



# URBANEARS

Plattan 2 Bluetooth

—

In the present, recently known as the future, Urbanears strives to create magic where people and technology meet – a task the company tackles passionately with human centered design and innovation. Founded in Stockholm, Sweden during a time before pocket computers (2008), Urbanears has grown to see their headphones spread like wildfire all over the world. Today Urbanears can still be found in their hometown of Stockholm, creating electronic gizmos and a kaleidoscope of their beloved headphones, only in a slightly bigger office.

## About The Retail Toolkit

This toolkit provides product images and messaging for Urbanears newest family member Plattan 2 Bluetooth.



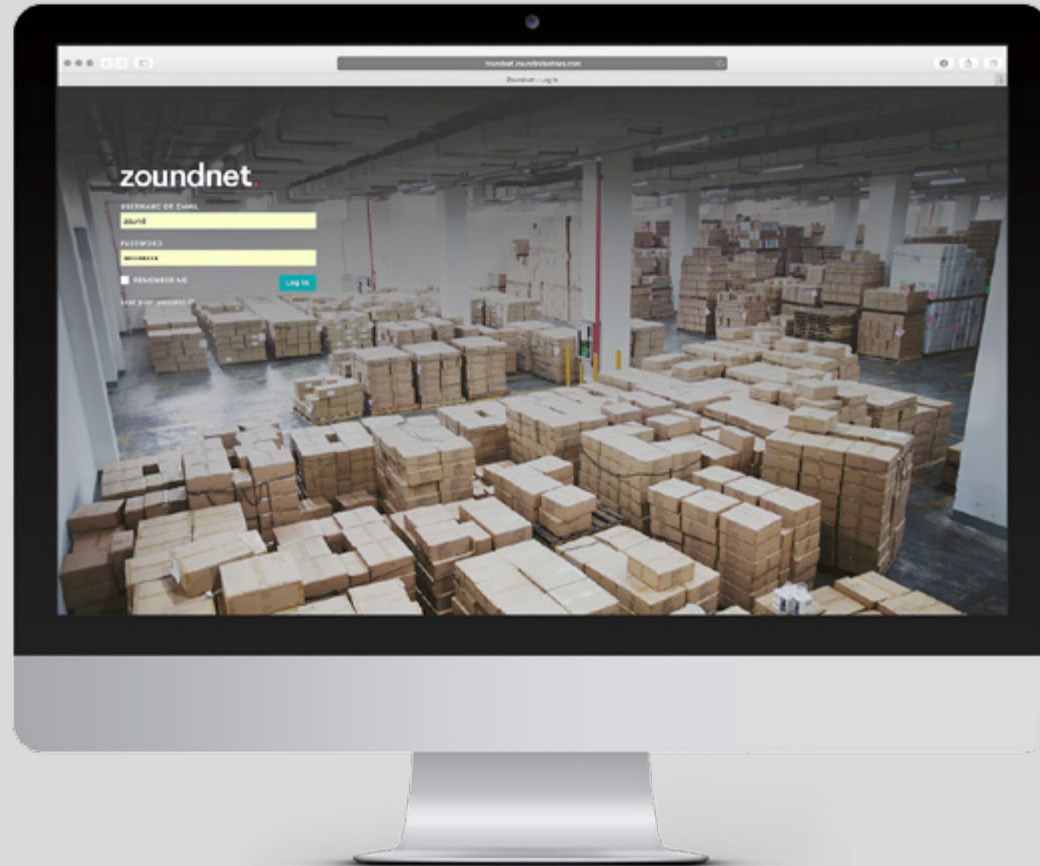
# Zoundnet

Zoundnet gives you immediate access to the Urbanears Plattan 2 Bluetooth assets. You will receive an email providing you with a username and password.

## Logging in

To log in to Zoundnet, enter your username and password on the Login page. Please note that passwords are case sensitive.

If you have forgotten your password, click the “Lost your password?” link. Enter your username or email address, and the system will email you a new password.



Click the button below to download specified assets directly through your web browser.

DOWNLOAD



## Plattan 2 Bluetooth

Plattan 2 Bluetooth combines the iconic Plattan design with 30+ hours of wireless playtime for a truly liberating listening experience. The headphone offers crisp, full spectrum sound with up to 10 meters of listening range, and an intuitive control knob for simplified navigation.

Other features include the essential built-in mic, ergonomic fit, music sharing ZoundPlug, and a collapsible design so you can easily take them wherever you go.



