



AquaTrio Family Day

Go next level in hygienic cleaning!



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Goal

The main goal is to strengthen the bottom of the sales funnel (consideration & conversion) in the case of the Philips AquaTrio 9000, utilizing an experience-based omnichannel strategy.

Challenge

Mass media awareness campaigns alone are not able to bring enough AquaTrio conversions. Creative media solutions must be used to highlight the uniqueness of the product in order to capture the attention of high-status consumers and encourage purchasing.

Target Group & Persona



Average Target Group: age 25 - 59, AB Status, male - female, with family

Persona:

- Busy Betty
- Early 40s
- Married with children 15+ years*



- **Hygiene:** As a housewife, Busy Betty is likely responsible for managing the household and taking care of various domestic tasks such as cooking, shopping and **cleaning**.
- **Quality Time:** Her role as a mother of a child over 15 may involve providing **emotional support**, guidance, and maintaining a nurturing environment for her child as they navigate adolescence and prepare for adulthood.

- Busy Betty grew up in a time when traditional media sources like television, radio, and print media were more prevalent.
- Busy Betty could be someone who has embraced digital media and enjoys various forms of online content.

The Insight



Problem:

- **Hygiene** is a basic human need.
- However, it takes a lot of time to keep a home constantly clean.
- Therefore, the **quality time** spent with family is insufficient.
- Family time must be neglected because of the cleaning chores.

Solution:

AquaTrio 9000 gives you a **unique all-in-one solution** on the market, which cleans your home and your schedule at the same time.



“Otthont és időt takaríthatasz vele.”

The Idea



Invite potential buyers on a Family Day Powered by Philips in Akvárium Klub, Budapest.

All proceeds from admission and tickets will be donated to help families in need. Admission is only required to filter visitors.

Activities:

- For children: childcare, playhouse, puppet show, concert, meeting with their favourite influencers.
- Informative lectures for parents: child psychology, family protection, kids media consumption habits.
- Showroom for the AquaTrio 9000.



And at coffee break, the big surprise and **product launch**:

Cleaning the floor of the empty pool above the Akvárium Klub with several AquaTrio 9000s, demonstrating its **efficiency** and **speed**. The bottom of the pool is clearly visible from the Akvárium's lobby, giving the invited guest a special insight into the **quality** and efficiency of the product.

Additional earned media coverage to generate organic articles by news sites.

Media Strategy



The Mass campaign is already covers most of the awareness objectives (TV, Cinema, Online Always On and CRM), but a few more appearances are suggested to highlight the event and the product for the potential buyers:

Outdoor (event communication):

Tram advertisement

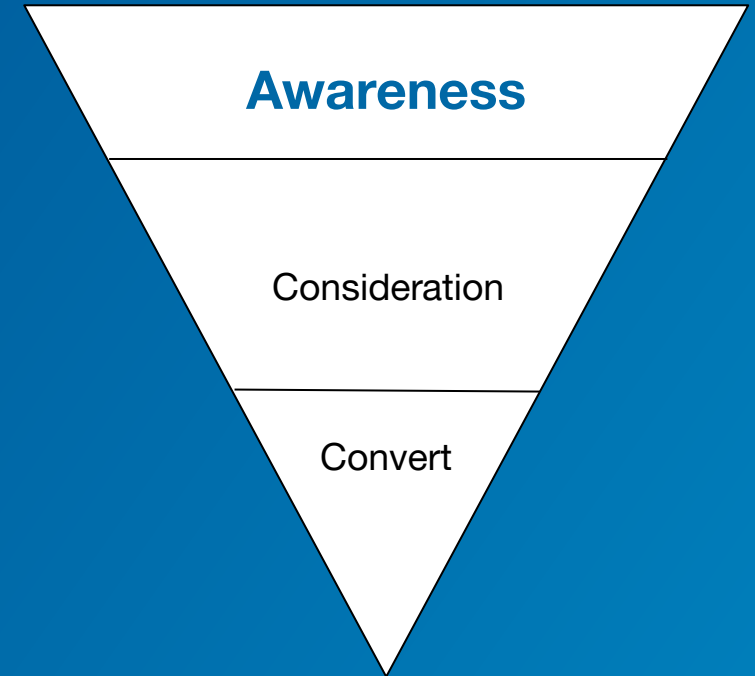
Citylight and billboard campaign supplemented by programmatic, hyperlocal geo targeting on exact boards

