



Team Tejfelfehér Media Category





Approach & insight

“At the core of the concepts of clean/dirty and pure/impure, there exists a complex intersection of psychological and psychosocial factors linked to perceptual, emotional, moral (purity), social (the social categorizations with their bias), and economic (cleaning has a cost and divides social classes) aspects.”¹

SO

Cleanliness is a symbol of status, that they've been working for, and are willing to do anything to keep themselves or their surroundings intact from being dirty.

¹ Source: Giuseppina Speltini and Stefano Passini: Cleanliness/dirtiness, purity/impurity as social and psychological issues



Idea

Let's broaden the
meaning of PC*

*three times bigger

Strategy

Philips AquaTrio 9000 x Bridge Budapest presents **PC**Trio

prove the cleanness of your whole
- professional and personal - life.

1

Perfectly clean (inside)

The candidate proves to live a clean life.

2

Perfectly clean (outside)

The candidate proves to keep their surroundings clean.

3

Philips AquaTrio 9000 Certified

The candidate proves to be worthy of Philips AquaTrio 9000.

Appreciation & Credibility



Audience

Using positive recognition
and glorification to activate
the target group

PC^{Trio}

With this recognition, the
candidate has demonstrated
that he/she is "clean" in all
aspects of his life

Bridge Budapest

The organization certifies the
campaign and the people
recognized.

Philips AquaTrio 9000

The brand offers the
opportunity to make
cleanliness a multi-level
(status) symbol

Execution

Philips x Bridge Budapest

PC^{Trio}

1

#Cleanlife: Perfectly clean (inside)

With the help of Bridge Budapest and Opten, we check whether you have had a clean career.

2

#Cleanhome: Perfectly clean (outside)

The user proves that they live in a clean environment (with e.g.: mobile photo)

3

#Cleanattitude: Philips AquaTrio 9000 Certificate

We use artificial intelligence (AI) to check that you have lived a clean/pure life in the digital space, without trolling or hate speech.



How?

- 1** We will send out an invitation to Bridge Budapest members (via a secret channel, e.g.: private DM), where they can register on the landing page of the campaign.
- 2** If they provide their details, Opten and AI will check their past actions - and as a last step, they have to upload a picture of their home.
- 3** Once they passed all the tests, they can join "the club of the purest people", an exclusive, closed community within Bridges Budapest

Philips x Bridge Budapest

PC^Trio

1

Art of cleaning

We are looking for a fresco with a dirty floor in a museum in Budapest. We put a light painting or a floor sticker on the area under the picture, with a mirror image of the original art, but with a clean floor.

On the floor, a little shining stipe leads to a secret "clean room" where the product is displayed for visitors to try out. This is the first place where "regular folks" can apply for recognition.

2

Cleaned media

On online magazines and news sites (e.g.: 24.hu, Nők lapja, Forbes) we start a rich media solution to "clean the dirt out of the article" - AquaTrio 9000 runs through the page and remove unnecessary, "dirty" words from the article. After clicking on the link, you will be taken to the product landing page.

3

Purest people of the year

In cooperation with wmn.hu, we are launching a joint award for the purest people in Hungary every year. The competition is not open to applications, only members of the club can be nominated.



Why it works?



We reach them through authentic channels (networking clubs, culture, online media)



The idea can be developed into a 360 degree campaign (with TVC, influencers and social content)



We build not only product awareness and conversion, but also brand perception through the campaign



We add an extra layer of meaning to the term PC that creates an "Aha! moment" in both younger and older generations.