Subject: Re: Stopped at the Bose store
Posted by GarMan on Mon, 05 Apr 2004 19:53:22 GMT
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You guys make fun of Bose speakers all you want, but you can't ignore the fact that they are the best audio marketing company in the world. Within the general population, Bose is a prestige brand that people actually aspire to purchase. Men, early twenties, getting their first job, reads Maxim, think Bose is "cool". Most of you may see this as a con job, but as someone who's been in marketing for the past 10 years, I think it's brilliant!What's Bose's strapline? Something like "Inspired by Research"? What they didn't do was explain that they really mean "Market Research".Gar.