

**PHILIPS**

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# Undust Your Mind

**Bogáncsviola**

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innovation ✨ you





# Business challenge

Despite the mass media reach, high-end consumers deliver relatively low revenue for Philips when it comes to AquaTrio 9000

# Business ambition

Bringing high-end consumers into the communication funnel for AquaTrio 9000 by non-standard media solutions & leveraging special reach opportunities

# Consumer Insights

Super premium consumers, families or family-to-bes possibly with pets, who consider mental health as a priority.

They:

are interested in **art** (52%, 130 ix.)

are **gourmet** persons (50%, 126 ix.)

are interested in **economic and business** news (63%, 146 ix.)

wants to lead an **active and fit lifestyle** (81%, 113 ix.)

thinks being **well-dressed** is important (53%, 110 ix.)

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Source: TGI-NOK 2022 1-4  
TA: 25-59 ppA, TA size: 848 thousand



# CULTURAL INSIGHTS

Ratio of bad  
news to good  
news is around

17:1.

About

70%

of adults reported  
feeling  
overwhelmed by  
the news.

85%

of our TG feel the  
urge to make a  
conscious effort to  
think positively  
each morning.



# IDEA

## Undust Your Mind

Our surroundings can be chaotic and overwhelming. Positive mindset is very much needed.

By creating a much more positive media environment, we could leverage a unique purpose-driven communication in the aim of **HEALTHY MIND**,

while clearing the world up both physically and mentally.



# DUSTBOX

## Experience our fastness and efficiency

We reach our target audience at the right places with a shocking **AMBIENT INSTALLATION**.

Can you imagine standing in a box shadowed by the amount of dust that accumulates in a year in your house?

With Philips' vacuum technology we undust the plastic box surrounding you while enlightening the box and your mind as well.

By touching the main consumer passion points we select the most relevant locations for our installations such as gastro, fashion, sport events or premium shopping malls (eg. Kék Szalag, Gourmet Festival, Mom Park).

