

## **Bang & Olufsen extends its partnership with Publicis Sapient to scale global sales, marketing, and digital efforts**

**The partnership will add more capabilities and resources to Bang & Olufsen's sales, marketing, and digital teams to drive sales and increase global brand awareness.**

*Copenhagen, 1 October* – After the [award-winning work](#) on the Bang & Olufsen e-commerce platform, the company has extended its partnership with digital transformation partner, Publicis Sapient. The partnership will cover all commercial aspects, including go-to-market, campaigns, digital services, launch of products, and it will enable Bang & Olufsen to strengthen execution across all distribution channels – from online to brick and mortar stores.

Christian Birk, EVP of Marketing, Digital and Customer Experience at Bang & Olufsen, says: *"Fuelling our digital ecosystem and re-igniting our global sales and marketing efforts are key elements of our strategy. With our new partnership with Publicis Sapient we have found the right partner to help us accelerate and scale those efforts efficiently in order to create demand for our products and bring new services to our customers."*

Guy Elliott, SVP and Consumer Products Industry Lead at Publicis Sapient, says: *"We are excited to be working in partnership with such an iconic brand. The way in which consumers buy and engage with luxury products and home electronics have changed radically over the past few years, and we're thrilled to be working with Bang & Olufsen to continue to push the envelope on a story led fully connected ecosystem"*

### **For more information, please contact:**

Jens Gamborg

Head of Group Communications & CSR, Bang & Olufsen

P: +45 24 96 93 71 E: [jgam@bang-olufsen.dk](mailto:jgam@bang-olufsen.dk)

### **About Bang & Olufsen**

Bang & Olufsen is an audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.

### **About Publicis Sapient**

Publicis Sapient is a digital transformation partner helping established organizations get digitally enabled, both in the way they work and how they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting, and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices worldwide, our experience spanning technology, data sciences, consulting, and customer obsession – combined with our culture of curiosity and relentlessness – enables us to accelerate our clients' businesses

through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe. For more information, visit [publicissapient.com](https://publicissapient.com).