Digital Indoor Cylinders and Citylights in Malls

Print (Instagram reminder ad with QR code and product communication):

Female Glossies:

- Cosmopolitan
- Glamour
- Joy Magazin
- Nők Lapja
- Instyle Magazin



Media Strategy



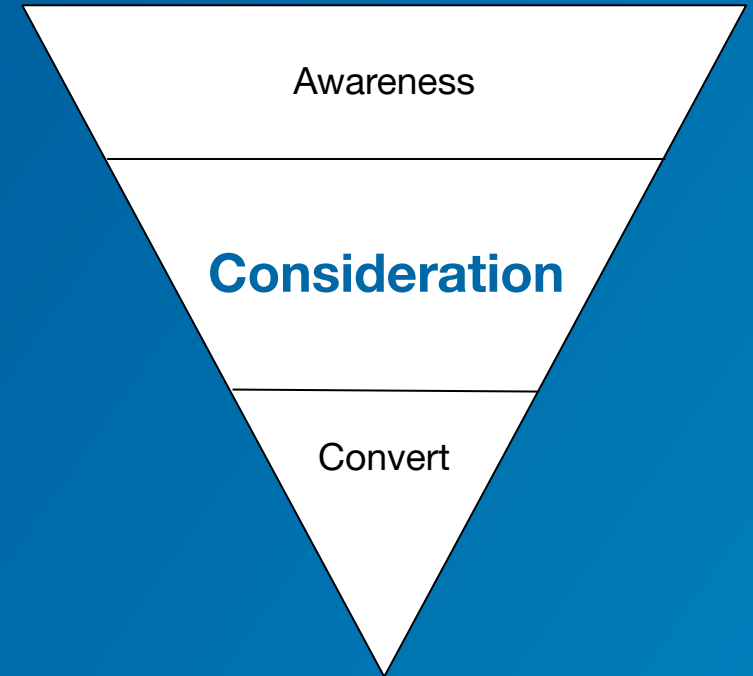
The Consideration phase will consist of event marketing tools: creating eDMs, a Facebook event ad, and an Instagram reminder ad.

Recommended to run Social Creative Extension with the Instagram Reminder.

It is important to create a unique landing page for the event.

Paid and owned media will communicate the main messages of the Family Day: quality time spent together.

In Akvárium Klub, visitors will be able to test the product. Also, hostesses will encourage newsletter subscription and product purchasing.



Media Strategy



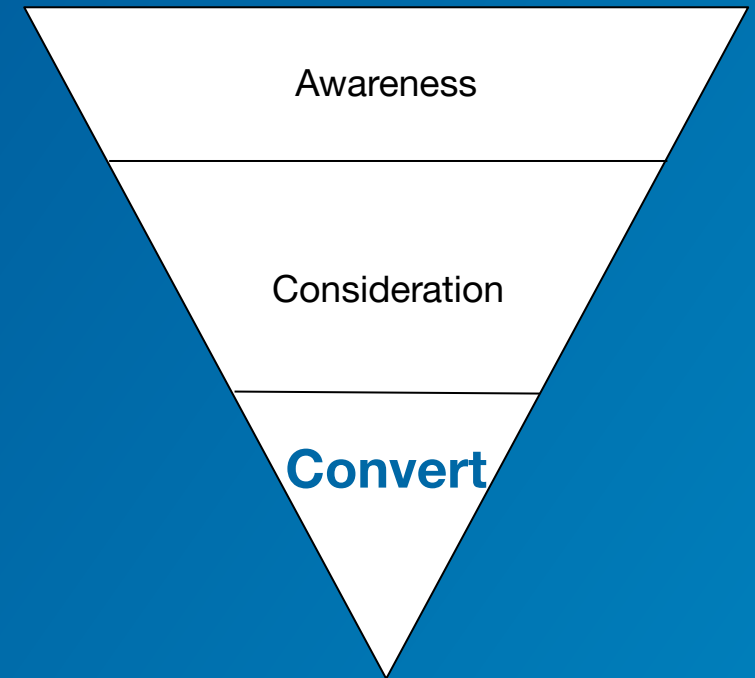
The Conversion campaign will rely heavily on **retargeting** campaigns on social media sites and eDMs. These ads should provide **unique offers** (e.g. limited time sales) for the hot audiences.

