



TWS CAMPAIGN

sound by bose - **pantone colours** - one vibe

B × **y**

Moto Buds + | Buds

Objective

The campaign aimed to create widespread awareness for Motorola TWS (True Wireless Studio), powered by Bose, by connecting the product's superior sound quality with diverse musical expressions.

Target Audience

Targeting Millennial + Gen Zs with a lifestyle-first approach, appealing to users who prioritize style , fashion and technology.





Launch

Launched a unique IP, "Sound of Perfection," blending cutting-edge technology with the art of music as a platform to showcase the singing talent of regional music creators.

Technology Meets Art

Positioned Motorola TWS, powered by Bose, not just as a product but as a bridge between innovation and culture, blending music and tech in a way that resonates with local audiences.

Spotify Partnership

Partnered with Spotify to create a dedicated Motorola playlist, amplifying the campaign's reach by curating a selection of tracks that highlight the superior sound experience of Motorola TWS.

Motorola's First IP

#SoundOfPerfection

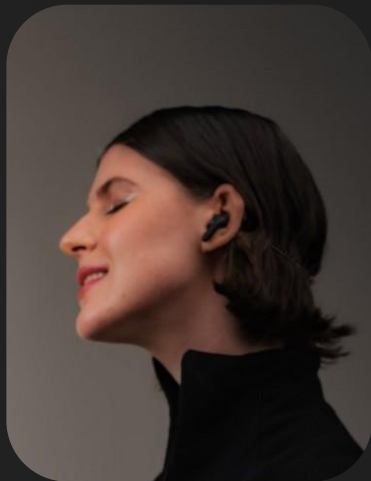
"Moto Buds+ Presents: Sound of Perfection" is an innovative musical series that celebrates the rich diversity of India's regional music. This series brought together exceptional voices from various parts of the country, each representing their unique cultural heritage and musical traditions. By showcasing these artists, the series aims to create a harmonious blend that highlights the essence and vibrancy of Bharat (India).



