

EXPECT THE UNEXPECTED

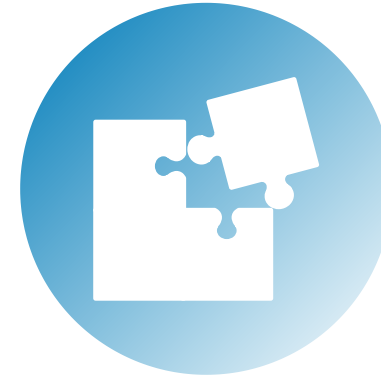
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Insight

"Show the best, sell the rest" concept is not fully working, due to the uniqueness of AquaTrio.



Challenge

To engage with high-end consumers



Goal

To create a special and unique media approach that can live next to the main campaigning

Target Audience

- Top income segment
- High education level
- Intending to have or already having kids/pets
- House/bigger flat owners
- Willing to pay more for a higher quality product
- High-end shoppers

TA size*:

3.7%

*Source: TGI



Our main purpose is to be on top
of consumers mind when it
comes to quality products.

Idea

In our campaign we would like to put the focus on Philips AquaTrio 9000s unique characteristics.

We want to **highlight** that it is an exclusive, peerless, quality product which can grow into a status symbol. This is the reason why we would recommend to **cooperate** with **high-end fashion brands** and create something unexpected.



Idea in action

During this cooperation we would re-design shop windows of high-end fashion stores in:

- MOM Park
- Fashion Street
- Andrásy Street.

We would give the mannequins a Philips AquaTrio 9000 and create back and forth movement with the vacuum cleaner to symbolise its use.

We believe that in this way we could state that this vacuum cleaner steps out of its category and represents something exclusive.





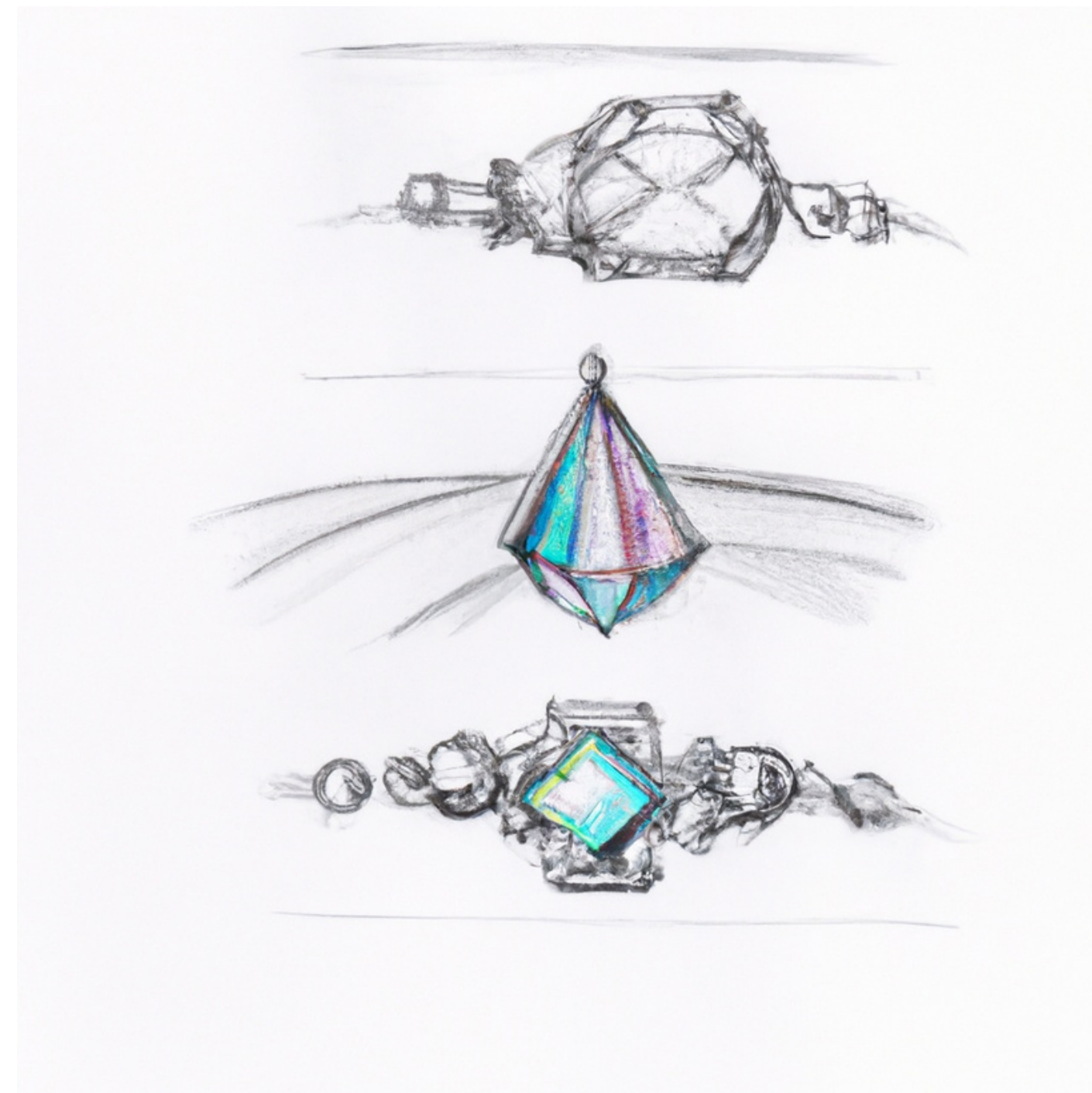
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To achieve more from our cooperation with one of our brands we would create **a jewellery** which reminds people of "AquaTrio". We would drop the collection on the **Budapest Central European Fashion Week**. After the event people could still purchase them along with the Philips AquaTrio 9000 and other promotions.

Characteristics of the jewellery:

- three different shades of blue
- water-drop form
- using white gold/diamonds





Paid

- Shop window re-designing
- Jewellery cooperation



Owned

- Social platforms
- Vacuum cleaner



Earned

- Media appearances
- Sharing by individuals

Why we love this idea?

- it's peerless as the AquaTrio 9000
- brings the term vacuum cleaner to a whole new level
- creates something lasting