

**PHILIPS**

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# EMPOWERING YOU WITH DECISION EXCELLENCE

## AquaTrio 9000

NYÚLSZÜRKE

2023.05.15.

innovation ✨ you





## MAIN FEATURES TO HIGHLIGHT

1. AquaDiffusion System → hygienic cleaning
2. All-angle effective → mobility
3. 3 in1 solution → time saving
4. LED dry-only tube → lighting the dirt
5. Self-cleaning stand → time saving





# TARGET GROUP

**Rational, non-impulsive shoppers ("I want that IF..") who are willing to spend more on products in the household that make their daily lives easier, but only after they are convinced that they are getting real value for money.**



## TASK

Increase sales by reaching our niche target group

## CHALLENGE

Philips is a top-of-mind brand but not always the first choice.

We need to show the customers all the benefits of using AquaTrio 9000 so they know they're getting their money's worth



# IDEA

We aim to encourage on-the-go parents and pet owners, who equip their household with premium devices but **ONLY** after careful consideration, to choose the multifunctional AquaTrio 9000 by showing them the main features of the product in an attention-grabbing way.

# ALL-ANGLE EFFECTIVENESS

We will showcase the 0° lay down feature of the device with a playful LIMBO hostess promotion. After the adventurous players have posted content about the game on their own social media sites with the given hashtag, they will receive a discount coupon. **The lower you can go, the higher the discount coupon you get.**

+ PAID  
+ EARNED MEDIA

BUDAPEST AIRPORT



ETELE MALL



# AQUADIFFUSION SYSTEM



**„SEEMS TO BE 3D“ LED WALL (ETELE OR ALLEE MALL) TO SHOW DOUBLE TANK AND FILTERING**



**TRANSPARENT CITYLIGHT WITH CLEAN AND DIRTY WATER INSIDE, EVEN REAL-TIME FILTERING**

**+ PAID  
+ EARNED MEDIA**



# LED DRY-ONLY TUBE



Using the lights of the billboard  
to imitate the LED feature of  
AquaTrio 9000





# ONLINE SOLUTIONS

## PODCAST – PROBLÉMA HAJÓSSAL ÉS MÁRKÓVAL

Guest - or Márkó who is cleaning maniac – speaks about the time he spends cleaning and the problems that come up. Sponsored by Philips who can offer the perfect solution.



## LIVE COMMERCE

Influencers who are popular among the target group, illustrate life situations in live shopping in which the Aqua Trio 9000's unique features provide a quick solution. (e.g.: Rácz-Gyuricza Dóra, Puskás-Dallos Bogi)



## TV SYNC

Displaying mobile ads at the same time as TV commercials broadcasted in order to raise awareness and leave more impact. Most potential users on the right time in the right place.





# PAID OWNED EARNED

By creating creative, attention-grabbing content on traditional and digital media platforms, we not only leverage the potential of paid media but also involve owned media platforms by sharing creative material on their own platforms. We also rely on earned media for the campaign through UGC, WOM, and possible PR appearances.