moto buds+ | buds

PRESENTS
SOUND OF
PERFECTION

Overview



5

ARTISTS



63

ASSETS



1

Digital AD



6

SONG COMPOSITIONS

Performance Metrics



88%

ENGAGEMENT



BxY

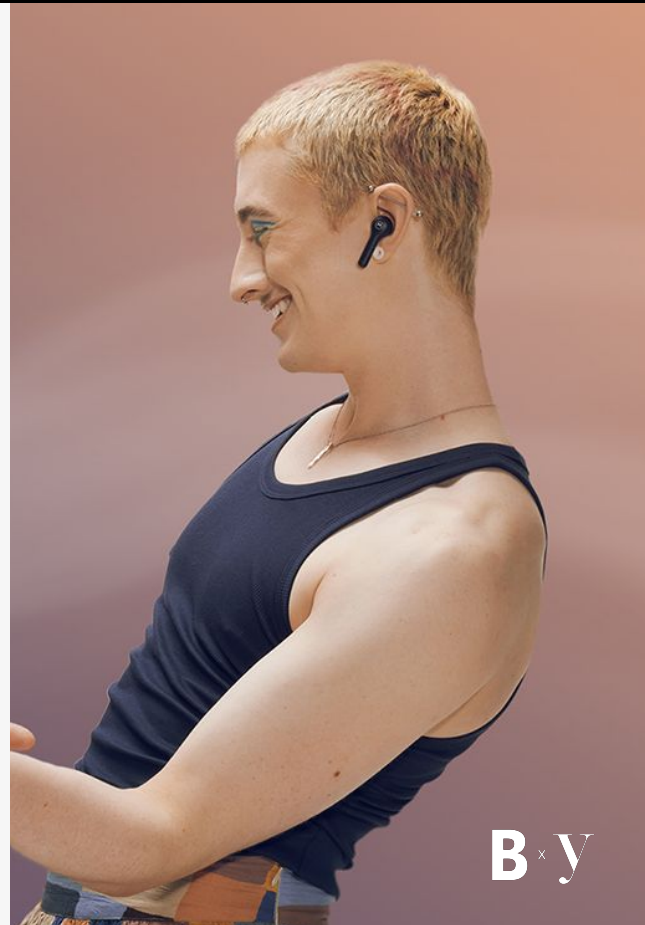
Phase 1

Intrigue Phase

INFLUENCER INTRIGUE

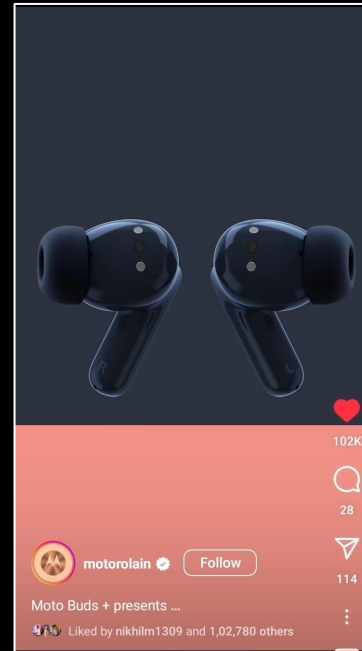
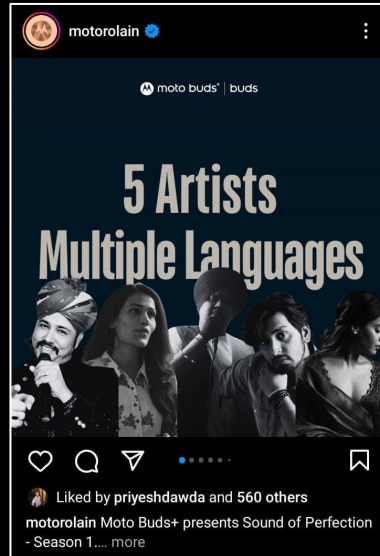
Teaser

The phase which showcased a series of influencers in a teaser that went live on Motorola page with the sound of perfection and the intrigue builds up to a cliffhanger text which says: "Watch out for more"



B x y

The Teaser



Phase 2

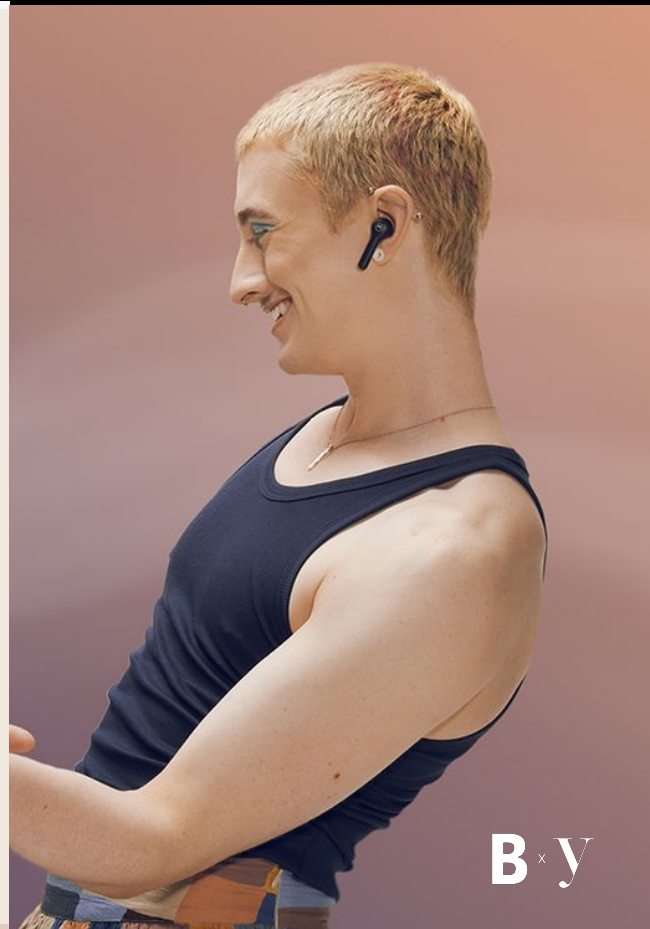


Launch Phase

THE MUSIC VIDEOS

6 Total Reels - 6 Music Videos

The Music videos went live with our multi-influencers tribe, uploading a sequence of videos every single day in their respective voices, finally coming together to create a major impact of the Motorola Buds + on the minds of the people.