# Visual resources

# Logotype



**URBANEARS**

Urbanears Logo - Light background



**URBANEARS**

Urbanears Logo - Dark background

DOWNLOAD





# Visual Resources

## Product Images

### Plattan 2 Bluetooth - All colors/3 angles

Product images for Plattan 2 BT in all color and 3 different angles is provided via the downloadlink below.

*High resolution product images with a grey background. (tiff)*

*Low resolution product images with transparent background. (png)*

*Product images with white background. (jpg)*



Plattan 2 Bluetooth,  
Black



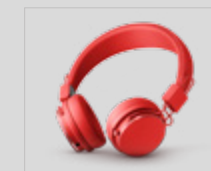
Plattan 2 Bluetooth,  
Indigo



Plattan 2 Bluetooth,  
Dark Grey



Plattan 2 Bluetooth,  
White



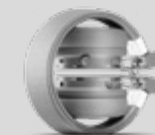
Plattan 2 Bluetooth,  
Tomato



Plattan 2 Bluetooth,  
Black



Plattan 2 Bluetooth,  
Indigo



Plattan 2 Bluetooth,  
Dark Grey



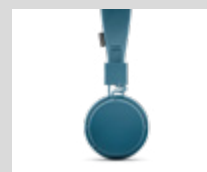
Plattan 2 Bluetooth,  
White



Plattan 2 Bluetooth,  
Tomato



Plattan 2 Bluetooth,  
Black



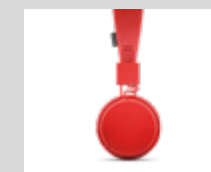
Plattan 2 Bluetooth,  
Indigo



Plattan 2 Bluetooth,  
Dark Grey



Plattan 2 Bluetooth,  
White



Plattan 2 Bluetooth,  
Tomato

DOWNLOAD



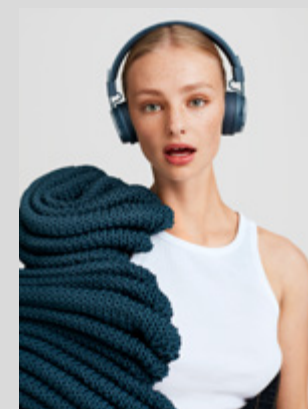
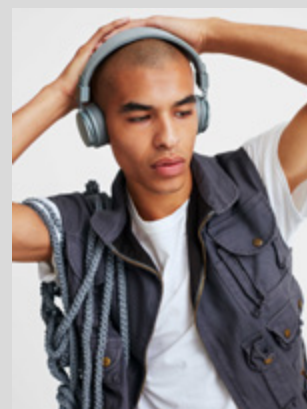
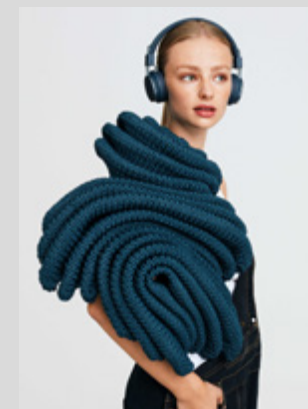
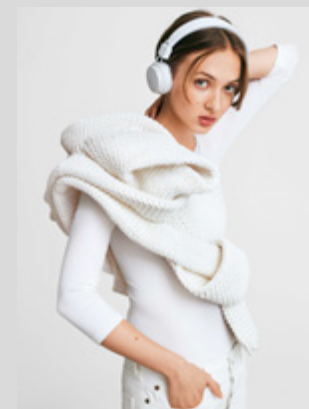
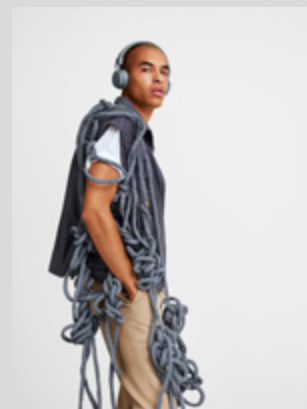
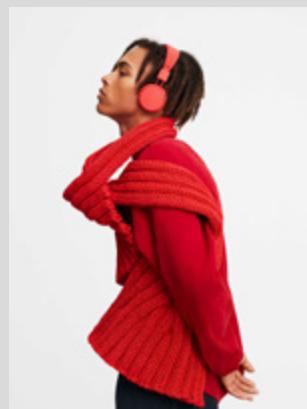


# Visual Resources

## Campaign Images

*High resolution campaign images,*

*Low resolution campaign images*



DOWNLOAD 

# Product Messaging

# Campaign Tagline

**NO STRINGS ATTACHED**



# Campaign Key Message

**Short**

30+ hours of wireless playtime.

