



# OPERATION AQUASITION

ADMIRÁLISKÉK



## What's the story?

### Challenge 1

*There is a category which is associated with a frustrating task..*

### Challenge 2

*There is something which is not a love or top-of-mind brand, and is not a stylish product..*

### Challenge 3

*There is a target group which can not be reached via traditional media surfaces..*

Difficult situations require unorthodox solutions

Approach

# Fantastic target groups and ~~where~~ how to find them?

## They are difficult to reach..

- Advertising acceptance is below average
- News are important
- TV, Social is insignificant
- Events, OOH has higher affinity

## Few of their kind...

- 35-60 women and men
- Highest qualification
- In a relationship; with kids and/or pets
- Mainly BP and bigger cities

## Quality over quantity..

- Maximalist purchases
- Quality is the key
- Work-Life (un)balance
- Active lifestyle
- Interested in tech innovations

# Our insight

Emphasize the emotional message over the functional benefits.

We have to reach a small group of people, who are hard to address via conventional media.

Although they could be led into a buying mood, chiefly if they smell the emotional benefit, not the practical one.

Thereby our task is not to showcase the practical benefits, but to sell an attitude with rebellious methods.

The target group's financial level is high, so does their **stimulation threshold.**

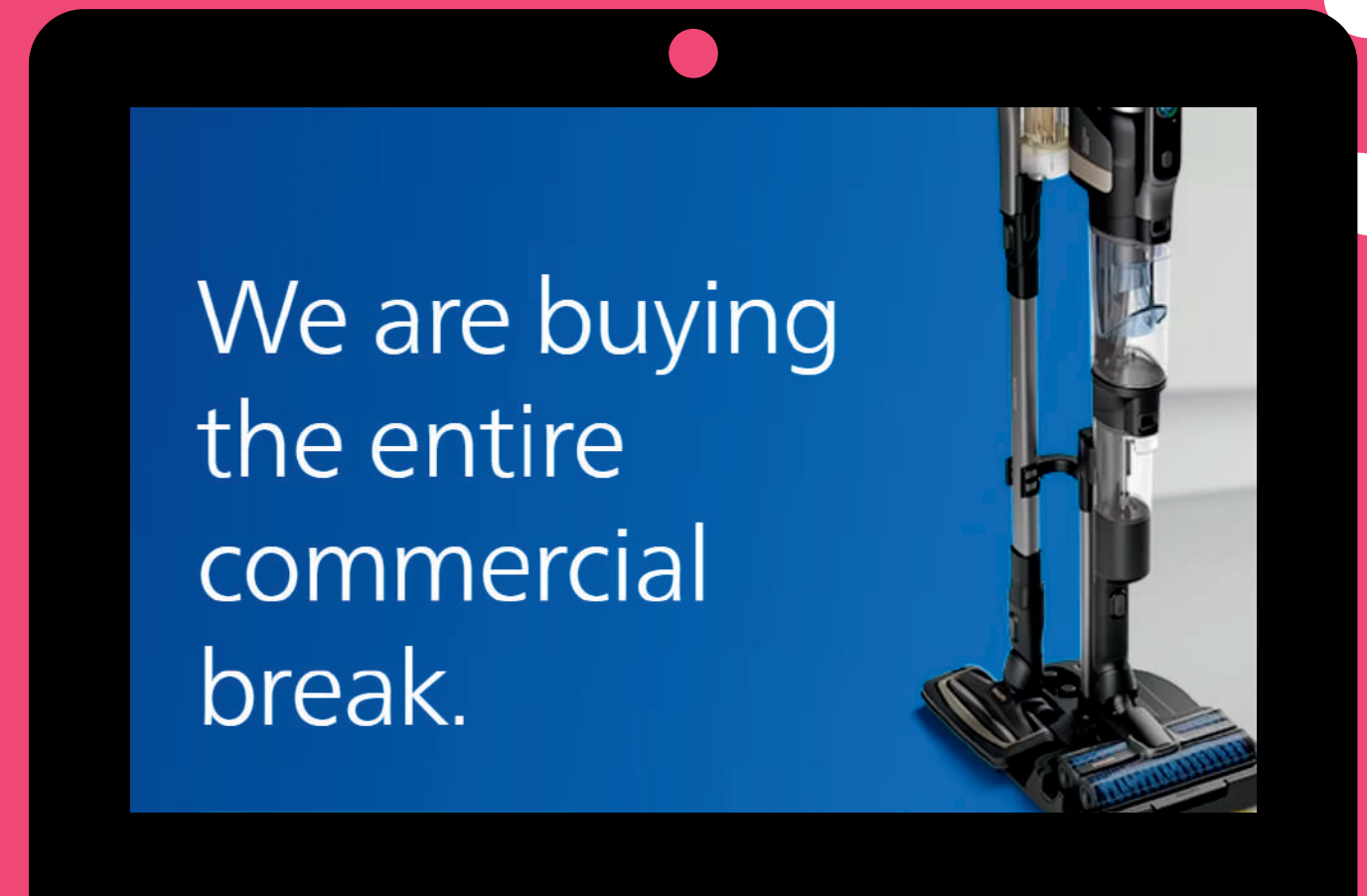
# A TV break is long, but is it long enough to clean your home?

