

On & Office

Bringing work life balance to the open-plan

Integrated - Bose Noise Cancelling Headphones 700

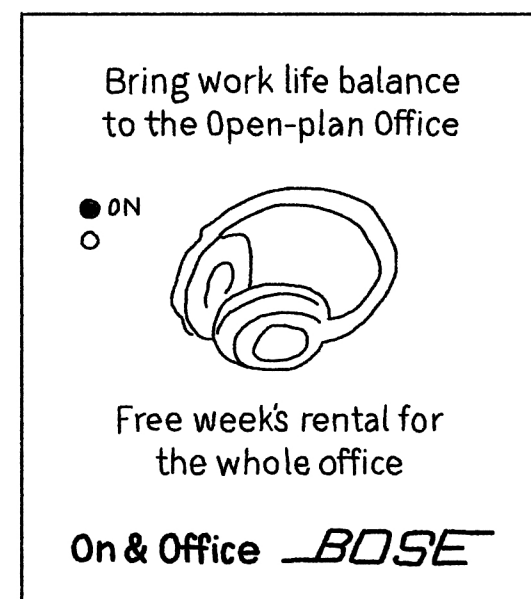


On & Office The Rental

BOSE rent out the BOSE Noise Cancelling Headphones 700 for free to offices for a week. Bose communicate with the managers of the businesses to discuss how the work productivity has changed, and try to convert this to sales.

This will be promoted through LinkedIn to businesses & their managers, and through direct email offering this free rental to open-plan operations.

LinkedIn Ad targeting managers of businesses promoting the On & Office Rental



Contact for free rental >

Instagram Ad targeting city employees to promote the Insta Competition



Insight:

Work life balance is important but it can be difficult to balance work & life whilst in the office.

Idea: On & Office



On & Office The Insta Comp

An Instagram competition is held called #onandoffice where people post on their Instagram story the noisy office setting they work in. A winner is chosen every week on whoever had the noisiest office, and they receive a free pair of headphones.



On & Office The Podcast

When you have owned the headphones for a while they become so integrated in your life you will wear them all the time. This could result in you forgetting how to even hold an office small-talk conversation! BOSE create a podcast called the 'On & Office Podcast' where two comedians teach people how to "Office small-talk" tackling topics such as the "the weekend goes too quickly", "weather" and "tgif".

30 Second Radio Advert promoting 'On & Office Podcast'

Plays after the weather segment on the radio

Man: Did you hear, it's going to be sunny today.

Woman: Yes.

Man: W- do - the sun- the sun will be out

Woman: This makes me think about, the weekend, and my- doings

Man: Because of the sunny

Woman: Sun is - yes

Podcast Host 1: With the Bose Noise Cancelling Headphones 700, you'll wear them so often in the open-plan; you'll forget how to small talk.

Podcast Host 2: Learn how to small-talk again on the On & Office podcast by BOSE. Available on all podcast apps.