

# **Find Bang & Olufsen**

**Bang & Olufsen. Most folks think of us as a relic of the past.**

**And we're eager to reclaim our spotlight in pop culture.**

**But, if you look at pop culture close enough,**

**We're already there... in dozens of movies, tv shows, and music videos.**

**Can we transcend into the cultural conversation with our secret on-screen stardom?**

**Introducing *Find Bang & Olufsen*:**

**A multi-platform scavenger hunt where players watch popular media, find our products, and reap rewards.**

**We kick things off at South by Southwest...**

**Transforming our show-rooms into replicas of famous sets that include B&O.**

**By playing famous soundtracks, we send visitors on a search for each of our booths...**

**And reward them with discounts on Beolab 50's.**

**All while driving footfall to our showrooms with sound, and scene.**

**After making headlines at South by Southwest, we give fans a sequel...**

**And bring *Find B&O* to the masses.**

**Every week, we drop hints on where else you can find our products.**

**All players have to do is find B&O in the weekly show or movie, take a picture, and post with the hashtag '*FoundB&O*'...**

**To elevate their movie watching experience, we grant players discounts on H95, A9, and Beolab 50 speakers.**

**While generating thousands of media impressions.**

**But because our product placement is largely organic, we can't keep track of all the Bang & Olufsen films out there...**

**So if you *Find B&O* in media that isn't on our list, the rewards get even bigger.**

**With *Find Bang & Olufsen*, we not only drive sales through organic content, but we reclaim our spotlight in pop culture...**

**And we do it by reminding fans that we've always been there.**