B_xy

KOL Song Metrics

 Views	 Likes	 Shares	 Comments	 Reach	 Save
92M+	3.4M+	2.3K+	2.8K	67M+	3K

INSTAGRAM

 Views	 Likes	 Comments
3.9M+	85K+	162

YOUTUBE

5 DIFFERENT SOUNDS

5 MULTI GENRE ARTISTS

Instagram



YouTube



Top Performing Assets

Instagram



Mame Khan

👁 36.9M+

YouTube



Shrutika Prakash

👁 1.1M+

Master Track Metrics



INSTAGRAM

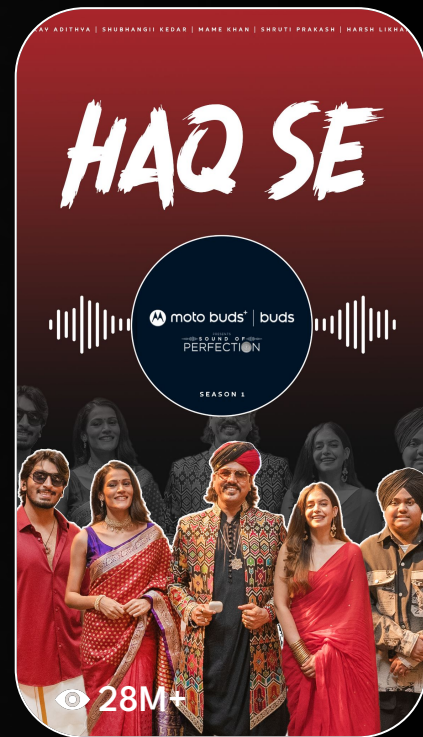
YOUTUBE



Master track



YouTube



Instagram

Digital AD



PR Articles

Motorola Launches 'Sound of Perfection' with Indian Musicians for moto buds+ Launch



Facebook



Twitter



LinkedIn

Like 0



Motorola launches 'Sound of Perfection' IP starring five Indian musicians

By NewsDesk · May 13, 2024



By afaqs! news bureau | Published: 13 May 2024, 5:35 IST

ADVERTISING

Motorola presents "Sound of Perfection," featuring Indian musicians

Share Via:



Additionally, Motorola has partnered with Spotify to launch its TWS buds, leveraging Spotify's audience and showcasing audio performance.

Following the launch of the brand's first ever True Wireless Stereo offerings in India, the moto buds and moto buds+, Motorola, announced the 'Sound of Perfection' album, an Intellectual property (IP) by a mobile phone brand.

How did we make it Viral

Contest outlines

For Individual songs major platform - IG

The people need to like the artist reel follow moto page and tag their friends. The one who tags the maximum people on the comment will win