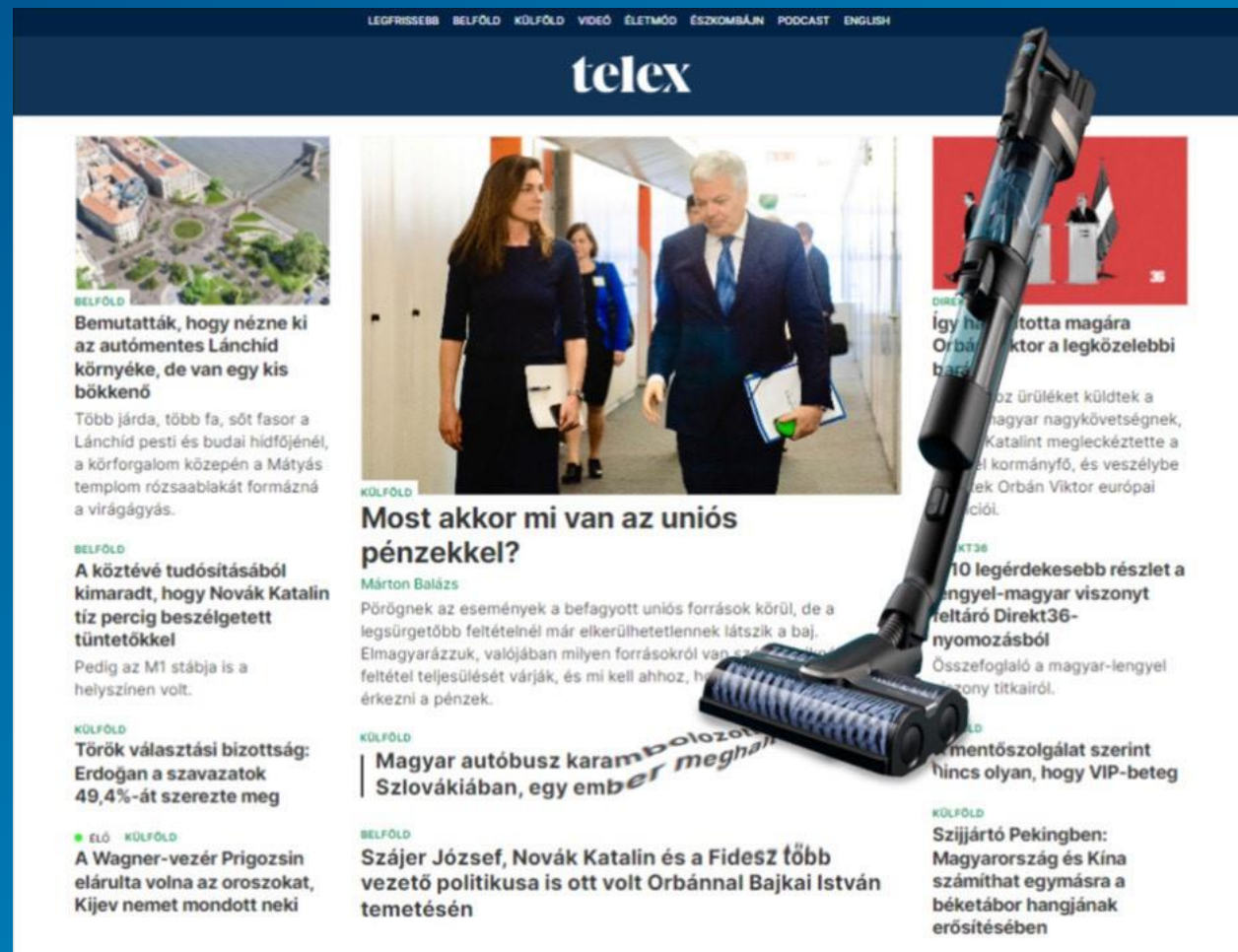


# Cleaning media platforms of negative news

Vacuuming negative news from the front pages of major NEWS SITES

Suck negativity out of PREMIUM PRINT media from table of contents and place 1/1 pages turned into positive tone instead of the „fake articles” sucked out from the table of contents

With the same visuality we would implement the idea on DIGITAL OUTDOOR surfaces, where we could change bad news into positive ones

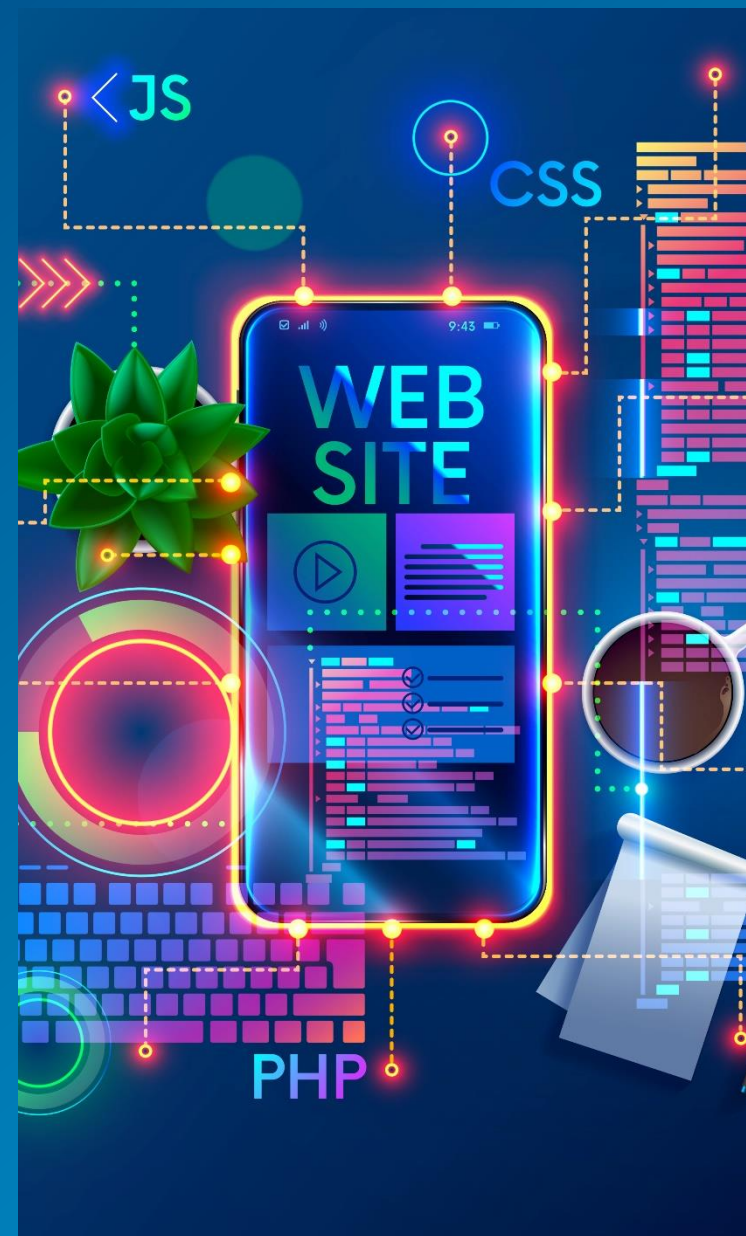


# A space for positive mindset

We create a **MICROSITE** as a landing page with full-on Philips branding.