Instead of wasting GRPs in a conventional and mundane manner, our strategy revolves around targeting specific TV hotspots.

Our concept involves identifying a relevant context such as "The Apprentice" or "Shark Tank" and saturating the commercial breaks surrounding these shows by securing all available advertising slots. Yes, ALL of them.

With this, we not only cover but dominate a relevant lane and we can even showcase the power of the product.

Furthermore, these amount of spots allow us not only to raise the awareness, but to support sales with extra discounts dedicated to the duration of the commercial break.





**Right  
thoughts,  
right  
auctions**

## HACK THE ART

The modern art scene is a place where our TG nests. With some trickery, we can sneak AI-designed paintings inspired by our products into auctions. After the big reveal, we can donate the proceeds from the winning bids to charities focused on public cleanliness. Significant **earned media** coverage.

We are aware that our target audience travels a lot.

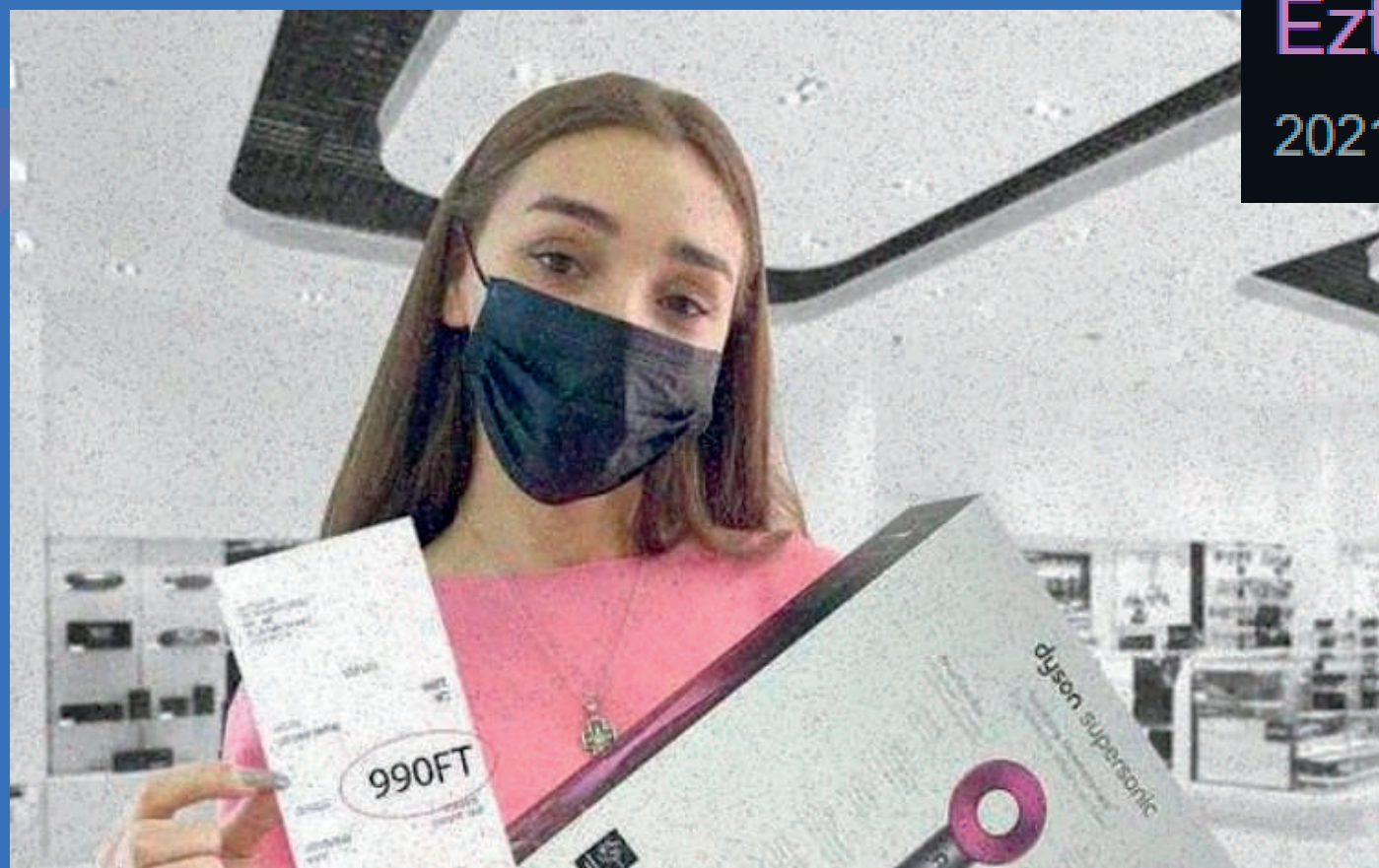
Rather than relying on traditional advertisements, we can take a creative approach by hacking the airport, similar to how we hacked the TV. This time, we will "suck the air" out of our competitors to generate buzz.

To execute this plan, we will acquire (almost) all the billboards leading to Ferihegy Airport.

Additionally, we establish a sponsorship agreement with the VIP lounge to transform it into a clean and premium waiting area.

**TO CATCH THE ATTENTION OF  
OUR TG, WE NEED TO  
APPROACH WITH AN OPEN  
MINDSET AND CREATE  
ENGAGING EXPERIENCES**



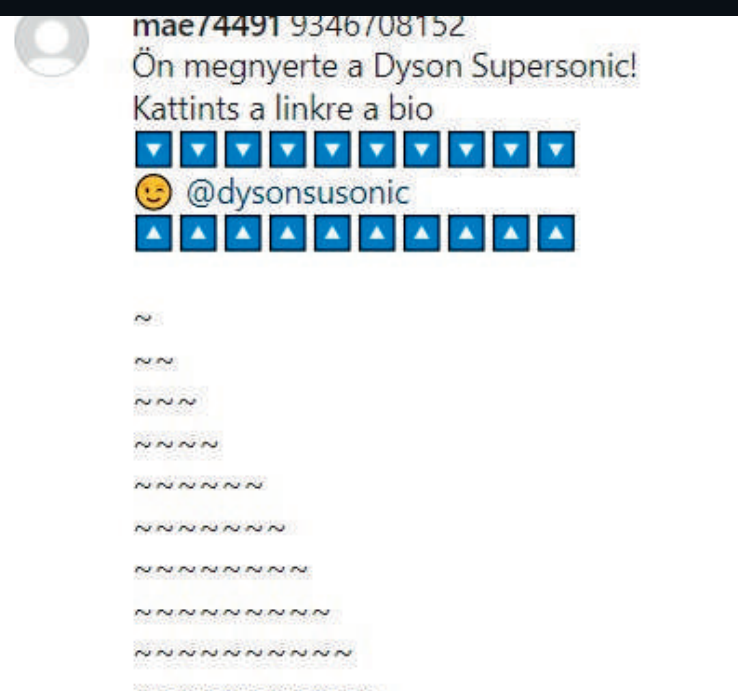


24.hu

<https://24.hu> > tech > 2021/11/16 > dyson-hajszarito-j...

