

# Time back

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Team Långvörös



04:38



# Target audience

## BROAD target audience

- Top income segment & high education level
- Special hygiene or fast all-in-one solution seekers
- Innovators only with busy lifestyle
- Intending to have or already having kids / pets in household
- Bigger flat / house owners

## CORE target audience

Double Income No Kids (DINK) Millennials:

- Full time job and active social life results in a constant rush in their life
- With double income they can afford spending on higher quality products, but their income is not so high that they leave every household chore to cleaning staff
- Fur babies are the new kids: dogs & cats influence daily routine, plans and freetime activities (but also thinking about having kids someday)
- Very cautious of their freetime, prefer to spend it resting and recharging, and socializing
- Often eating out or ordering things instead of going to the store to spare time
- All-in-one solutions are welcome to shorten and lighten to-dos at home





## **The problem:**

Even though AquaTrio likely has specific benefits that differentiate it from other products, mass media communication doesn't truly impact potential customers.

## **The task:**

Create a media campaign that complements mass media communication with emotionally engaging activations to help the conversion of high-end consumers.





## Insight:

Having high income doesn't mean that all you want to do is to spend  
– people need to be especially cautious in a time full of global crises.

Double income Millennials like having the choice of how to spend their money, and they likely choose more premium options to ensure quality.

They are also in a life stage where they have a stable income to choose comfort and leisure, while they want to get the most out of their free time spent with the people and things they love.





# Idea

Spending time with your loved ones is the most valuable thing in your life, so Philips gives you some time back.

Feel free to have one more drink or coffee with your friends, or spend a little more time with your loved ones, because Philips spares you this amount of time at home when cleaning up with its cutting-edge technology AquaTrio 9000.

one more drink.

Enjoy a little more fetch. Because Philips gives you 7\* minutes back.

one more episode.

\*Number to be aligned with R&D and legal departments





## Event sponsorship

Sponsoring multiple events like Budavári Borfesztivál that high-income Millennials like visiting, where the campaign message is visible on small gifts or food and drink related items (glass, paper plate, etc.):

*“Enjoy one more drink with your friends. You’ll get the time back at home with Philips!”*

The small items also include a QR code and/or a website link where people can find more information about AquaTrio 9000 and Philips’ technology that helps you save time cleaning up at home.





## Dog park interactive display

We place a special digital clock near the entrance of dog parks and popular dog walking spots in high-income neighborhoods which can sense when someone walks by. Then a message appears with 7 minutes counting down:

*“Enjoy an extra 7:00 minutes of fetch with your dog. You’ll get it back at home with Philips!”*

The interactive display also includes a QR code and/or a website link where people can find more information about AquaTrio 9000 and Philips’ technology that helps you save time cleaning up at home.







## Streaming platform ads

To reach those who recharge at home, we'd also place short messages on video streaming channels.

Youtube ad:

*"You have time for one more video! You'll get it back when cleaning up with Philips!"*

Netflix pop-up when an episode of a series is over:

*"You can afford one more episode! Philips gives your time back with cleaning up."*

The short message also includes a QR code and/or a website link where people can find more information about AquaTrio 9000 and Philips' technology that helps you save time cleaning up at home.



# Campaign structure

## OWNED

Philips website

Philips social media channels

## PAID

OOH (dog park displays)

Event sponsorships and gifts

Streaming platform ads

Influencers (showing how they spend their extra time after cleaning up with AquaTrio 9000)

## EARNED

PR articles

Word-of-mouth

Social media shares and UGC



# Why we love this idea

It resonates with a **deep-seated** drive of our core audience.

It connects the **emotional benefit** with one of Philips AquaTrio 9000's main product benefits.

It reaches our audience in online & offline spaces that are naturally **part of their everyday life**.