



DON'T LET DIRT STOP YOU FROM...

Technozöld

15 May, 2023



STRATEGIC APPROACH

OBJECTIVE

Engagement & Conversion of Philips AquaTrio 9000's prospecting customers.

MARKET SEGMENTATION

Primary target group

MARKET SEGMENTATION

Secondary target group

Sociodemographic

Female, 25 - 50 age group
High income & education level

Female & Male, 25 - 50 age group
High income & education level

Psychographic

Lifestyle: Modern family life
Personality/Values: Organized & family-oriented
self-image. Health conscious.

Lifestyle: Busy
Personality/Values: Organized & performance
driven self-image. Goal focused.

Behavioral
(Incentive to use)

Benefits sought: High-quality living space for self
and family. Enhanced comfort.
Reliable, easy & fast to use product that allows one
to focus on the important things, family & kids, in
life.

Benefits sought: High-quality & productive living
space for self.
Reliable, easy & fast to use product that allows
one to focus on the important things, career &
hobbies, in life.



STRATEGIC APPROACH

CHALLENGES

Emotional connection & Engagement:

While the awareness campaign educates users about the product features and overall functionality, it fails to connect on a more emotional level with the audience, leaving little opportunity for engagement.

Status Symbol:

Even though the goal is for users to treat the product as a status symbol with high perceived premiumness, customer intimacy with the brand is not established.

Difficult to differentiate product & convince users of its purchase:

Based on reviews, customers are extremely happy with the product after purchase. The challenge is convincing them / driving demand.



THE IDEA

Tap into the emotions of our prospects through *empowerment*.

AquaTrio 9000 empowers customers by being a reliable, easy, fast and hygienic solution to dirt, so that they can focus on the important thing in life, such as family, kids, career, hobbies.

TARGET AUDIENCE SPECIFIC MESSAGING

Primary target group

#dirtisfun

Don't let dirt stop you from the most fun experiences in life.

AquaTrio 9000 is the reliable support when the most fun is *spilled*.

TARGET AUDIENCE SPECIFIC MESSAGING

Secondary target group

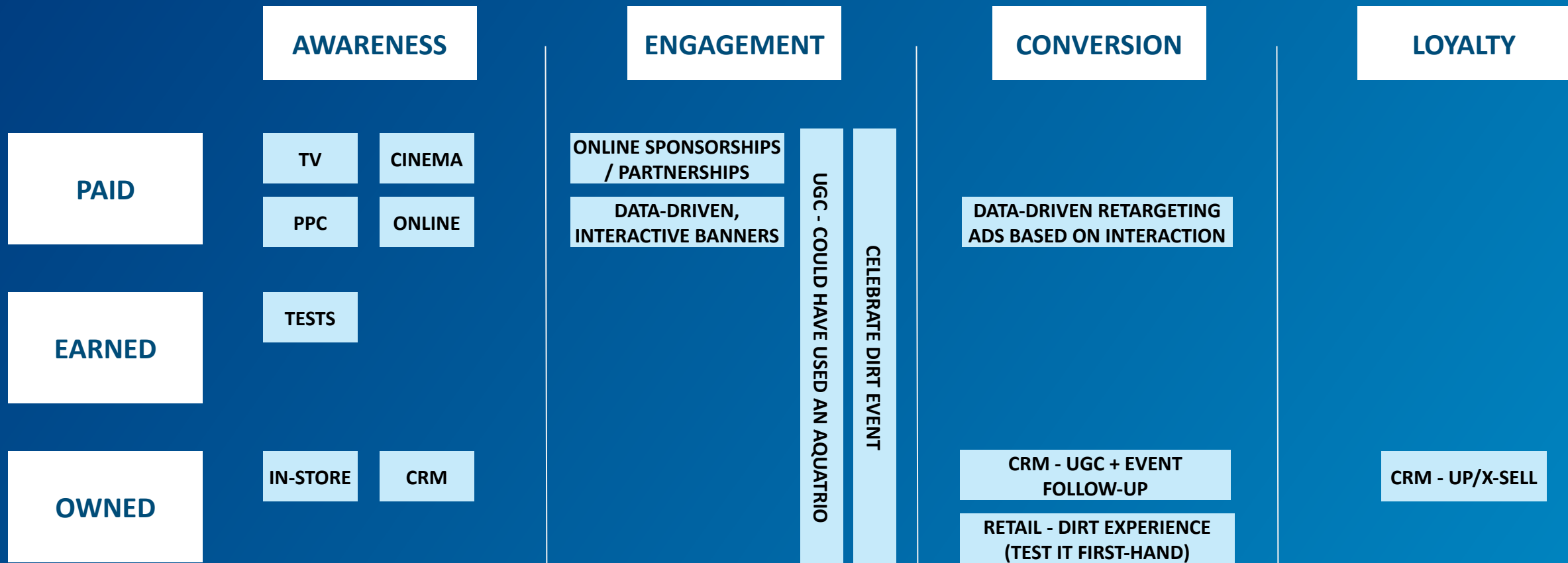
#dirtisnotachore

Don't let dirt stop you from reaching new heights.

AquaTrio 9000 is the empowering partner when you want your goals *smashed*.



