beyerdynamic Naguura Partnership



beyerdynamic is introducing a new face for its gaming division: content creator and streamer Caroline Forer, better known as Naguura, is the new brand ambassador for the rapidly growing segment. With this partnership, beyerdynamic underscores its commitment to strategically expanding its presence in the gaming community and establishing the brand there for the long term.

With Naguura, beyerdynamic welcomes a content creator who has become a fixture in the streaming scene over the past few years. Her participation in the WoW event “Sauercrowd” has helped her to make a name for herself even beyond the core community. She is considered a rising star in the German streaming scene. Thanks to her long-standing involvement in the World of Warcraft community and her international experience – including her time as part of Team Liquid – she also brings a high level of credibility and reach within the global gaming community.

The native South Tyrolean convinced the Heilbronn-based company with her authentic demeanor and credibility: “Through her streams, Caro embodies the very values we cherish at beyerdynamic: authenticity, quality, and a genuine sense of togetherness within a strong community,” says Matthias Heilig, Product Marketing Manager for Gaming at beyerdynamic. “Especially in gaming, good sound makes a real difference,” Naguura adds. “It’s all the more exciting that I now get to work with a brand I’ve personally trusted for many years.”

As part of this long-term partnership, various initiatives are planned. Fans can look forward to exclusive content, special streaming formats, and social media campaigns. In addition, Naguura will accompany beyerdynamic to select in-person events to foster direct interaction with the community through meet-and-greets.

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