

RESELLER COPY GUIDE

Bose SoundLink Flex Portable Speaker (2nd Gen)

HOW TO USE THIS GUIDE

This Copy Guide has been created to provide approved and prioritized messaging for a Bose product. It supports our goal to communicate to Bose customers around the world and at every touch point with a cohesive and consistent voice. Please leverage this copy for your advertising and merchandising needs. In addition to this guide, an approved advertising campaign for this product may exist. Please contact your Bose marketing representative for more information.

PRODUCT NAME

These product names adhere to Bose branding standards and trademark regulations. "New" can be used with this product within six months of its launch. After that, "New" cannot be used. Always use "Bose" in a headline or other prominent placement. Dropping "Bose" from the name should only be done when you've already used the full name earlier in the document. Include "(2nd Gen)" on the first reference of the product name, as well as when differentiation between the 1st and 2nd generation is necessary (such as when mentioning linking two speakers together).

Bose SoundLink Flex Portable Speaker (2nd Gen)

Bose SoundLink Flex Speaker (2nd Gen)

SoundLink Flex Speaker (2nd Gen)

SoundLink Flex

SEO PRODUCT NAME

Up to 120 characters. Use any extra characters available to communicate product features.

Example: Bose product name – primary keyword, color.

Bose SoundLink Flex Portable Bluetooth Speaker (2nd Gen) – Black

Bose SoundLink Flex Portable Bluetooth Speaker (2nd Gen) – Blue Dusk

Bose SoundLink Flex Portable Bluetooth Speaker (2nd Gen) – Sandstone

Bose SoundLink Flex Portable Bluetooth Speaker (2nd Gen) – Limited-edition Alpine Sage

Bose SoundLink Flex Portable Bluetooth Speaker (2nd Gen) – Limited-edition Petal Pink

PRODUCT CORE MESSAGE HEADLINE

The core message headline is the single most important thing to say about this product. It should be the lead headline whenever possible.

Music calls.

Alt lines:

Adventure is pressing play.

Press play. Go further.

Pack your playlist.

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Bose SoundLink Flex Portable Speaker (2nd Gen)

Go where the beat takes you.

PRODUCT CORE MESSAGE DESCRIPTION

The core message description is 1-2 sentences of additional information that explains the most prioritized features and benefits of the product.

Press play and go further with the Bose SoundLink Flex Portable Speaker (2nd Gen). Surprisingly big, bold sound in a super-packable size — perfect for sharing tunes and good times anywhere on the planet. It's built durable, too, so you can go wherever the beat takes you.

COPY BLOCKS

Copy blocks provide prioritized product messaging with different word counts. Please leverage the option that works best for your execution.

Very short (around 15 words)

Benefit based:

Share tunes and good times anywhere on the planet with the Bose SoundLink Flex Portable Speaker (2nd Gen).

Feature based:

Surprisingly big, bold sound in a super-packable size. And the durability needed to keep up with any adventure.

Short

Highlight key features and include head keywords where possible — up to 250 characters.

Press play and go further with the Bose SoundLink Flex Portable Speaker (2nd Gen). Surprisingly big, bold sound in a super-packable size — perfect for sharing tunes and good times anywhere on the planet. It's built durable, too, so you can go wherever the beat takes you.

Medium

Highlight key features and include head keywords where possible — between 40 and 60 words.

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Press play and go further with the Bose SoundLink Flex Portable Speaker (2nd Gen). Surprisingly big, bold sound in a super-packable size — perfect for sharing tunes and good times anywhere on the planet. With high-fidelity audio and deep bass, the speaker is loud enough to fill the space wherever you are on your journey. And it's built durable, too, so you can go wherever the beat takes you.

Long

Written in paragraph form with complete sentences highlighting key features and including head and secondary keywords where possible — up to 150 words.

NOTE: See below for battery life disclaimers that must be included when battery life claims are included in copy. The LONG version should be used whenever possible, while the SHORT version can be used when space is limited.