## Ezt tegye, ha az agyára mennek a hajszárítós nyeremények ...

2021. nov. 16. — Ezután az Instagram feldobja azt a lehetőséget, hogy letiltsuk a fiókot ...



technewsinc.com

<https://technewsinc.com> > no-you-did... · Oldal lefordítása

## No, you didn't win a Dyson on Instagram - Tech News Inc

A scam has been raging for several days on the social network, claiming that users won a hair dryer or a vacuum cleaner from the famous English brand.

Miért van, hogy folyton megjelölnek engem és az osztálytársaimat egy olyan bejegyzésben ahol mindenki hajszárítót nyer? Hol tudom véglegesen tiltani?



pcworld.hu

<https://pcworld.hu> > pcwite > nem-sajnos-senki-nem-...

## Nem, sajnos senki nem nyert hajszárítót Instagramon - PC World

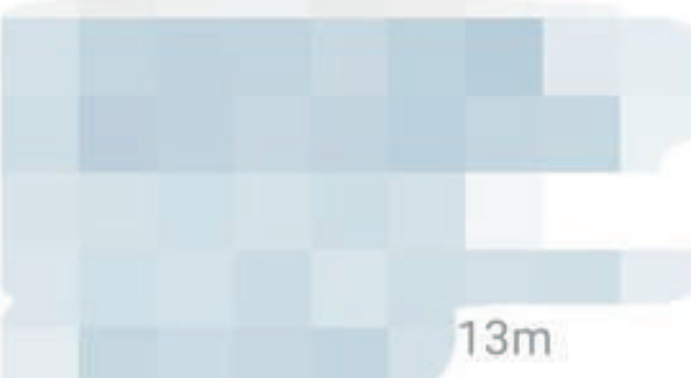
2021. nov. 15. — Kamu profilok értesítik a felhasználókat kommentben arról, hogy Dyson hajszárítót nyertek, de nem nehéz rájönni, hogy átverésről van szó.



1843.dorothy mentioned you in a post: 🎉Nyertél egy DYSONSUPERSONIC Hajszárítót



🌟  
👉Kattints az életrajzban található linkre👉



13m

**PHILIPS**  
**CLEAN FLOOR, CLEAN SHOES**



tomanszabina #reklam

Gratulálunk, NEM nyertél Dyson hajszáritót! Azonban tiéd lehet a 100 db egyedi Philips sneaker egyike, ha most vásárolsz Aquatrio 9000 csúcskategóriás vezeték nélküli takarítókészüléket!



pfefferjoci csini baba



Liked by nagy\_alexandra\_official and others  
FEBRUARY 11, 2022

# Social hijack

According to our social listening research, Dyson is the top-of-mind brand in the super premium Hoover market.

**Let's take advantage of it!**

During an infamous wave of scams, robot profiles have tagged the majority of Hungarian Instagram users with the promise of a prize. People did not appreciate it.

Dyson made a mess. It is up to us to clean it.

