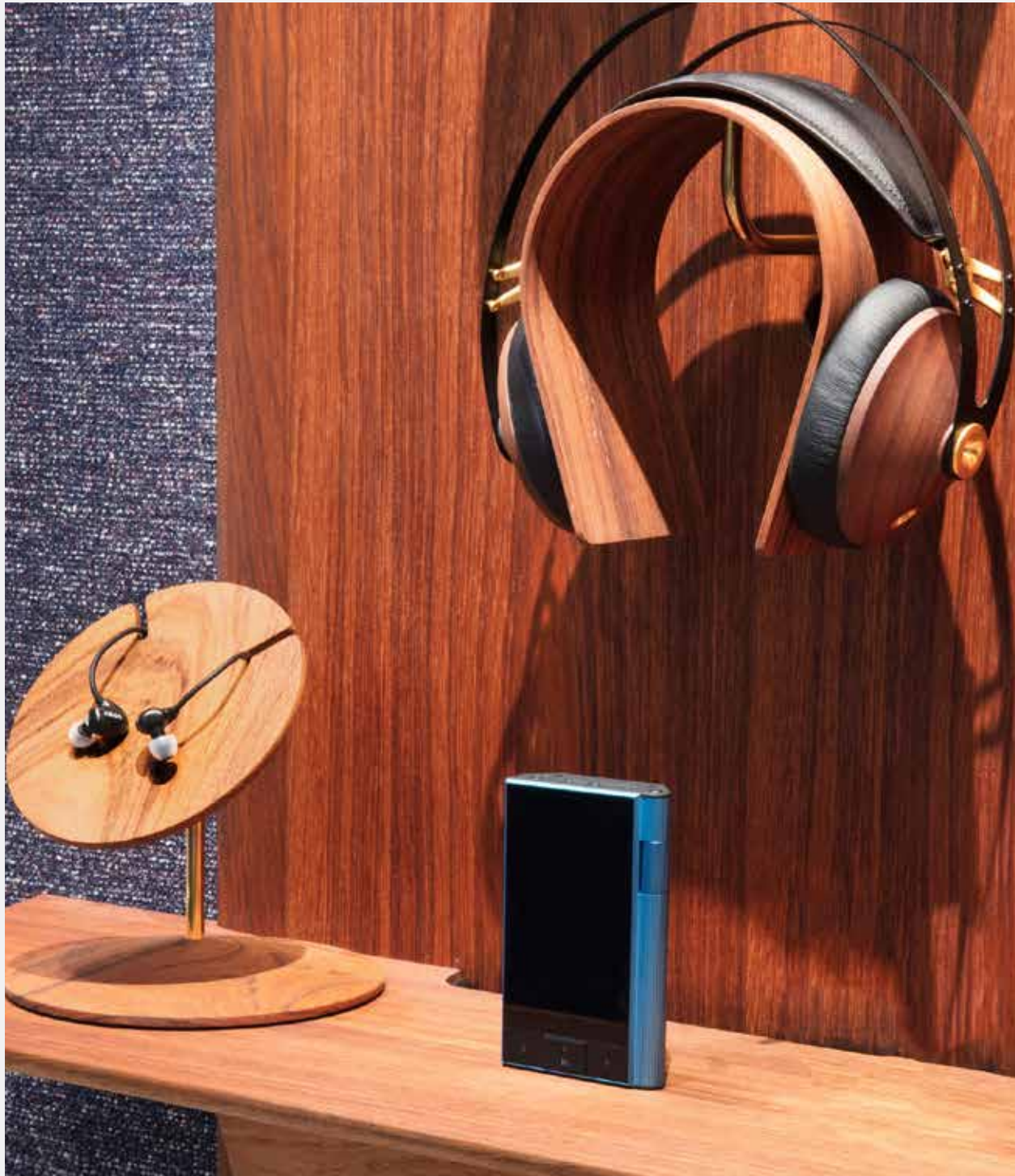


CONCEPT 3

Headphone Gallerie

Sound. Curated.

From the carved wood exterior to the plush interior, the stage is set to display artfully designed headphones to their advantage. Hung at eye level in front of elongated mirrors laid atop wall-sized screens, this curated collection of headphones is synonymous with the word masterpiece. You try them on while gazing upon your reflection, select a musical genre from the on-mirror touch screen as videos about the headphone-making process play on the walls around you. You are transported by a listening experience as refined as it is luxurious.



