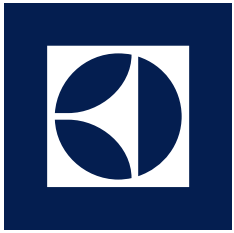




Omnichannel approach @Electrolux Poland



Marketing at Electrolux

My role within Electrolux is to:

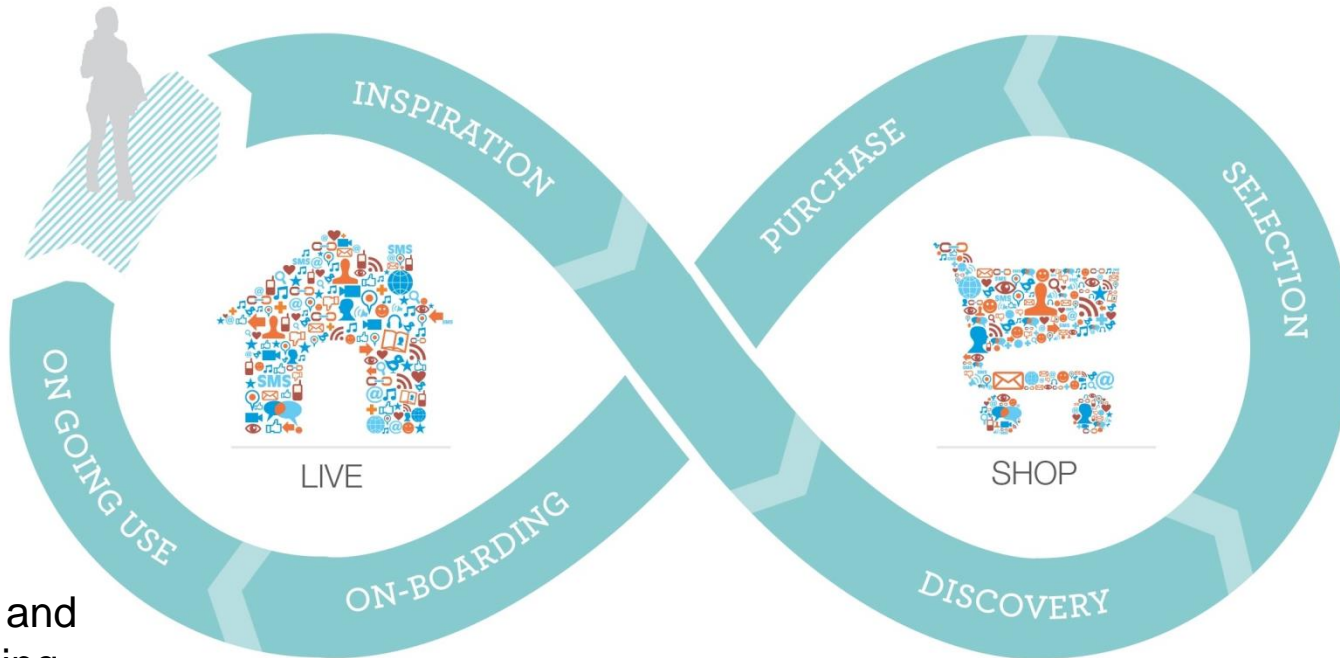
- ✓ coordinate and lead digital activities within CEE cluster and synergize marketing efforts across various media in real-time -> **integrated digital marketing (IDM strategy)**
- ✓ make sure we provide the customer with a **seamless shopping experience** whether the customer is shopping online from a desktop or mobile device, by telephone or in a bricks and mortar store -> **Omnichannel approach**