Jumping on the bandwagon of this trend, we recommend using the tagging method in a satirical manner. By involving authentic influencers, we can maintain our brand safety and, at the same time, have the chance to go viral.

dyson

Összes Vásárlás Képek Hírek Videók Egyebek Eszközök

Szponzorált



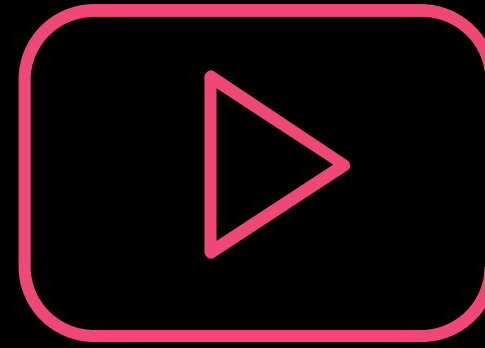
Philips

<https://www.philips.hu/c-è/ho/porszivok/aquatrio-9000.html>

Miért érnéd be kevesebbel?

Továbbfejlesztett, hatékony 3-az-1-ben rendszer a modern élet által ránk zúdított rendetlenség és kiömlött folyadékok ellen. Higiénikus takarítás új szintre emelve





# Forbes

## Prudent business, prudent environment

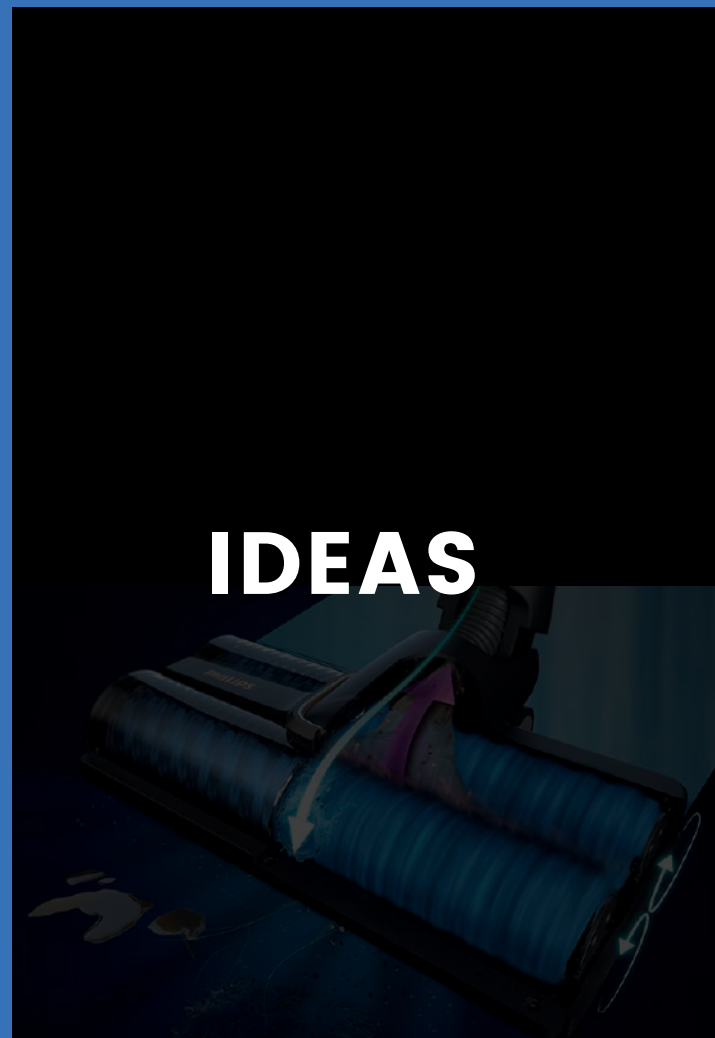
As a part of our **integrated** campaign, we take advantage of the prestigious history of Forbes.

Cleanliness and tidy background is crucial in the business' life as well. We make a video content series with Forbes, putting the most successful business people in Hungary into the center. The hack is that while they are speak about the importance of their clear business background, their office is getting cleaned...quietly and sufficently.

A good opportunity for a relevant and integrated campaign.



**With our approach, this special TG is getting reached in their receptive mental state, counting on more emotional and less functional messages.**



**Paid & Earned & Owned**

**Concentrated TV campaign**

**Social hijack**

**Hack the art - charity activity**

**OOH targeted to the hotspots**

**Forbes cooperation - Print, video series and PR**

