



**MESS AROUND & FIND OUT
WHAT IT'S ALL ABOUT.**





PROBLEM

By using mass media Philips are not able to reach the right audience at the right time.

CHALLENGE

Where to reach and how to target & convince potential customers to buy AquaTrio 9000 ?





INSIGHT

Millennial couples utilize technology and work in a modern partnership with their co-parent to efficiently divide household tasks, childcare duties, and their fast-paced careers while pursuing a „having it all” mindset.

„Would you like to do the dishes or the vacuuming?”

While I do this you'll do that.



CLEANENNIALS

: group of millennials who're clean-freaks

- I'm in my age of 30-42
- Have high monthly income and want to be a parent soon / I am a parent but my job is also important to me
- I like the new technologies and innovations that help my everyday life
- I always fear of missing out – need to have it all
- I like high-quality brands

THE STRATEGY

INCITE

ENGAGE

BUY

OFFLINE



IN – PERSON
EVENTS

ONLINE



LIVE EVENTS
& USAGE OF 1ST AND 2ND PARTY DATA
(ENGAGED OFFLINE & ONLINE CUSTOMERS)



THE MESS

OFFLINE GUERRILLA MARKETING

Create a spectacular MESS by sprinkling ketchup in higher-prestige malls in bigger towns.

Couples can take a part in a competition – who can clean the messiest mess faster?

At the end of the event series Philips draw one „Clean-freak” winner with the prize of the product.

✓ Product trial

✓ Boost CRM



GOING LIVE

CONNECT THE OFFLINE WITH ONLINE

Broadcast the live competition to generate online buzz & engagements

- ✓ Social likes
- ✓ Comments
- ✓ Shares
- ✓ Website visits





SPECIAL REACH

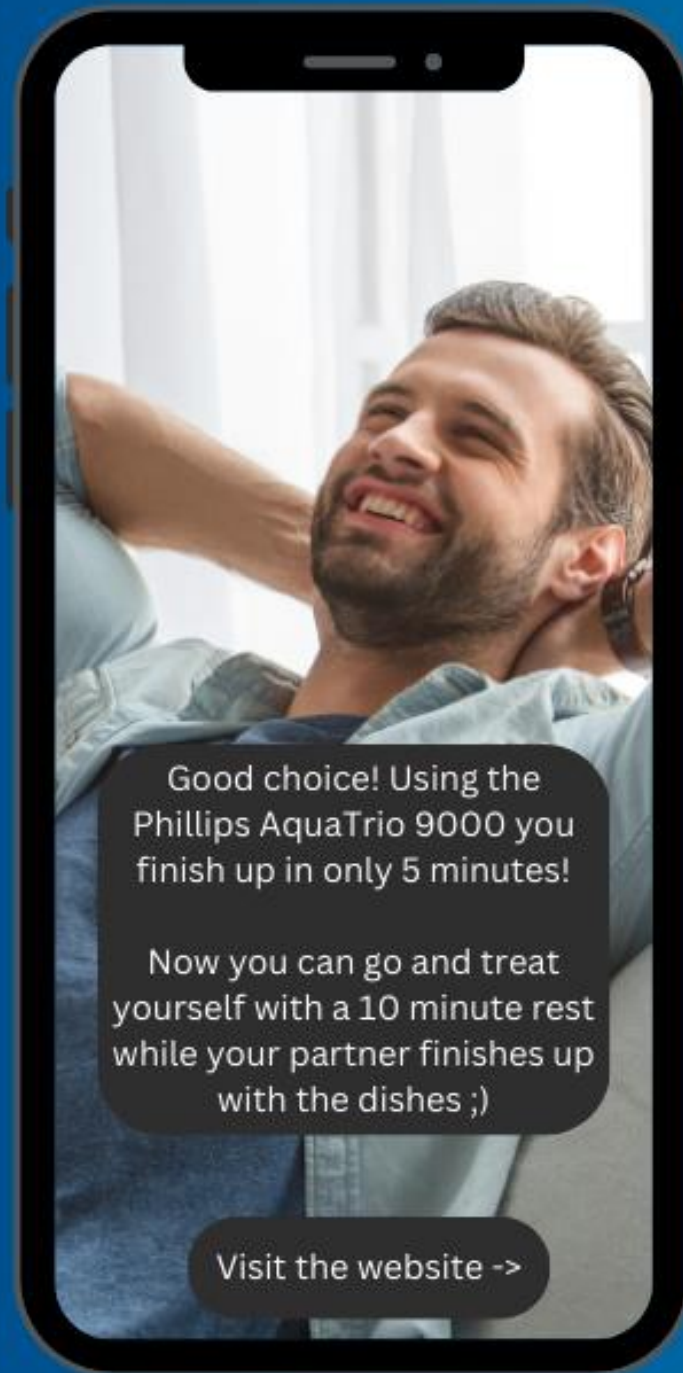
DRIVEN BY 1ST & 2ND PARTY DATA

Retarget offline competition applicants and online campaign engagers with purchase in focus

Use leads obtained from the offline campaign to create a lookalike audience

Social platforms & programmatic display;





CREATIVE MESSAGE

CLICKABLE CONVERSATION

Use interactive banners that play on bickering to choose the easiest household tasks

Give a positive engagement & strengthen the bottom of the funnel

WHY IT WORKS?

Focus on the right audience and engage them in a meaningful way by using the power of offline and online media mix.

Focus on what matters for our audience the most: doing household chores as quickly and efficiently as possible.

DON'T BE AFRAID TO MESS IT UP!