Press play and go further with the Bose SoundLink Flex Portable Speaker (2nd Gen). With surprisingly big, bold sound in a super-packable size, it's perfect for sharing tunes and good times anywhere on the planet. It's built durable, too, so you can go wherever the beat takes you.

High-fidelity audio and deep bass for a speaker this size make it loud enough to fill the space wherever you are on your journey.

It's perfectly portable, too. Small enough to fit in your hand, throw in your pack, or clip to the outside with the nylon sport utility loop. And you'll keep the dance party going into the night with up to 12 hours of battery life¹.

Rigorously tested to meet an IP67 rating, SoundLink Flex is waterproof and dustproof. It even floats, so a quick dip in the pool won't sink your sound. Just grab it and get back to the fun. The speaker can also withstand drops, crushing, shocks, and rust.

Long (formatted)

Written so each key feature has a subhead using a keyword followed by a short paragraph describing the feature. Resellers can then use as few or as many as required — up to 4,000 characters. *Example:*

SPEED TO MUSIC

It's faster than ever to browse and play the music you love from Spotify®, Pandora®, Amazon Music, SiriusXM, iHeartRadio™, TuneIn, and more, all from within the Bose app. All your favorite music in one place.

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Music calls.

Press play and go further with the Bose SoundLink Flex Portable Speaker (2nd Gen). Surprisingly big, bold sound in a super-packable size is perfect for sharing tunes and good times anywhere on the planet. It's built durable, too, so you can go wherever the beat takes you.

Sound that takes you places.

Hit the road in hi-fi with the surprisingly powerful performance of SoundLink Flex. It's clear, balanced, high-fidelity audio and deep bass you wouldn't expect from a speaker this easy to take with you. Want higher highs or lower lows? Tweak the sound with Adjustable EQ in the Bose app.

Perfectly portable, with battery life to match.

Pack your playlist — no problem. The speaker is small enough to fit in your hand, throw in your pack, or clip to the outside with the durable utility loop. And you can focus on the fun with up to 12 hours of battery life* — enough for even the most adventurous of tastes.

Toss it. Drop it. It's all good.

Rated IP67, SoundLink Flex is designed to take on all your adventures. It's dust and waterproof, and it floats — so a quick dip in the pool won't sink your sound. The speaker's durable, silicone-wrapped body also withstands drops, crushing, shocks, and rust.

Stay connected with advanced Bluetooth 5.3.

Advanced Bluetooth® 5.3 offers a strong, continuous connection to your device from up to 30 feet away. And multipoint connections keep the speaker paired to multiple devices at once, making it easy to share DJ duties with a friend.

Stereo on the go.

Amp up the adventure when you pair two compatible Bose speakers for more sound. Choose from Stereo Mode for left and right channels or Party Mode to bring even bigger and bolder sound. You don't even need the app. Just press the shortcut button on each speaker.

Plays from any position.

Stand it up, lay it back, hang it upside down — SoundLink Flex will always give you the best sound. Bose PositionIQ technology senses the speaker's orientation and automatically adjusts its performance accordingly.

Stay in touch when you head out.

Make and take calls when you're on the go with the speaker's built-in microphone. Or use it to access your device's native voice assistant when your phone is out of reach.

PRODUCT FEATURES

Product features provide a prioritized list of the most important features and benefits to communicate and should be used in the order listed. If space is limited, edit out the lower priority features.

NOTE: See below for battery life disclaimers that must be included when battery life claims are included in copy. The LONG version should be used whenever possible, while the SHORT version can be used when space is limited.

Long form features

With surprisingly big, bold sound in a super-packable size, it's perfect for sharing tunes and good times anywhere on the planet.

Hit the road in hi-fi with the SoundLink Flex (2nd Gen). High-fidelity audio for crisp, nuanced sound and surprisingly deep bass for a speaker this size. Loud enough to fill the space wherever you are on your journey.

