

## Press release



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## Bosch IoT star is back to turn up the heat!

- “Heat smart #LikeABosch” marks the Bosch IoT star’s return to the screen and the start of heating season
- The IoT video of the company is among the top ten most effective advertising spots on the web (virals) of 2019

Stuttgart/Berlin, Germany – Heat smart #LikeABosch. This is the rallying cry with which Shawn, the mustachioed IoT star of Bosch’s successful worldwide image campaign, is making his comeback. Fittingly for the start of the heating season in many parts of the world, the supplier of technology and services is launching Shawn’s latest video triumph at IFA 2019. It shows the rapping IoT star returning from a trip to his home, nicely preheated thanks to Bosch connected solutions. In his famous hip-hop music video style, Shawn uses the EasyControl smart heating controller to set the temperature in individual rooms effortlessly via an app on his smartphone – all before he sets foot in the house.

Bosch is presenting its smart heating system solution - EasyControl at the IFA consumer electrics show in Berlin. What makes the connected technology special is that it uses presence detection to automatically preheat the home as soon as the occupant gets close. The EasyControl smart controller, combined with an app, also offers convenient control of individual rooms and makes it easy to adjust the heating from anywhere in the world.

### **Bosch IoT video among the most successful viral videos of the year**

As a leading IoT company, Bosch wants the continuation of #LikeABosch to tie in to the success of the campaign so far: the initial video, which was released in January 2019, has already been viewed over 40 million times online, putting it in the top ten most effective advertising spots on the web (virals) in 2019.

Bosch is entering new territory with its “Like a Bosch” campaign; the decidedly different approach and tone marks a departure for the company, which was

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founded in 1886. This PR move capitalizes on a rash of “like a boss” videos and memes that have gone viral on the internet, attracting tens of millions of clicks. These videos feature everyday people who stage bizarre stunts, perform impressive athletic feats, or find their way out of predicaments with technical finesse. The corporate “Like a Bosch” campaign changes a few letters in order to put a fresh spin on this internet phenomenon. The image campaign created by Jung von Matt, a Hamburg, Germany-based advertising agency, is to be rolled out across digital and social media channels.

### **Leading IoT company**

Bosch is constantly expanding its position as a leading IoT company: it sold 38 million web-enabled products in 2017. Today, 20 percent of its roughly 27,000 software developers focus exclusively on the IoT. Bosch expects the global IoT market to grow by 35 percent a year to reach an annual volume of 250 billion U.S. dollars by 2020. Those prospects have prompted the company to pursue ambitious goals, and it is now aiming to have internet connectivity in all its electronic devices by that time. Moreover, data-based services will be offered for each device, with artificial intelligence set to play a key role here.

The Heat smart #LikeABosch video can be found on the following link:

<https://youtu.be/pCoy77P-JmY>.

You can find additional information on the #LikeABosch campaign at

[iot.bosch.com](http://iot.bosch.com).

## **More information:**

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## **Basic information:**

The Bosch Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide (as of December 31, 2018). The company generated sales of 78.5 billion euros in 2018. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. 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 deliver innovations for a connected life. 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 460 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At nearly 130 locations across the globe, Bosch employs some 68,700 associates in research and development.

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-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. 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. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

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/BoschPresse](https://www.twitter.com/BoschPresse)