

**take care
while you
don't care**

goal

Reach & engage super-premium
consumers to increase sales



brand challenge

Consumers don't feel the difference in what makes this product outstanding from other products

cleaning issue

- People are busy every day, so they need a multi-purpose tool.
- Cleanliness become a top priority when a baby or a pet is in the household.

proof point

By creating a clean & organized environment they could take care of their family.

people who care



Kate, 33

 Brand Manager

 BME

 Less than a kilometer away

i116 I should do a lot more to have a healthy lifestyle.

i149 Because of my busy lifestyle I don't take care as much as I want to.

i116 It is important that my home be equipped with the latest technology.

STRATEGY

take care while you don't care

The biggest frustration of
"People who care,,
is to find the best solution which
helps to provide the healthiest life for
their family

TRANSFORM YOUR
HOME INTO A TIDY
SAFE PLACE
WITH A DEVICE
THAT BRINGS
CONVENIENCE &
PERFECTION

BREAK THE 5 SECOND RULE



Providing them a new perspective of hygiene, in which there is no need for the **5 second rule**.

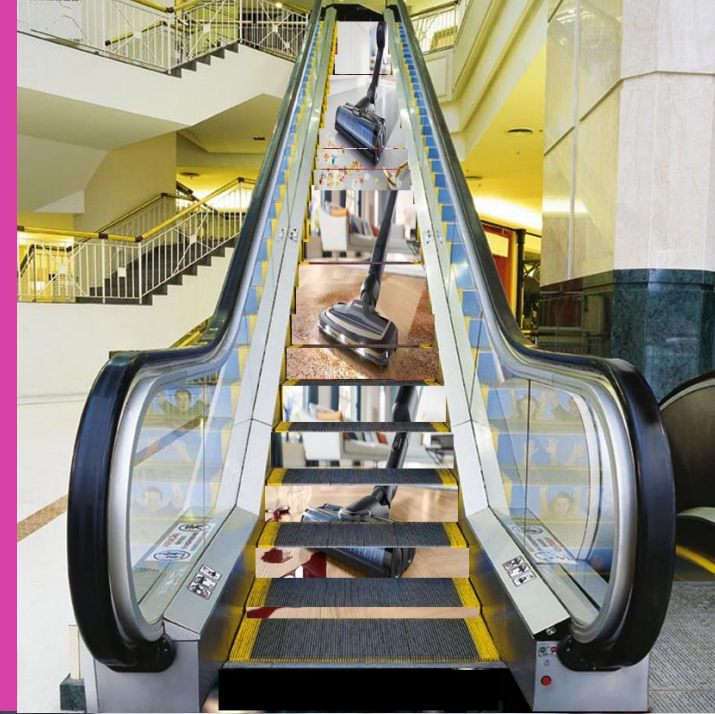
Let them realize the changes real cleanliness may bring to their life via the Aquatrio phenomena.

Stairway to hygiene

Ambient Strategy with 3D Street ART

**Stickers confront high-tech hygiene to old cleanliness
create shareable moments for people passing by.**

 **High-End Malls & AIRPORT**



Installation show

Event installation on

Mercedes-Benz Fashion Week

**Room installation with built in UV
lamps and tryable mopping with
hostess and direct salesman**





switch for before&after

Personalized cleanliness

Addressable Interactive digital solutions

Data-based Audience Segments for Hygiene Seekers & Innovators

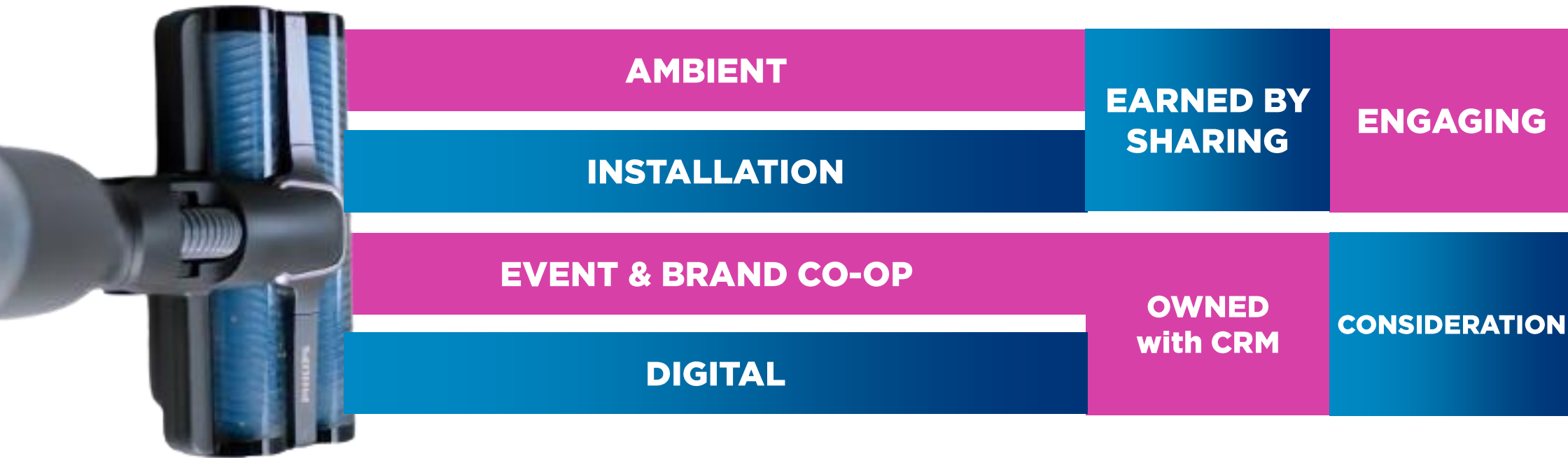
Combining 1st & 3rd party data



Open minded

Open home exhibition in cooperation with Real-estate agency to reach audience when searching for new home

HOLLISTIC MEDIAPLAN REDEFINING THE CONCEPT OF HIGH-TECH HYGIENE TO WIN OUR AUDIENCES



Targeted

Both physical and digital locations are picked to match the lifestyle of target audience



Engaging

Campaign platforms require viewer interactions making them an effective way to engage and create a strong brand association



Scalable

Campaign has great potential for virality and sharing, which can help earned awareness

**From
now on
we can
eat from
the floor**