**Medium**

Plattan 2 Bluetooth combines the iconic Plattan design with 30+ hours of wireless playtime for our most liberating listening experience yet.

**Long**

Plattan 2 Bluetooth combines the iconic Plattan design with 30+ hours of wireless playtime for our most liberating listening experience yet. With the evolution of Plattan 2 into a Bluetooth headphone, the textile-wrapped cord that first set Plattan apart will no longer be necessary.

To celebrate adding 30+ hours of wireless playtime and the legacy of the textile-wrapped cord, we've called upon Swedish knitwear designer Sandra Backlund to transform 4,500 meters of cords into five architectural pieces of wearable art.



# Messaging USP's

## 1. BLUETOOTH

### Short

Wireless listening.

### Medium

Listen to your music free from cords.

### Long

Enjoy your music free from cords. Bluetooth technology lets you easily connect with your sound source for hours of wireless listening, with up to 10 meters of listening range.

## 4. IMMERSIVE SOUND

### Short

Crisp, full-spectrum sound.

### Medium

Precisely tuned for a crisp, full-spectrum sound experience.

### Long

Enjoy your music at its full potential. Designed for more precise acoustical tuning and a wider frequency response, Plattan 2 Bluetooth produces a crisp, natural, and immersive sound experience.

## 2. 30+ HOUR BATTERY

### Short

30+ hours of wireless playtime.

### Medium

With 30+ hours of battery life you can listen cord-free for days on a single charge.

### Long

Cord-free listening has never been this liberating. With 30+ hours of battery life, you can listen for days on a single charge.

## 5. PHONE FUNCTIONALITY

### Short

Hands-free talking on the go.

### Medium

Use the built-in mic to pick up calls and talk with Siri\* on the go.

### Long

The built-in mic makes hands-free talking clear and easy. Pick up calls and give commands to Siri\* on the go.

## 3. CONTROL KNOB

### Short

Easy music navigation.

### Medium

Skip tracks, adjust volume, and pick up calls on the go.

### Long

Navigate your music with ease using a single, intuitive control knob. Skip tracks, adjust volume, and pick up calls on the go.

## 6. COLLAPSIBLE DESIGN

### Short

Take them everywhere.

### Medium

Fold them up nice and neat whenever you're not listening.

### Long

A convenient, collapsible design makes it easy to take your headphones wherever you go. Simply fold them up and be on your merry way.

\*Siri only works when paired with an iOS or macOS device

# Messaging USP's

## 7. ERGONOMIC FIT

### Short

Listen in comfort all day.

### Medium

Listen in comfort all day thanks to a flexible construction that provides a customized fit.

### Long

Listen in comfort all day. An extra flexible frame helps your headphones adapt to the unique shape of your head for a customized fit.

## 8. ZOUNDPLUG

### Short

Instant music sharing.

### Medium

Use the empty socket to plug in a friend and share your music.

### Long

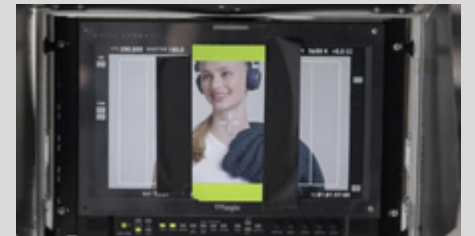
The ZoundPlug isn't really a plug but a socket that lets you share music with your best bud, or a full daisy chain of friends. Simply plug in another pair of headphones and enjoy.

## Campaign Back Story

Human-centered design and functionality have always been integral parts of the Urbanears brand, and the cord is a good example of that. When Urbanears wrapped the cord in fabric, it was transformed beyond its standard function into something that added value to the overall look, feel, and experience. To mark Plattan 2 Bluetooth's evolution beyond the cord, we wanted to pay tribute to this piece of Plattan's legacy in a fitting way.

We called upon the artistry of Swedish designer Sandra Backlund to help us breathe life into the cords once more. Known for her three-dimensional knitwear creations and unorthodox material choices, we knew Sandra would be the ideal creator to take on a foreign subject matter like Plattan's textile cords.

