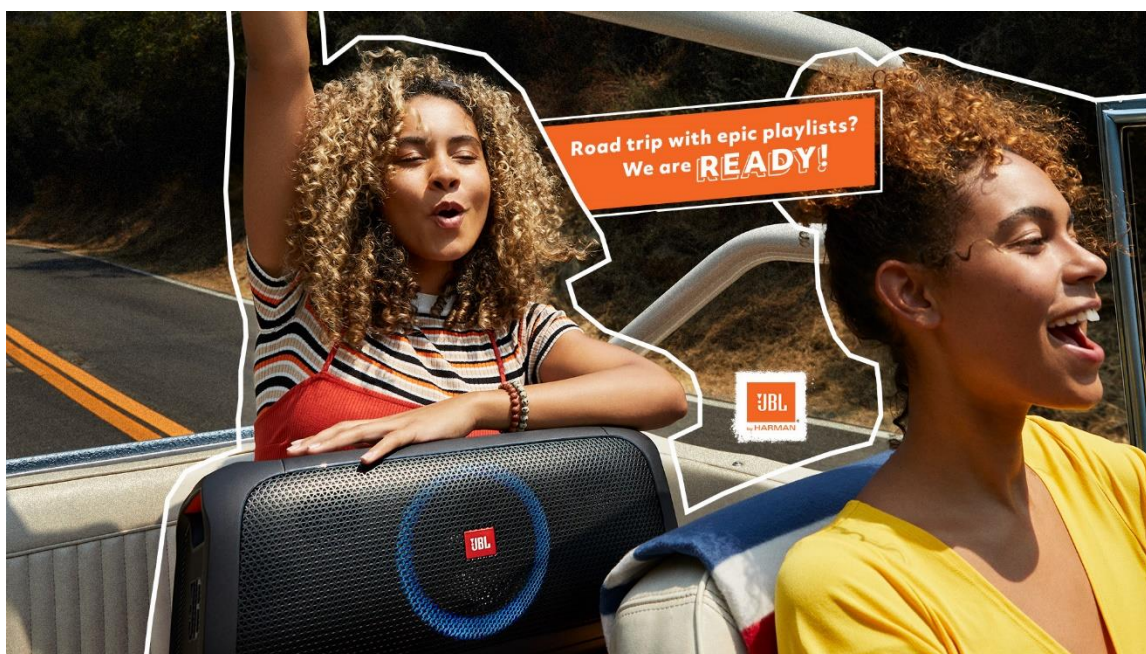


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**JBL: This Easter the message is loud and clear:  
"We are ready!"**

*The new Easter Campaign is full of life and joy!*



This year's Orthodox Easter campaign, full of cheerful mood and even more full of optimism, sends a clear message: JBL challenges us again to listen to our music out loud.

As summer is getting closer, Marketing Agency **jetdrops** created a new social media campaign for JBL Greece, following last year's one which had impressive results in attracting an audience.

With the message "We are ready!", JBL is here to remind to fans and brand's friends that music also means optimism, carefree and beautiful moments.

With this year's campaign, JBL claims that **“we are ready”** to live outside our homes again, to travel, to laugh, to organize new adventures, to discover nature and our cities and to share moments with our loved ones.

The campaign is based on a series of “feel good” visuals illustrating moments of fun and relaxation as well as moments and habits with loved ones, always accompanied by music and of course the legendary signature sound of JBL.

The new campaign **"We are ready!"** is already live on Facebook & Instagram and will remain live until the beginning of May.

@jbl\_greece  
#eimaste\_etoimoi #JBL

#### **About WaveMotion**

WaveMotion, an importer and distributor, is seated in Athens Greece, operating on a wholesale basis, in the consumer electronics, telecommunications and computer industry for over 35 years. WaveMotion S.A. retains the official, exclusive, distribution for the Greek market of important Houses- in leading positions in the Global Arena, like JBL, harman/kardon, Cambridge Audio, Q Acoustics, QED, Goldring, rapoo, Native Union, Livall. Brand Development is the core skill of WaveMotion Team. The vision of our people is to expand WaveMotion's Brands selection, following our tagline's principles –Technology, Aesthetics, Design- and continue this journey of Ours, introducing compellingly and establishing decisively these Brands, in the eyes of our Customers.

#### **About jetdrops ([www.jetdrops.com/](http://www.jetdrops.com/))**

Starting as a social media consulting agency, jetdrops has now evolved into a full-blown Digital & PR agency able to support its partners across their communication spectrum. From brand design, communication & digital strategy, media relations and event planning, to YouTube content production and big data analytics, delivering measured results, evolving day by day and providing tangible value to partners, stand at the forefront of jetdrops' philosophy.

#### **About HARMAN**

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd..