



by HARMAN

© 26 May 2021, 12:19 (BST)

JBL launches 'Sound That Fits You' campaign for True Wireless range with Virgil van Dijk, Jesse Lingard and Lucas Hernandez

The integrated campaign spreads across influencer, social, eComm, and digital, celebrating individuality and brand ambassadors at its core.



[London] – [May], 2021 – JBL is delighted to announce the launch of its True Wireless marketing campaign which goes live today. This integrated, full-funnel campaign will connect fans with the brand through creative storytelling and by providing a strategic platform to engage with brand ambassadors, football icons Virgil van Dijk, Lucas Hernandez and Jesse Lingard.

As summer approaches, JBL is working with its ambassadors to learn about them, their passions, and their stories to truly experience how JBL enhances and accompanies their day to day lives. Kicking this off through engaging video content, and highlighting how the JBL TWS range celebrates individuality, the 100% digital campaign will run from 24th May 2021.

Inclusive of social, online video, and display ads, the campaign features creative messaging that will span the entire consumer journey and feature the brand's football ambassadors, and the JBL Live Pro + earbuds as the hero product.

To connect with fans through even more authentic, engaging content, JBL is activating with lifestyle influencers across their own, and JBL-owned social media channels. This will increase brand awareness and through creative product integration builds enthusiasm around the JBL Live Pro + earbuds.

Just like the ambassadors, the JBL TWS earbud range celebrates individuality with something for every music taste and lifestyle. From the sporty JBL Reflect MINI NC TWS to the stylish JBL Live Pro + buds, the TWS range offers the opportunity for users to connect through great sound in a way that suits them.

“JBL and pop culture go hand-in-hand, and we love individuals that are as bold, colourful and vibrant as our products. This campaign is all about showcasing how we create unique and personal audio experiences in a fun and playful way and brand ambassadors are central to this. As music lovers and fans of JBL, it is natural to bring the likes of Virgil van Dijk, Jesse Lingard and Lucas Hernandez onboard for our ‘sound that fits you’ campaign. We want to show the world how we see sound - a unique aspect of our identity, that we provide with a voice through JBL technology.” said Nadin Mulder, sr. Director Marketing EMEA at HARMAN.

Check out some of the campaign hero videos here:

[Virgil van Dijk](#)

[Jesse Lingard](#)

[Lucas Hernandez](#)

"RHYTHM IS A DANCER. AND WHEN I HEAR THAT JAM, SO AM I."

JESSE LINGARD



A young man with short dark hair, wearing a grey and black jacket, is shown in profile, smiling and looking upwards. He is wearing a black JBL earbud in his left ear. The background is a solid orange color. The text is in a bold, black, sans-serif font. The JBL logo is in the top right corner. A small image of the earbuds in their black case is in the bottom left corner.

"J'ADORE ÉCOUTER DE LA MUSIQUE LATINE... POUR ME DÉTENDRE AVANT UN MATCH."

LUCAS HERNANDEZ



A young man with short dark hair, wearing a black jacket, is shown in profile, smiling and looking upwards. He is wearing a black JBL earbud in his left ear. The background is a solid orange color. The text is in a bold, black, sans-serif font. The JBL logo is in the top right corner. A small image of the earbuds in their black case is in the bottom left corner.

ABOUT JBL

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL elevates listeners' experiences with award-winning audio that lets them make the most of every moment. With unmatched professional credentials and over 70 years of delivering industry leading innovation, JBL is the authority in engineering superior sound.



by **HARMAN**

JBL