



## Case Study Bang & Olufsen

### Bang & Olufsen

Founded:	1925
Headquarters:	Struer, Denmark
Industry:	High-end Luxury Consumer Electronics
Revenue:	426.3 million USD
Employees:	2,347
Partner:	

**publicis**  
**sapient**

**KRUSO**

#### The company

Born in 1925, Bang & Olufsen is one of the oldest audio brands in the world. Today B&O is still a leading global luxury lifestyle brand, operating in more than 70 markets worldwide running Bang & Olufsen stores, through resellers and online.

#### The challenge

The goal was, to unite the premium audio products and accessories of the BeoPlay and B&O brands under one roof. The intention is to strengthen direct-to-customer sales online by taking the eCommerce ecosystem to the next level.

#### The solution

Starting in 2018, B&O had a website prototype in place within 6 weeks. In February 2019, after 10 weeks, they launched the actual site, including the integrated global shop. The site is the new unified online flagship store, focusing on eCommerce and driven by storytelling rooted in the brand's history, design, products and collaborations.

#### The result

The new website is the foundation for Bang & Olufsen's omnichannel strategy, integrating retail and eCommerce on one flexible platform. Based on commercetools', leading headless commerce platform, the new digital presence is a success story from day one.