

Concept: Show two photos displayed in 2 slices across the width or height of the ad. The first should be a close-up of a Smart phone screen showing a Bose logo icon with a text indicator: "You've got PARTY!" And a red "1" in the upper R corner of the icon. The icon should be between a Facebook logo and a Twitter logo. The second photo shows several people dancing in the background with the product in sharper focus in the foreground. Second photo should be staged outdoors if a spring/summer/early fall release of ad, indoors staging if late fall/winter release.

HEADLINE: Whenever, wherever, sound-ever.

Tag: The Bose SoundLink is social for your music.

Ever wanted to be a DJ? You have this dream. Morph your music collection into the kind of party where everyone gets high from the beat of the music and the dancing **you** inspire. Now you can do it with the Bose SoundLink Wireless Mobile Speaker!

You need superior tech to pull it off. Bose delivers rockin' sound quality, even at bone-shakin' volume and in big dance spaces. Add a battery life nearing 14 hours and a compact form and you're ready to go for that last-minute party that pops up in your text message.

Visit www.Bose.com and go Smartphone to party in **no** time!

Total word count: 105

Analysis of audience and messaging

Millennials grew up with social media and the amazing capabilities of SmartPhones. This product can build on that familiarity. Challenge: try to get this age group to get out of their *tendency* to be focused on their **private** world of cell phones (texting and earbuds to listen to their own music) and into the world of *sharing* that music at a party. The image of several Millennials hanging out together while they are staring at their own SmartPhones (though a bit of a stereotype) comes to mind. The question arises: how do you get them to consider plunking down a considerable investment to buy something that is a social engagement NOT on a computer or via their SmartPhone? Easiest answer: you associate the two concepts. I suggest that you appeal to the audience to buy this product as *an extension of their regular world*. Hence the phrase, "social for your music collection" ...an experience that you can enjoy with your friends **together**. In other words, the product offers an *added dimension* to what they're currently comfortable with. The goal is to help customers feel confident that by spending a little extra, they will be a hit at any party they bring this product along. By using this line: "last-minute party that pops up in your text message," I am using the equivalent of staging the house you want to sell. I'm hinting that by buying this product, you will start to get more party invites than before.