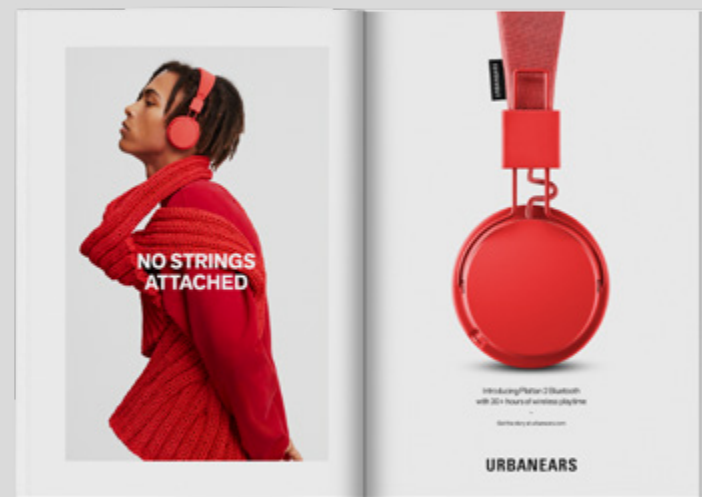
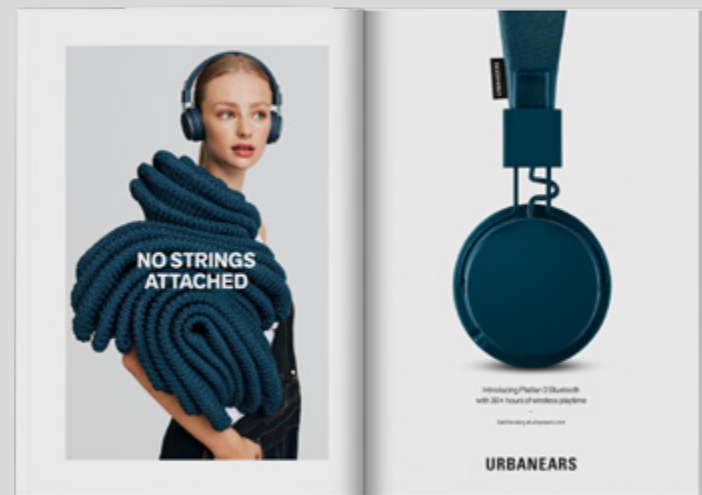
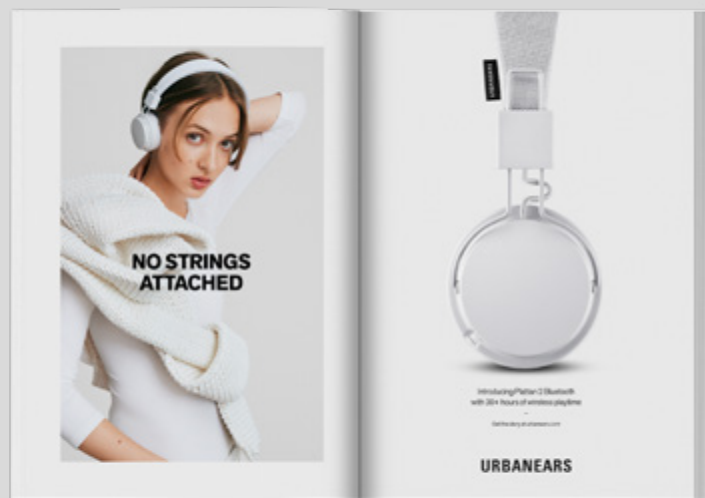
Sandra accepted the challenge, spending six weeks transforming 4,500 meters of Plattan cord textiles into five architectural pieces of wearable art.






**Marketing**

# Ads



# Banners



Plattan 2 Bluetooth  
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30+ hours of wireless playtime

**URBANEARS**




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**NO STRINGS ATTACHED**  
30+ hours of wireless playtime

**URBANEARS**



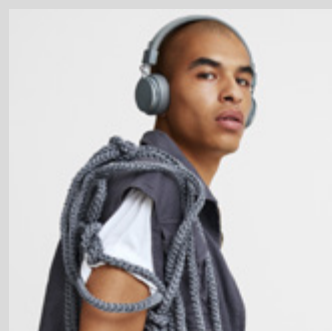
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**URBANEARS**

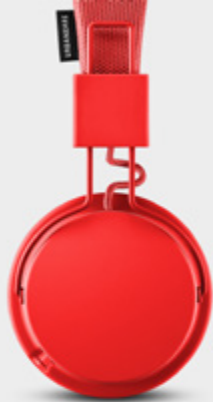
# Banners




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**Thank you!**