Headphone Gallerie

Visual Concept

- Inside an art gallery: headphones on display as collector's items, couture accessories
- Incorporate mirrors, wood, video
- Museum labels next to each headphone describing:
 - a. Materials used
 - b. Tech specs

Customer Experience

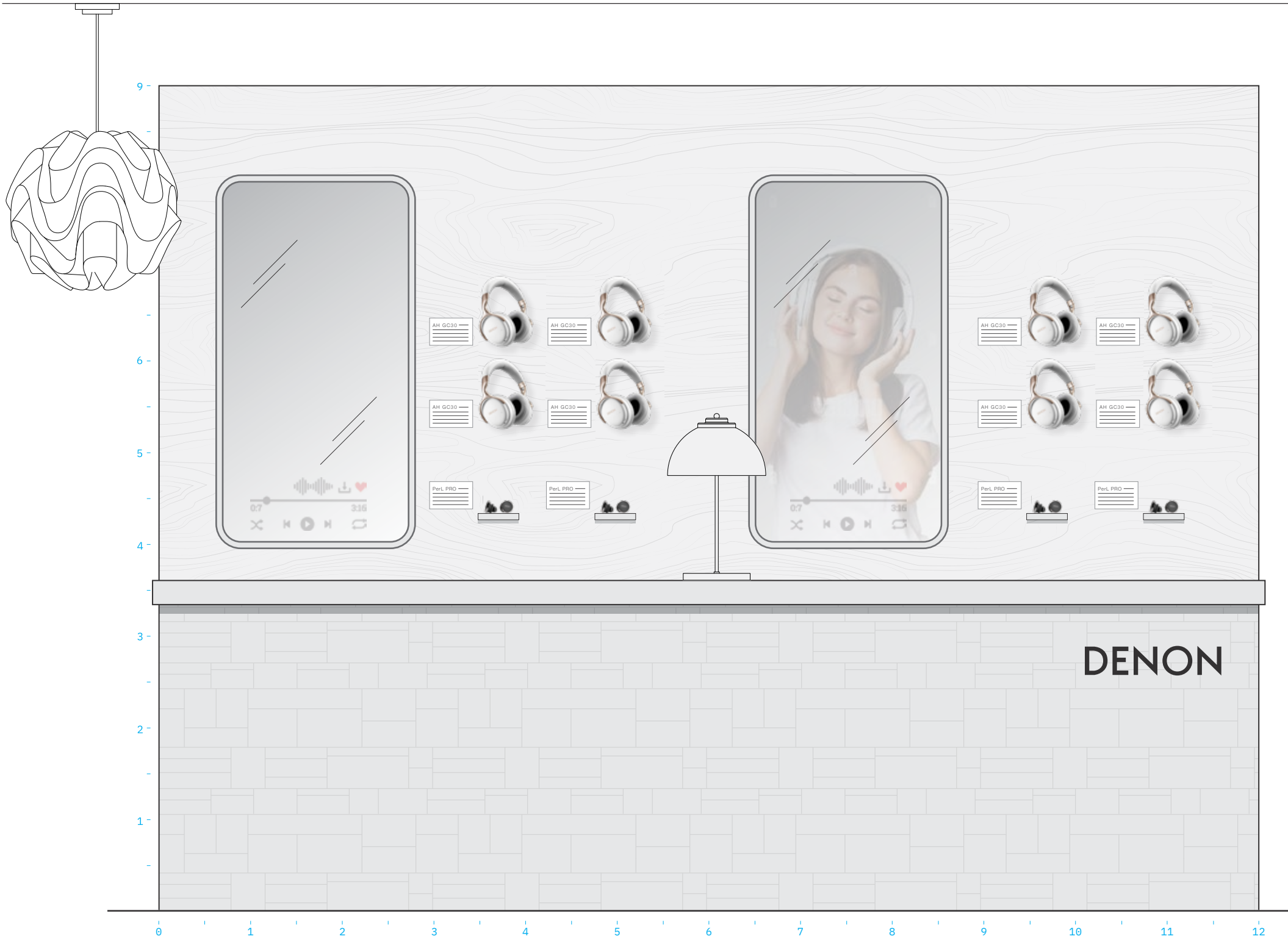
- Try on headphones in front of a smart mirror.
- Read about and feel the quality of the materials
- Hear reference-quality sound via on-wall touch screen
- Customized sound experience with PerL



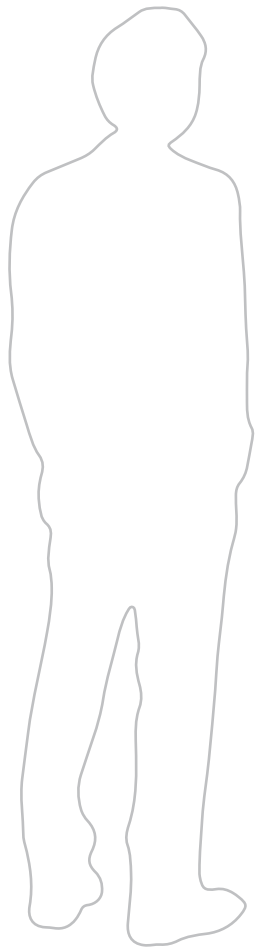


Bowers & Wilkins

- Try on headphones in front of a smart mirror.
- Read about and feel the quality of the materials
- Hear reference-quality sound via on-wall touch screen
- Customized sound experience with PerL



Back Video Wall



Brand "Craftsmanship" documentary

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Headphone Gallerie

Home of Headphones

+ Follow HOME HEADPHONES EARBUDS MORE

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Bowers & Wilkins

PX8

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Learn More

Thank You.