CAMPAIGN FRAMEWORK



DATA-DRIVEN INTERACTIVE BANNERS

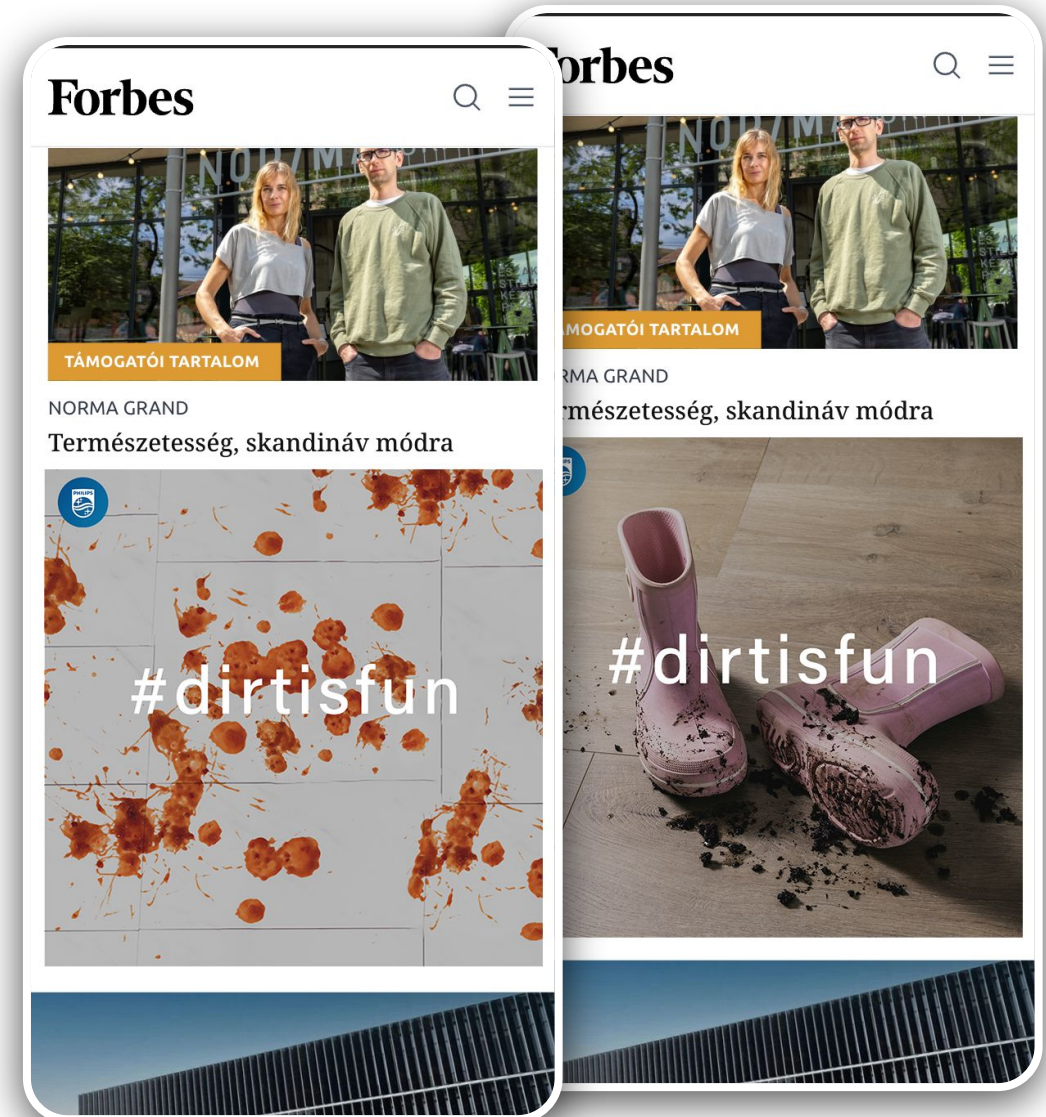
Amplify the campaign message by using scratchable interactive banners.

What's covered in dirt at a first glance reveals the little moments of joy behind the banner and the ways AquaTrio 9000 empowers us.

Messages are segmented based on our target groups and their interests.

BANNER COVERED IN DIRT → DIRT IS FUN (kids in muddy shoes, orange juice spilled during family board game night is revealed)

BANNER COVERED IN DIRT → DIRT IS NOT A CHORE (man trail running, having a successful business meeting is revealed)





UGC - COULD HAVE USED AN AQUATRIO 9000...

We are all familiar with the huge gap between Instagram and reality. We've all have also been in situations when we were expecting guests and everything was still a mess.. Let's normalize the chaos and educate users on the AquaTrio's superpowers.

Encourage users through paid and owned channels to share their "messy situations", **moments when they could have used a Philips AquaTrio 9000.**

Turn this UGC-based activity into a prize draw to further grow our 1st party data set.

In-situ example: My son spilled milk all over the kitchen floor. Gosh, I could have used an AquaTrio 9000!



DIRT GOT NO POWER OVER US EVENT

Red carpet events are all about beauty and perfection. But what if we added a little fun (and dirt) to show that the reality is that family homes are often dirty and untidy and sometimes the family itself feels a little messy and disheveled too but are no less Instagram-worthy!

Let's invite our customers (as brand ambassadors), influencers, and people from our UGC prize draw to attend a night they'll never forget. As some of the most fun experiences in life come with a little dirt.

The event is another perfect opportunity for us to grow our first-party database.



PERSONALIZED SHOPPING/BRAND EXPERIENCE



Create real life-like scenarios in retail stores for prospecting customers to try out the AquaTrio 9000 and get to experience its superpowers.

Our competitors are offering immersive demo experiences in their stores which allow them to connect with their customers in a more engaging way. Plus, we know from reviews that once purchased, customers are extremely happy with the AquaTrio 9000.





WHY DO WE BELIEVE IN THIS IDEA?

OVERCOMING THE CHALLENGES

Engagements are triggered by emotional reactions, that's why strong emotion-based messaging is utilised.

Customer intimacy is built by involving users through content generation, which establishes a personal relationship with the brand.

The true power and premiumness of the product can only be experienced by using it first hand, for which exclusive in-store experiences are the solution.

The last step to becoming a status symbol is social approval, which the AquaTrio 9000 will receive through the influencer event that further reinforces premiumness.