

A Delicate Balance

Project Goal

As the pandemic took hold in early 2020, senior leadership at Sonos asked the editorial team to do a social media feature that showcased employees talking about their favorite speakers.

However, the idea of leveraging employees to sell product during a sensitive time for the world at large didn't feel right to me. So, I set out to find a different way of answering the request that felt more authentic to the brand.

A Delicate Balance

Solution

After talking to a few employees about how they were dealing with the complexities of working from home full-time, I realized that many of them were using their Sonos products to help maintain a healthy work-life balance. With this as inspiration, I created a feature for Sonos's social media that highlighted the unique ways employees were using their products to encourage a healthier approach to working from home.