Consumer Journey

1) Gather inspiration and explore possibilities

3) Define final choices and select brand and product



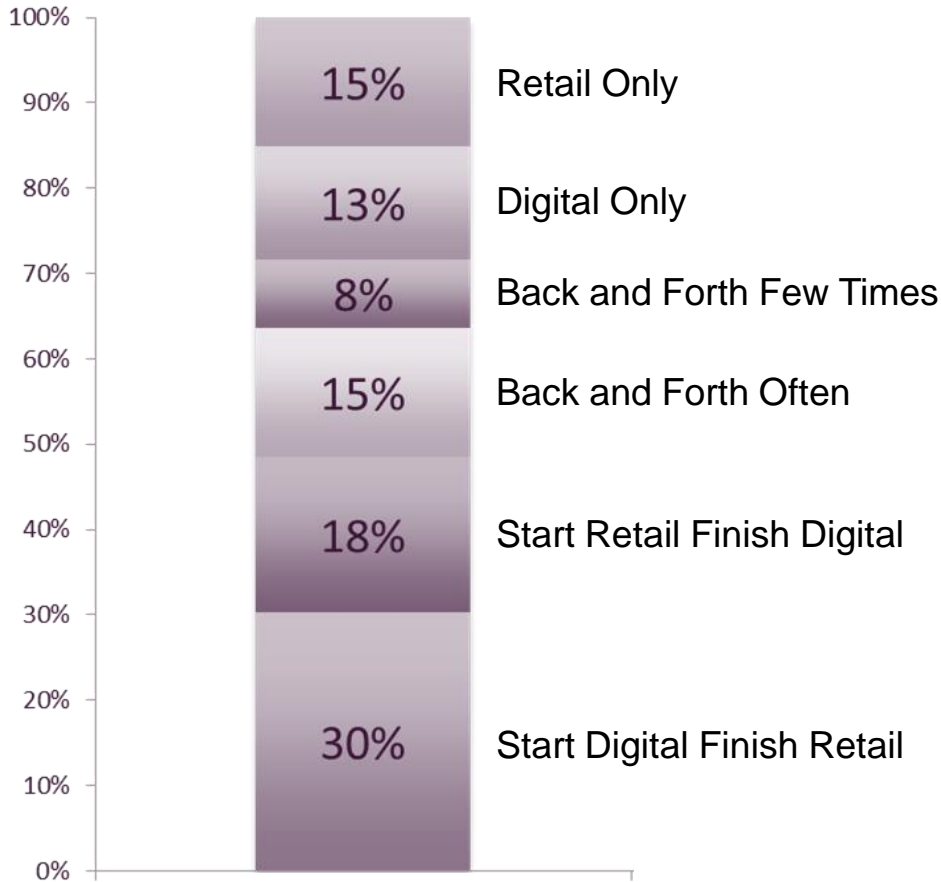
5) Using, maintaining and recommending the appliance/ brand

4) Completing the purchase, setting up the appliance and first use

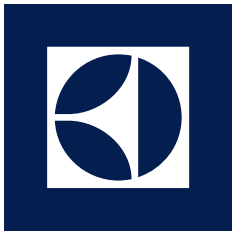
2) Understanding the range of potential options



