

# SUCCESS STORY



## Bang & Olufsen Secures its Corporate Brand Protection Across the Board with BrandShield's Trusted and Reliable Solutions

Luxury audio brand, Bang & Olufsen, was founded in 1925 in Struer, Denmark. For nearly a century, the company has earned its reputation as a global provider of bespoke high-end consumer audio and television solutions. Today, every Bang & Olufsen product is characterized by its unique combination of hi-quality sound, timeless design, and unrivalled craftsmanship. Products are sold worldwide in Bang & Olufsen stores, across select retailers, and through professional partnerships. The company employs a global team of ~900, operates in over 70 markets, and is publically traded on NASDAQ Copenhagen A/S (BO.CO).

### The Challenge

As a highly-respected international brand, Bang & Olufsen (B&O) needed to build a viable strategy to protect their brand and preserve customer loyalty, while crunching bad actors taking advantage of their brand's success.

In late 2019, B&O established a dedicated brand protection division with the purpose of fighting counterfeit products and leaks in distribution channels, leading to unauthorised sales,

Intellectual Property violations and general partner compliance issues. They quickly realized that their (then) brand protection solution could no longer keep pace with the growing number of threats and takedowns every month and lacked general insights on 3rd party bad actors.



### B&O Business card

Company: **Bang & Olufsen**  
Head offices: **Struer, Denmark**  
Products: **High-end consumer electronics – luxury audio solutions**  
Website: **[www.bang-olufsen.com/en](http://www.bang-olufsen.com/en)**

Intent on best handling their predicament, and protecting their brand across all platforms, B&O scanned the market for a new brand protection solutions provider. They needed a platform that was able to deliver more stringent scanning and security practices, while helping them manage the increasing level of infringements.

**“We knew we needed a new solution, one that would thoroughly detect, analyze and take down rising fraudulent posts and sites,”** said Morten R. Serup, B&O’s Brand Protection Officer.

The Brand Protection team did their due diligence on leading market players, and from the get-go, were impressed by BrandShield's scanning capabilities, exceptional ease-of-use, and the system’s ability to independently 'take down' content, supported by BrandShield’s proprietary enforcement capabilities.

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We chose BrandShield over its competitors because of their exceptional product offering, but what really sold us, was their legal competence, combined with their deep commercial understanding of how business works, and we have been impressed by the results. With BrandShield on board, we knew we could proactively manage brand protection risks before they caused irreparable damage”

**Morten R. Serup, Brand Protection Officer**





## The Solution

Following indepth system assessment and analysis, and addressing B&O's real 'pain points,' the BrandShield team put the wheels in motion, building a comprehensive strategic project plan to protect B&O's digital assets, both inside and outside their security perimeter.

Together with BrandShield, B&O opted for a holistic approach, whereby BrandShield assisted in creating and implementing a process to ensure e-commerce compliance, brand guidelines and consistency across all distributors, partners and multiple stakeholders within B&O. This involved in-depth understanding of Bang & Olufsen's main pain points and utilizing every aspect of BrandShield's brand protection solution, covering trademark infringements, counterfeit products, internal operations, social media, and marketplaces where risks were abundant.

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BrandShield delivers, not only a robust and reliable product, but effective enforcement competences, combined with a deep commercial understanding of how business works. The results are just tremendous!”

**Morten R. Serup, Brand Protection Officer**

**“We are committed to protecting our main asset, which is our brand. If you look at where brand value is created, it's the consumer's and outside world's perception of the brand – brand protection vendors need to understand this. BrandShield did.”**



## The Results

“Given the size of our organization, outsourcing the enforcement aspect and having ~90% of takedowns done automatically, we were left with just 10% that we needed to escalate and handle ourselves, freeing up resources on our end,” said Serup. “Today, BrandShield takes down over 700 listings per month, and that number is increasing. Without BrandShield, it would be difficult to manage.”

The B&O team were quick to comment on BrandShield’s ease-of-use, noting the system’s short learning curve, fast onboarding and response times, and friendly user experience. “We really enjoy the intuitive dashboards, they’re easy to navigate, plus the analysis tools for real-time views, and the report generation tools are awesome,” added Serup. “What’s more, we actually use the data we receive from the system to track down scammers ‘offline’ via private investigators, with excellent results. This translates into real added-value.”

BrandShield uses dedicated AI and machine learning tools to detect and take down infringements, such as counterfeits, grey market dealers, and brand impersonation. Today, BrandShield’s advanced crawling and scraping capabilities cover all of B&O’s marketplaces, social media, and online platforms, where mass detection and tailored takedowns ensure unrivaled success rates of more than 98%.

When it came to the ‘heart’ of the system, hands down, B&O chose BrandShield for its robust scanning engine, which according to Serup, “Is the backbone for everything, and with BrandShield, it’s really a fine balance of detailing, and not over complicating things.” Serup added, “We especially appreciate the system’s rich functionality, and its numerous filter options that allow us to select or deselect specific items or tasks based on our real-time needs.”

Since implementing BrandShield, B&O has saved valuable time, resources, and costs. “It’s the system’s enforcement that makes all the difference,” said Serup. “We could essentially hire additional people to do the job, but we’d never achieve the same excellent results we get with BrandShield.”

We asked Serup to sum up the partnership in a few words: “Brandshield, as I see it, is an extension of our brand protection team. We have global coverage – with eyes and ears via our partners and colleagues, and then, there’s BrandShield, who have eyes and ears on ‘everything’ online. With BrandShield, we know we have a trusted, long term partner who’s attentive to our real business needs, today – and well into the future.”