These hot audiences might be organic/paid website visitors or leads from the Family Day event. Additionally, all event visitors will receive a voucher which can be used on the Philips AquaTrio website.

On social media sites, **mainly video creatives*** should be used: Reels, Shorts and TikTok ads.

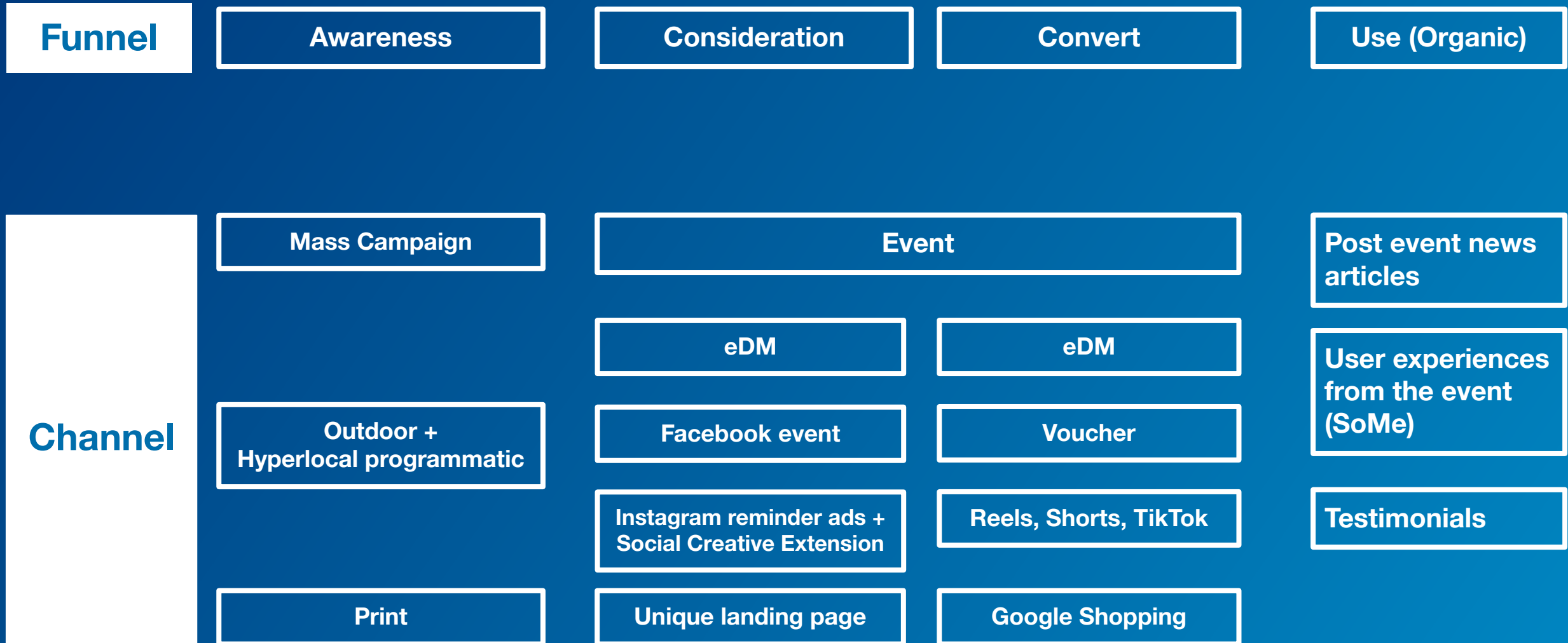
Besides these steps, Google Merchant Center and Google Shopping implementation will be needed to drive customers **directly to the Philips webshop**.

Also, eDMs will play an essential role in emphasizing unique Philips AquaTrio 9000 offers & encouraging prospecting buyers to act immediately.



*Based on Meta recommendations, because video creatives deliver 6% more conversions, than single images.

Media Strategy Summary



Why this idea?



This event emphasizes the importance of **quality time spent together**, while showcasing the **AquaTrio 9000** - which can encourage potential customers to engage with the product in real-life usage, and experience the superior features.

Thank you.