


**PHeel
the
diPHerence**



**By
"Horizontkék"**



It is unbelievably crucial for us to reach our specific target audiences in the field of vacuum cleaner Forest....

BUT WHY OUR PRODUCT IS BETTER THAN OTHER'S WHEN THERE ARE LOTS OF SIMILAR HIGH TECH PRODUCTS IN THE MARKET...

BECAUSE WE ARE DIFFERENT IN THE MARKET...

Convince 1% of each target groups to purchase AquaTrio 9000 which results 16.000 new users



Current Philips vacuum users

Those people who own a Philips appliance and we might convince them to replace with AquaTrio 9000.

TG size: 587.000 ppl



TG size: 518.000 ppl

The family oriented persona

Amanda (38) living with his husban John, 2 kids and a their dog Cali. Amanda has limited time between finishing the work and the kids arriving from school. They always leave dirty surprises around the house so she needs the fastest and most effective solution in cleaning. After Covid, Amanda's goal to live in a more higenic home.



TG size: 555.000 ppl

The always busy persona

Barney (30) has his own modern apartment, where he doesn't spend a lot of time due to his busy life style, but everything needs to be clean and steril. Barney is addicted to new technolgies in every field of life, he define himself as an early adopter.

Cover every level of the customer journey and sales funnel in order to reach our goal

Awareness

- Building general brand awareness
- Generating halo-effect for the whole portfolio
- Being visible for high-end consumers

Consideration

- Reach current Philips users (based on CRM database) with educative content about AquaTrio 9000
- Get in touch with high-end users

Action

- Using precise targeting to reach consumers at key moments of the day

Make customer's home glow from cleanness, make Philips glow out of competitors

How can a traditional firewall painting be **different** than we used to it? A two-faced creative can show on the daylight how fast and effective the product is. When night comes the **glowing painting** shows the bacteriums in our home. It will raise attention how Philips can destroy them and create a hygienic environment.



Create buzz around the brand by showing that you can be a little bit silly with Phili'

In April the online media was loud from Pope Francis wearing Balenciaga puffer jacket, thanks to AI. It's time for Philips to get on this fun train!



Our idea is to spread pictures on the internet from well know people like Acquaman, Elon Musk or Rihanna using Philips Acqua Trio 9000, and then just let the word of mouth's do the job.



If the AI heck goes viral, Philips gets high attention without spending a dime.



Steal the show and get the spotlight

Sponsoring an event with a twist, for example Forbes Year Opening Gala, which is an occasion where our target group is highly represented.

Such an event tend to be boring but we make it **different**.

On the opening ceremony, the host accidentally drops his glass of champagne on the stage, then a person appears to clean up with Philips AquaTrio 9000. During the reception, the waiters might also be so clumsy that the floor needs cleaning.

We can earn extra media attention if the guests posting about the event and PR articles will be published on news forums.

Hygienic home, clean online presence



Educate current Philips users about AquaTrio 9000 by using the available CRM database with **DM**.



You clean up your cookies from the floor but don't you want to get rid of them online?

Widen CRM database and create a microsite where we offer people to purify their digital platforms from cookies. Therefore, we can further send them brand related content directly.

Activate users to deliver conversions

Adding ~~Dynamic~~ **Different Creative Optimisation** with Google Programmatic. There will be creatives based on product features and relating interest targeting:

- "All-in-one floor cleaning solution" for people with busy lifestyle
 - "Super high-tech & high-end" focus for early adopters

On-top ideas for programmatic:

- Geotargeting office building areas
- Time-based targeting on mornings and late afternoons

Using traditional Search ads to generate conversion.

When are we reaching our final goal?

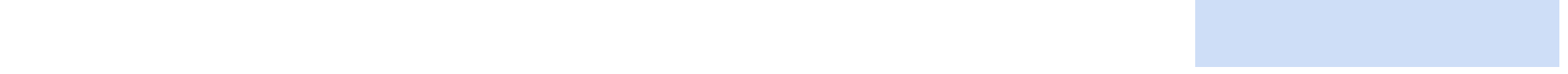
Progress:



OOH



AI heck



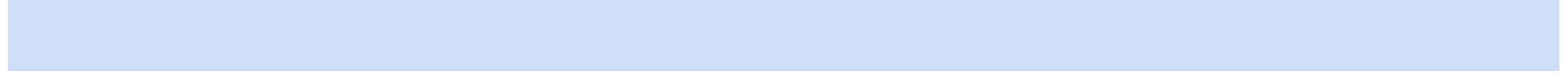
Event



CRM



Programmatic



Search

