

Sonos Launches New Global Brand Campaign “Love the Sound. Feel the System”

Celebrates the magic of sound and highlights Sonos as a whole-home sound system

SANTA BARBARA, Calif., September 14, 2026 — Sonos today launched “Love the Sound. Feel the System”, a new global brand campaign and creative direction for the company. The campaign begins rolling out across the United States and Mexico today, and is anchored by a major media presence in New York City.

“Great sound doesn't just fill a room. It changes how a home, and the people in it, feel,” said Colleen DeCourcy, Chief Marketing Officer at Sonos. “For the past two decades, what people have loved about Sonos is that it is more than individual speakers, it is a whole home sound system that works together to fill your home with that feeling. People are spending more of their waking hours at home than they used to, and Sonos is often part of that time. We felt it was time to celebrate that.”

“When your speakers find each other and start playing in sync, it's not magic, but it's not-not magic.” The campaign's hero tagline highlights what Sonos owners already know—Sonos crafts speakers that sound technically excellent, and the system as a whole makes the experience unmatched. The campaign also nods to the physical pleasure of the products themselves. You can pick them up, mix and match them, design your home around them, play with the app, and control the sound with a few taps.

The work trades the category's spec-driven, audiophile language for something warmer and broader, moving from selling individual speakers at the shelf to showing what it feels like when a whole system works together. As the campaign puts it, this is a sound system designed to make you feel. Joy in the kitchen, love in the bedroom, awe in the living room.

Made by hand, in house

The campaign was created by Sonos's in-house creative team and was built on hand-drawn "dance card" diagrams that work as both a guide to configuring your system and a piece of art you would hang on a wall, along with bold collage, human craft marks, and emotional photography. Every mark is handmade, the dance cards, the type, reflecting the same craft that goes into building the speakers. The campaign brings the same care to how Sonos talks about itself as it brings to what it builds.

Where the campaign shows up

The campaign runs across a fully integrated channel mix of out-of-home, streaming audio, podcasts, print, online video, and social.

New York anchors the media plan with a significant out-of-home push, including a large subway and transit presence at Westfield World Trade Center and Moynihan Train Hall and Penn Station, painted billboards and wildpostings in Williamsburg, guerrilla wildpostings, street panels, and digital projections across the city.

A system for the way a home feels

Sonos is an audio operating system that helps you create the sound experience for your home. Built on an open platform, it brings together every way people want to listen, so you can play anything, any way you want. Every speaker is built to work better together. Add one and the rest get smarter, filling more of the home with sound that's tuned to the room it's actually

playing in. Continuous platform enhancements and products designed to work across generations mean the system gets more capable over time.

The campaign also introduces two new products, Sonos Ace Ultra and Beam Ultra. Ace Ultra headphones now link into the whole-home system. Beam Ultra is a compact soundbar. Both are introduced as new ways to experience the system rather than as standalone hardware.

About the team

Colleen DeCourcy joined Sonos as Chief Marketing Officer in November 2025. The creative team is led by Creative Directors Rinee Shah and Kendra Eash, who joined in June after building a creative studio at sleep tech brand Hatch. Cameron Ford, Director of Creative Production, joined in July from Anomaly. Raquel Scoggin, Brand Design lead, joined from Snap in June. The strategy team is led by Zach Gallagher, with Janet Shih joining from Special Group in June.

This is a company repositioning first and a brand refresh by extension. More of that refresh will follow as the brand leans further into its story.

About Sonos

Sonos (Nasdaq: SONO) is a leading audio company dedicated to elevating life through sound. Sonos has built a connected system that brings together all the sounds people love, from music and movies to stories and conversations. Its portfolio of home theater speakers, components, plug-in and portable speakers, and headphones grows more powerful with every room and device added. Trusted by more than 17 million households in over 60 countries, Sonos is headquartered in Santa Barbara, California. Learn more at www.sonos.com.

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