Focus on sharing the fun with this perfectly portable speaker that's small enough to carry in your hand, toss in your pack, or clip to the outside with the durable nylon utility loop.

Sea. Sand. Doesn't matter. The speaker is IP67-rated so it's dust and waterproof. Even a quick dip in the pool won't sink your sound because SoundLink Flex floats.

Don't worry if you drop the speaker when you drop the beat. The tough, silicone-wrapped body can withstand short falls. It's also crush and rust resistant.

The updated SoundLink Flex is upgraded to the latest Bluetooth 5.3 connectivity, so the tunes stay strong up to 30 feet from your device. The multipoint connectivity feature allows several devices to be connected simultaneously, making it easy to share DJ duties with a friend.

The sound is clear and balanced out of the box, but what if you want higher highs or lower lows? Adjustable EQ in the Bose app lets you tweak the speaker's performance to your liking.

Amp up the adventure with more sound when you link two compatible Bose speakers. Choose Stereo Mode for left and right channels, or go for Party Mode for even bigger, bolder sound.

Standing on a table, laid back on the beach blanket, or hung from a backpack — SoundLink Flex always sounds its best. PositionIQ technology senses its orientation, and automatically adjusts the speaker's performance.

Make and take calls and access your device's native voice assistant using the speaker's built-in microphone.

Bose SimpleSync compatibility lets you create a multiroom experience. Group the SoundLink Flex Portable Speaker (2nd Gen) with your existing Bose smart soundbars and speakers via the Bose app.

The Bose app lets you customize the shortcut button, as well as access Adjustable EQ settings, Bluetooth connections, battery life, and more.

Snapdragon Sound Certification for Android makes for an even better listening experience for Android users by optimizing audio technologies and software for a more consistent and reliable sound experience.

Google Fast Pair makes connecting your speaker to an Android device easier than ever.

Available in Black, Blue Dusk, Sandstone, limited-edition Alpine Sage, or limited-edition Petal Pink

Short form features

NOTE: See below for battery life disclaimers that must be included when battery life claims are included in copy. The LONG version should be used whenever possible, while the SHORT version can be used when space is limited.

Big, bold sound in a packable size.

High-fidelity audio

Surprisingly deep bass

Perfectly portable

Commented [OS1]: @Edwards, Mary-Clare (Contractor) Please add "limited-edition Petal Pink" to any section that lists the color options.

Commented [E(2R1): @O'Connor, Shannon Will do, thanks!

Nylon sport utility loop

IP67 water and dustproof rating

Durable, silicone-wrapped body.

Bluetooth 5.3 connectivity

Adjustable EQ in the Bose app

Link two compatible speakers for more sound

PositionIQ tech for the best sound in any orientation

Built-in microphone for calls

Access your device's voice assistant

Full control with the Bose app

Snapdragon Sound certified

Google Fast Pair

Available in Black, Blue Dusk, Sandstone, limited-edition Alpine Sage, or limited-edition Petal Pink

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ACCESSORIES (SOLD SEPARATELY)

Replacement USB-C® charging cable

Keep battery life high with the USB-C® to USB-A cable that powers up the SoundLink Flex from your computer or with a USB wall charger (not included).

USB-A wall charger

Charge your speaker from a wall outlet so your music is ready for the next big adventure.

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Bose SoundLink Flex Portable Speaker (2nd Gen)

SOCIAL POSTS

Four options that can be used across Facebook, Instagram, and Twitter. Posts should include an introductory "new" product post, as well as generalized consumer posts. Use appropriate hashtags.

Music calls. You answer. NEW #SoundLinkFlex (2nd Gen).

Big, bold sound. Packable size. NEW Bose #SoundLinkFlex (2nd Gen).