For master track - Multiple Platforms

IG: similar concept as mentioned above

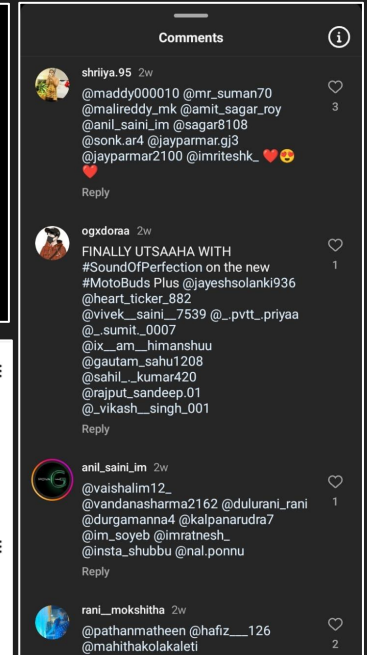
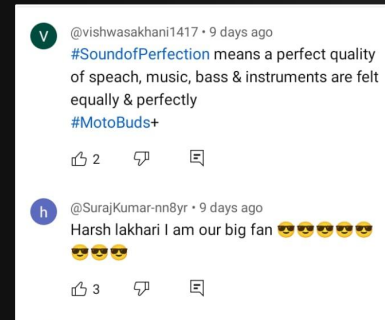
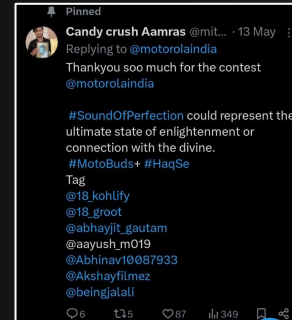
Fb: similar concept as mentioned above

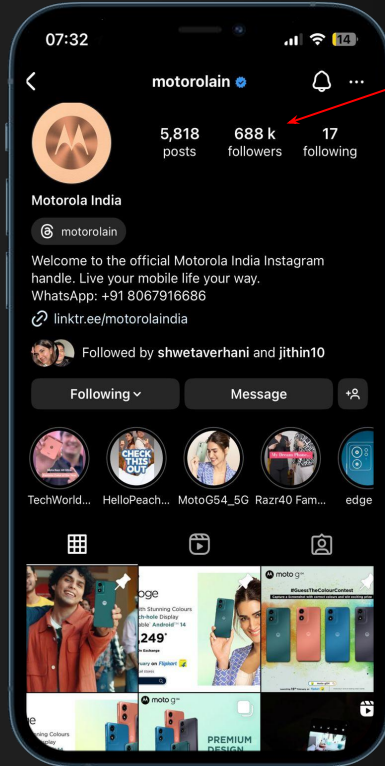
Twitter contest:

One with the maximum likes on their repost will win

YT video:

To comment their meaning of #soundofperfection for them and the one which maximum likes on it will win

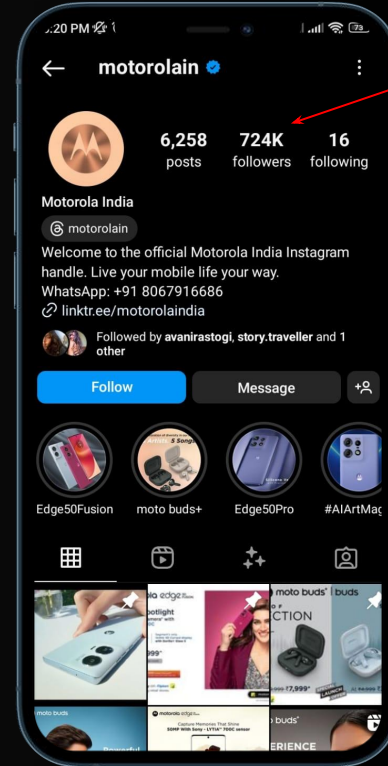




The Impact

A massive growth of
37k followers
through this
campaign

(ss on the left is after 1k increased)



Key Metrics for **Razr 40 Ultra**



Views
92M+



Likes
4M+



Reach
70M+



Share
2.2K+



Saves
5.7K+



Comments
1K+

Key Metrics for **Edge40 Neo**



Views
53M+



Likes
2M+



Reach
35M+



Share
203K+



Saves
1.8K+



Comments
4.5K+

CUMULATIVE REPORT

Key Metrics for **Edge 50 Pro**



Views
117M+



Likes
5.6M+



Reach
92M+



Share
2.2K+



Saves
4.8K+



Comments
2.2K+

Key Metrics **MOTO Buds + | Buds** (cumulative)



Views
127M+



Likes
4.3M+



Reach
102M+



Share
4.3K+



Saves
3.2K+



Comments
3.7K+

FIN.

B^xy