

# SEA

## Situation

For our Branding Strategy course project, we were tasked with developing a brand extension for Bose. Our team determined Bose's market positioning and conducted market research for a flatscreen smart TV, sounding off with Bose's traditional complimentary audio product.

## Solution

I developed multiple concepts based off the tagline I created, "Like you're really there." Some used humor and some centered around varying use in the home for family and friends—the Bose quality is meant to be shared with those you love.

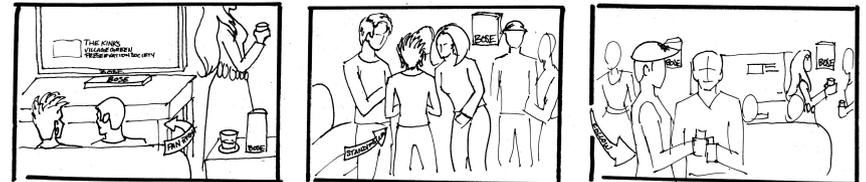
## Results

The product extension and the ad depicted below won us an "A" and rave reviews. I guess we should speak to Bose...

## Commercial #1 Storyboards

INT. LIVING ROOM. NIGHT.

Music is blaring, and people are standing around or sitting, enjoying good conversation and drinks. A middle aged man and woman are floating around the room, greeting groups. In the background, the TV is playing an oldies radio station. Bose speakers are seen throughout the room, including in the foreground.



NARRATOR

Get the quality sound you love in your Bose speakers...

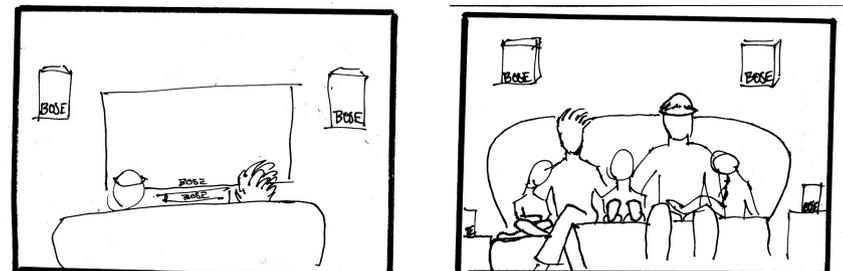
CUT TO:

INT. THE SAME LIVING ROOM. NIGHT.

Grandparents, previously seen hosting the party, are watching an animated movie with grandchildren in couch, eating popcorn. The TV screen has crystal clear picture and audio.

NARRATOR

...in the display of your TV, too. Bose Smart TV. Like you're really there.



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## Commercial #2 Script

INT. LIVING ROOM. NIGHT.

WOMAN, 35, is watching an action movie in her lounge.

MOVIE MAN (O.S.)

What genius taught the androids to make more androids?

CUT TO:

INT. SCIENCE LAB. DAY.

WOMAN suddenly in an action movie with MOVIE MAN. They're shooting a laser cannon at the androids surrounding them. One android gets a laser beam shot through its body.

SFX: SIZZLE, ZZZAP, BOOM

WOMAN

(screaming)

Why didn't they just stick to putting advanced technology into TVs instead of human-shaped robots?

Movie man is overcome by androids with a muffled scream.

Woman shoots, and an android explodes.

NARRATOR (V.O.)

We promise to only advance technology in the things you want most.

CUT TO:

Cut back to woman in lounge, dodging, showing shock and sucking in air through her teeth.

NARRATOR (V.O.)

Bose Smart TV. Like you're really there.

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## Commercial #3 Script

INT. LIVING ROOM. DAY.

WOMAN, 62, is excitedly watching football, unable to fully sit, having to keep jumping up.

WOMAN  
(screaming)

Sack him! Sack him! Sack him!

CUT TO:

EXT. FOOTBALL FIELD. DAY.

Woman finds herself on the sidelines of the game she is watching, surrounded by other players.

WOMAN  
(screaming)

Oh, come on ref! What was that? (cheering and yelling at the coach)

CUT TO:

INT. LIVING ROOM. DAY.

MAN, 25, walks into the living room to see woman screaming at the TV and rolls his eyes.

WOMAN  
(screaming)

Someone tackle that ref! A monkey would be a better ref!

MAN

Mom, you know you're not actually there, right? Like, they can't hear you yelling at them?

CUT TO:

EXT. FOOTBALL FIELD. DAY.

Man is standing in the middle of the football field, looking around at the crowd and players in astonishment.

MAN

Oh.

Woman, now in focus audibly and visually in the background, is on the sidelines.

WOMAN  
(screaming)

Go, go, go, go, go!

Man, surprised, easily catches football thrown right to him, and a player is running straight towards him. He screams.

CUT TO:

BLACK SCREEN

SFX: THUMP, REFEREE WHISTLE, CHEERS

NARRATOR (V.O.)

Bose Smart TV. Like you're really there.