Share good times anywhere on the planet with the NEW Bose #SoundLinkFlex (2nd Gen)

Hi-fi audio. Deep bass. Perfectly portable. It's everything you need to go where the beat takes you.
Bose #SoundLinkFlex

Pack your playlist and press play for adventure in flaunt-worthy limited-edition Petal Pink.
#SoundLinkFlex (2nd Gen).

HASHTAGS

#SoundLinkFlex #BoseSpeaker #BosePortableSpeaker

FACT TAG

This is feature-focused copy to support product differentiation in retail environments – under 20 words.

Big, bold sound in a packable size. Dust and waterproof. Silicone-wrapped body for durability. Up to 12 hours battery life.

WHAT'S IN THE BOX / SHELF DESCRIPTION

List items in the box while using reseller product name as defined above.

SoundLink Flex Portable Speaker (2nd Gen)
USB-C® (C to A) cable
Safety Sheet

SEARCH TERMS (INTERNAL SEARCH)

Used for internal search use only.

- Commented [HA3]:** Possible to get one social line that is color-forward highlighting petal pink?
- Commented [MM4R3]:** @O'Connor, Shannon is this something you can add?
- Commented [MM5R3]:** @O'Connor, Shannon following up on this. Thanks!
- Commented [OS6R3]:** @Miller, Mikaela I took a stab at it. :)
- Commented [MM7R3]:** @Hake, Ali any feedback?
- Commented [HA8R3]:** @O'Connor, Shannon Go where the beat takes you is very similar to how we talk about Prince. We could use similar language that we did with Drake - Flaunt worthy shade, on the go sound?
- Commented [OS9R3]:** @Hake, Ali Good point! I revised, incorporating more of the campaign language for Mathers specifically. The first sentence could potentially be chopped too; feel free to cut or let me know if you need further revisions.
- Commented [HA10R3]:** Im okay removing the first sentence. After that, looks good. Thanks! @O'Connor, Shannon @Miller, Mikaela
- Commented [OS11R3]:** All set!
- Commented [MM12R3]:** Thanks @O'Connor, Shannon and @Hake, Ali.
- Formatted:** Highlight

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Bose.xx:

Bose portable speaker, Bose portable Bluetooth speaker, portable speaker, Bluetooth speaker, portable Bluetooth speaker, speaker for a party, party speaker, speaker for outdoor listening, immersive portable speaker, small portable speaker, packable portable speaker

Reseller:

Portable Bluetooth speaker, speaker with loop, Bluetooth speaker, speaker for adventure, Bluetooth speaker

BATTERY CLAIM DISCLAIMERS

Disclaimers must be included whenever battery life claims appear in copy. The LONG version should be used whenever possible, while the SHORT version can be used when space is limited.

LONG

¹ Using Bluetooth A2DP audio at 50% volume and between 68° F – 77° F (20° C – 25° C), with default EQ using a mix of Top 50 Global tracks as of February 2024 and no charging of external devices. Battery performance varies with individual user conditions such as audio content, loudness, and environmental temperature.

² Using Bluetooth A2DP audio at 100% volume and between 68° F – 77° F (20° C – 25° C), with default EQ using a mix of Top 50 Global tracks as of February 2024 and no charging of external devices. Battery performance varies with individual user conditions such as audio content, loudness, and environmental temperature.

³ With 5V/1.5A (7.5W) USB-C capable power supply, from 0% to 100% while unit is in standby mode. Charging times will vary when not using the recommended 7.5W supply.

SHORT

The SoundLink Flex (2nd Gen) battery lasts up to 12 hours of play time at typical listening levels.¹ At maximum volume, it will provide up to 3 hours of play time.² Full charge is typically achieved in up to 4 hours³.

PERFORMANCE CLAIMS

Waterproof, dustproof/IP67 rating
Rust-resistant
USB-C charging (in and out)
Bluetooth version 5.3
SimpleSync compatible
Snapdragon certified sound

AAC, SBC, & aptX Adaptive codecs

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