

JUNG v. MATT

#LikeABosch: Bosch launches IoT image campaign.

Press release, January 11, 2019

“Like a Bosch” is the tagline of a new global image campaign the supplier of technology and services launched at CES, the world’s largest consumer electronics fair in Las Vegas. The campaign aims to get the message across that Bosch is the leading provider of connected products and solutions. The main plank of the campaign is a [hip-hop video clip](#) featuring a protagonist who is a savvy IoT user. Bosch is entering new territory with its “Like a Bosch” campaign; the decidedly different approach and tone marks a departure for the company, which was founded in 1886. This move capitalizes on a rash of “like a boss” videos and memes that have gone viral on the internet, attracting tens of millions of clicks. These videos feature everyday people who stage bizarre stunts, perform impressive athletic feats, or find their way out of predicaments with technical finesse. The corporate “Like a Bosch” campaign changes a few letters in order to put a fresh spin on this internet phenomenon. The young man in the Bosch video is always on top of things, thanks to connected solutions from Bosch. Smartphone in hand, he operates his car, lawn mower, or coffee machine in a cool, smart, and confident way – he’s in charge of things “like a Bosch.”

“We’ve picked up on a global internet sensation and reinterpreted it with a humorous touch,” says Boris Dolkhani, head of brand management at Bosch. “Where the internet of things is concerned, all roads lead to Bosch. That’s the campaign’s clear message.”

The company aims to spark a viral IoT movement, spreading this message across all the relevant communication channels in order to reach a mass audience. Bosch is counting on its 400,000 or more associates to further the cause by liking and sharing these videos. Further clips featuring products for the two IoT domains of connected mobility and connected living are to follow later in the year. The image campaign was created by Jung von Matt, Cannes independent agency of the year who won the account in a pitch last spring.

“We are delighted that we were able to win over the Bosch team led by Boris Dolkhani with this simple and compelling idea. And we are even happier about the bold decision to implement it consistently and confidently – worldwide,” says David Leinweber (Group Creative Director Jung von Matt). The campaign is to be rolled out across digital and social media channels

JUNG v. MATT

Responsible at Bosch

Boris Dolkhani (Director of Corporate Marketing Communications), Jochen Stein (Project Management), Katharina Sorg (Project Management) and Tim Dworak (Project Management)

Responsible at Jung von Matt/NEXT ALSTER

Andreas Ernst and Michael Behrens (Managing Directors), Max Lederer and Thim Wagner (Executive Creative Directors), David Leinweber (Group Creative Director), Anahita Ghanizadeh and Natascha Kuehn (Junior Copywriters), Tomma Fehrs (Senior Art Director), Felix Burger (Concept Creative), Philipp Ciba (Digital Strategist), Tobias Oebel (Concept Creative), Tim Kuphaldt (Senior Project Manager), Felix Mindermann (Junior Project Manager), Jankel Huppertz (Film Producer), Florian Rock (Senior Strategist), Nadin Lefkeli (Managing Director White Horse Music) and Nick Nowotny (Executive Music Producer)

The videos were produced by the film production company CZAR with “Epic Split” director **Andreas Nilsson**.

Your contact at Jung von Matt:

Sarah Gottwalt, Telephone: +49 40-4321-1089, Email: sarah.gottwalt@jvm.de

Kurzprofil Jung von Matt

Jung von Matt is – in terms of awards for both creativity and efficiency – the most successful advertising agency group in German-speaking countries. The agency provides its clients with creative and efficient marketing communication across all channels and disciplines. Jung von Matt was founded in Hamburg in 1991 and today, 27 years later, acts as a non-listed corporation with agencies in Germany, Austria, Switzerland, Sweden, Poland, the Czech Republic and China. There are many big names amongst their list of customers such as adidas, BMW, BVG, Condor, Deutsche Post, DFB, EDEKA, FAZ, innogy, MINI, NIKON, NIVEA, OTTO, Sixt, Sparkasse, tipico and Vodafone.