

## **Live fantastic #LikeABosch**

**Bosch and DIE FANTASTISCHEN VIER join forces in the latest round of the successful brand campaign**

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- ▶ DIE FANTASTISCHEN VIER reinterpret the popular #LikeABosch campaign song and star in the accompanying music video.
- ▶ Bosch is shifting the focus of the latest campaign to consumer goods such as power tools, household appliances, and heat pumps.
- ▶ “Live fantastic #LikeABosch” is the first advertising campaign to focus on consumer goods across several Bosch divisions.

Stuttgart, Germany – Continuing its successful #LikeABosch brand campaign, Bosch is turning to the pioneers of German hip-hop: DIE FANTASTISCHEN VIER have produced a new version of the campaign song, to which they have written new lyrics. They also star in the new commercials. Bosch has shifted the focus of its new campaign to consumer goods for relaxed, convenient, and sustainable living. This is the first time, under the claim “Live fantastic #LikeABosch,” that Bosch’s Household Appliances, Power Tools, Smart Home, and Thermotechnology divisions have presented their products designed for “everyday needs” in a joint campaign. The “Live fantastic #LikeABosch” campaign, targeted at Germany, Austria, and Switzerland, is to run on TV, YouTube, and social media from September 1, 2022. In addition, Amazon Prime Video will be airing the TV commercials during its coverage of the Champions League. Bosch and DIE FANTASTISCHEN VIER will be presenting their joint project at IFA in Berlin.

## **Live fantastic #LikeABosch**

The new round of the successful #LikeABosch campaign has a lot to live up to: #LikeABosch is one of the most successful marketing campaigns worldwide, and has won over 30 national and international awards since its launch in 2019, including the German Advertising Film Award. More than 15 million people, or one in five Germans, watched the first #LikeABosch rap video. The second highlight video, “Heat smart #LikeABosch,” was the most viewed German

YouTube advertising video of 2019. Bosch wants to build on this success with the latest round of its campaign: comprising a 90-second music video and seven TV commercials, its reach will be increased by placing it online, on social media, and Amazon Prime Video. The focus of “Live fantastic #LikeABosch” is on products and solutions that make life easier, smarter, healthier, and more sustainable. These include power tools, appliances for the kitchen, home, and garden, smart home products, and heat pumps. “In many respects, the new campaign is a first for Bosch. It’s the first time we have put a total of four divisions at the center of a major campaign. In addition, we have DIE FANTASTISCHEN VIER on board – a partner that is both prominent and eloquent, witty and authentic. The band skillfully transposes this into the commercials to show how Bosch products improve and simplify everyday life,” says Boris Dolkhani, the head of Bosch corporate marketing communications and strategy.

### **Fantastic cast**

For the latest round of its campaign, Bosch is relying on prominent support and proven expertise: DIE FANTASTISCHEN VIER are the founders of German-language hip-hop. They brought hip-hop to Germany and made it a household name. This is the first time that the four hip-hop artists have written and recorded a campaign song in their style for a company. They are also the stars of the Bosch commercials. The commercials were directed by Lars Timmermann, who worked with DIE FANTASTISCHEN VIER on the music video of their hit single “Zusammen.” Connections were key to the partnership: “Just like Bosch, DIE FANTASTISCHEN VIER come from southwest Germany. While neither the band nor the company have ever been geographically limited to this region, they’ve never completely detached themselves from it either: success needs roots. In addition, Bosch and DIE FANTASTISCHEN VIER share the aspiration to make life better – be it with technology, music, or the pursuit of greater sustainability. Bosch and DIE FANTASTISCHEN VIER are a perfect match,” Dolkhani says.

The “Live fantastic #LikeABosch” campaign also builds on contributions by the creative agency Jung von Matt, the production company CZAR, and, on the part of the band, Radar Media. It also involves the agencies MediaCom, Lemundo, segmenta communications, Lucky7even, and the publisher falkemedia.

### **Additional information:**

[#LikeABosch campaign website](#)

[“Live fantastic #LikeABosch” campaign video on YouTube](#)

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*The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,600 associates worldwide (as of December 31, 2021). The company generated sales of 78.7 billion euros in 2021. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 128 locations across the globe, Bosch employs some 76,100 associates in research and development, of which more than 38,000 are software engineers.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust.*

Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPress](https://twitter.com/BoschPress).