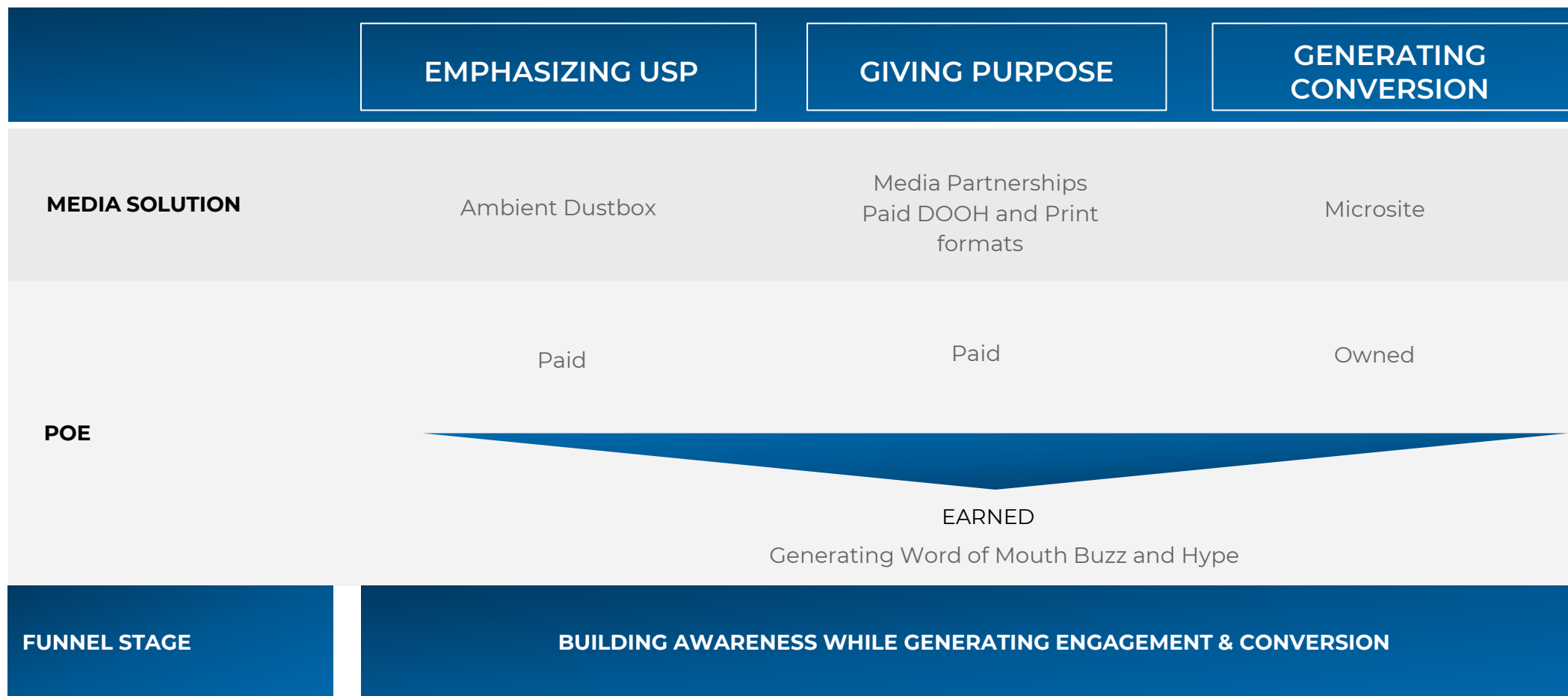
It collects positive news with the help of **AI tools** from the biggest news sites on a daily basis.

On this platform we are able to connect the users with the product and create engagement and **CONVERSION**.





# MEDIA STRUCTURE





# Success of the Strategy

- The starting point is to showcase the USP of the product and differentiate it from other brands in a creative way. We find the users at places of their passion and connect at the right touch points.
- By hacking mass media in an astounding and a purpose driven method we give the brand and the product a social value that is important to our target audience and make it easy to commit.
- As a final stage we call to life a space to where they can return and build loyalty.

**THANK YOU**