



Context

We've got used to the old way of vacuuming. Going back and forth is the traditional motion of this chore, because vacuum cleaners only work in one direction - forward. This is where Philips has a true innovation. Their new 360 degree nozzle is able to work in all direction, thus cutting down on the unnecessary movements, creating a faster, and more natural cleaning experience.

Problem

People are not yet familiar with this feature. It may seem like a new "marketingy" word, while in reality it is a true time saver, and should be a sought after feature. We should make them understand what it is in a straightforward way.





Appeal

For us the core appeal and the main consumer benefit of the product is that it helps us clean faster. It does it so with the 360 suction nozzle. We should deliver only one message in a film so we want to establish the connection in our customers mind, that 360 degree suction equals faster cleaning.



The film



Our film is set in an average, but nice city apartment. Our protagonist takes the back seat, and the focus is on the vacuum cleaner - the whole film is shot from the POV of the nozzle.

We have 2 cuts for different platforms, since there is no one size fits all approach for video anymore. But we have a single visual idea that cleverly present the main product feature, the 360 degree suction nozzle. The field of view in the beginning represents the old vacuum cleaners. The back and forth motion of the camera emphasizes the “old way” of vacuuming.

The field of view changes to an interesting stretched 360 view. This change is sudden and shocking, representing the huge change that the new 360 suction nozzle brings to the market.





Longer

The longer version gives us more time to play out the idea. We can show the repetitive back and forth motion and how tedious it is. Once we change our FOV, the movement also changes. There is no back and forth motion anymore. There is no need for that.

To emphasize the visual change the sound design changes too. In the beginning the upbeat catchy music is overthrown by the squeek of the old vacuum. The change in sound design is sudden, almost disrupting - just like our product for market.

Shorter

Designed for TikTok, Reels, Shorts. Quick and striking. It is more of an awareness approach, relying more on the visual cue for presenting our main product feature. The thinking is: content - not commercial. This is the reason we left off the ending in this version.