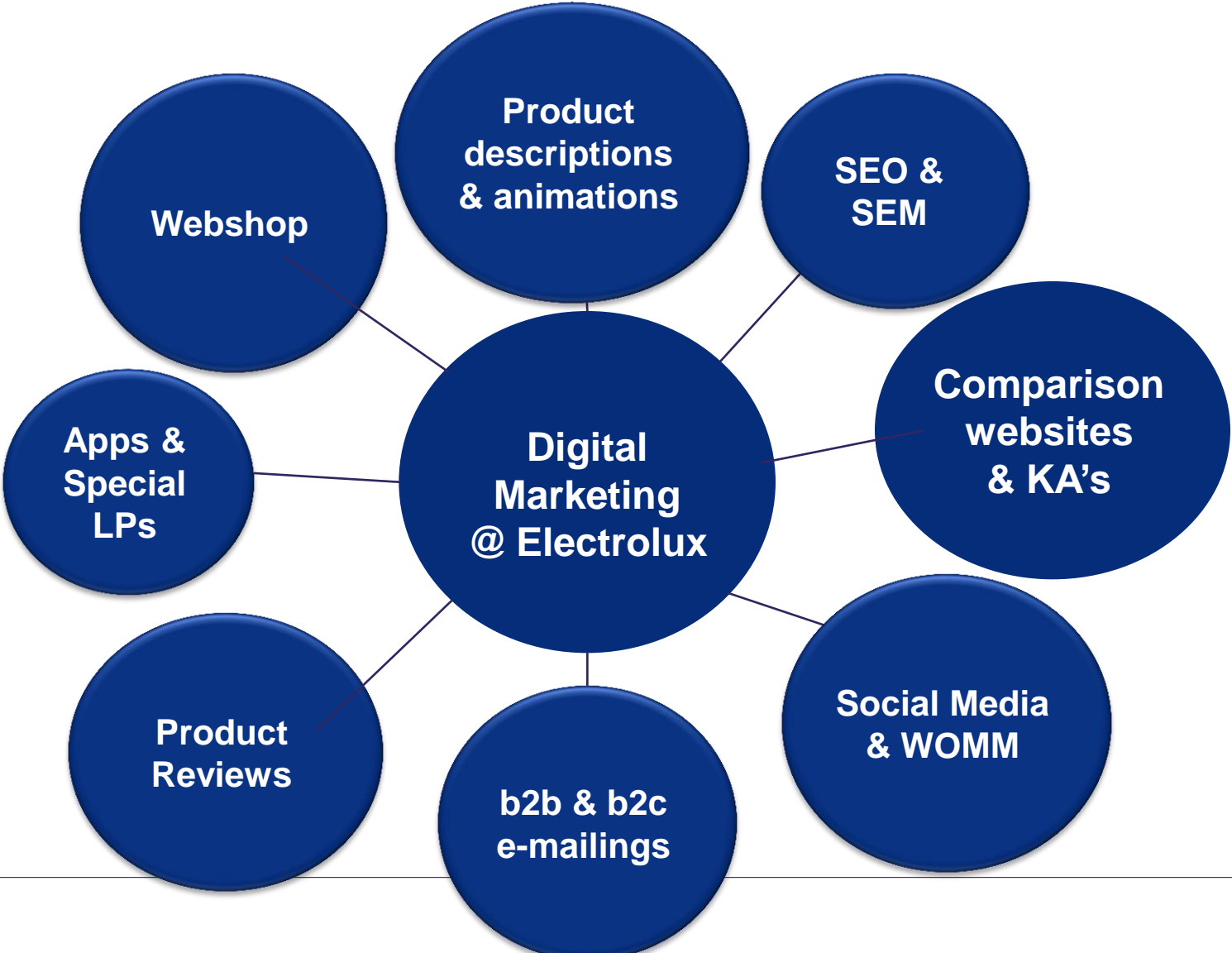
Digital is key



85%
of Major Appliances
buyers use digital to
shop for appliances



Digital at Electrolux





...Consumers still make the final decision at the retailer

The retail salesperson continues to play a key role

88%

of Major Appliance purchasers found salespeople the most useful in making the final decision



So to WIN with consumers

We need to be present with relevant information, support and offer in all places that are relevant to our consumers.



Omnichannel Approach - Secret Ingredient

With the aim to improve Electrolux brand positioning as technology leader in steam and to promote steam ovens, in March 2015 Electrolux Poland launched a campaign called „**Secret Ingredient**”.



The main activities involved:

- ✓ Electrolux branded content (10”), 10 episodes in Prime Time on Polsat
- ✓ Additional placement in popular show Hell’s Kitchen





SECRET INGREDIENT

- **10 episodes of „Secret Ingredient”** short culinary show broadcasted on TV, and 30 additional material available only on the Internet
- The program was in a form of conversation- during cooking experts shared their culinary tips and tricks
- The main aim of the program was to show that the technologies that used to be available for experts/top chefs can now appear in every home. Electrolux products makes it easy to prepare dishes at the highest level, so that they taste and look as dishes straight from the restaurant





VIDEO DISTRIBUTION SCHEME



**FANPAGE,
GAMIFICATION**

**THE SECRET
INGREDIENT
PROGRAM**

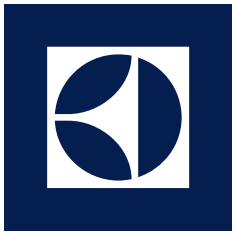


IPLA CHANNEL

**ELECTROLUX Channel
TUTORIALS, ADDITIONAL
MATERIALS**



WWW.ELECTROLUX.PL
WWW.TAJEMNICZYSKLADNIK.PL

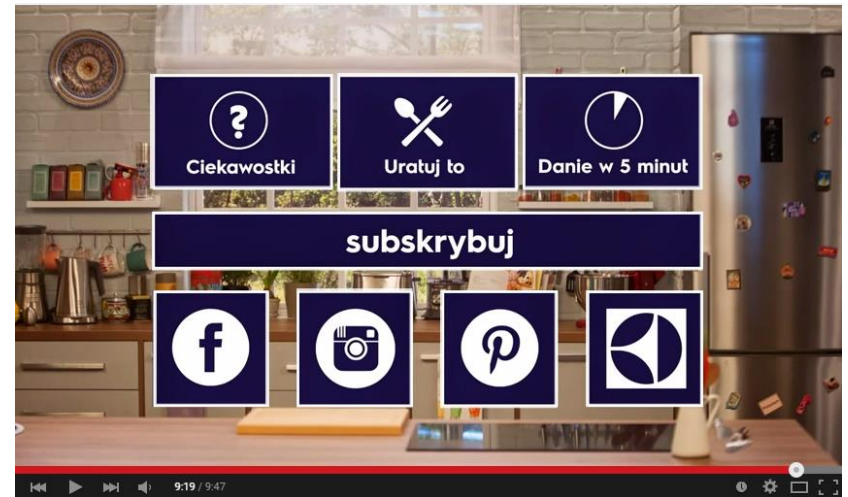


YOUTUBE – tools



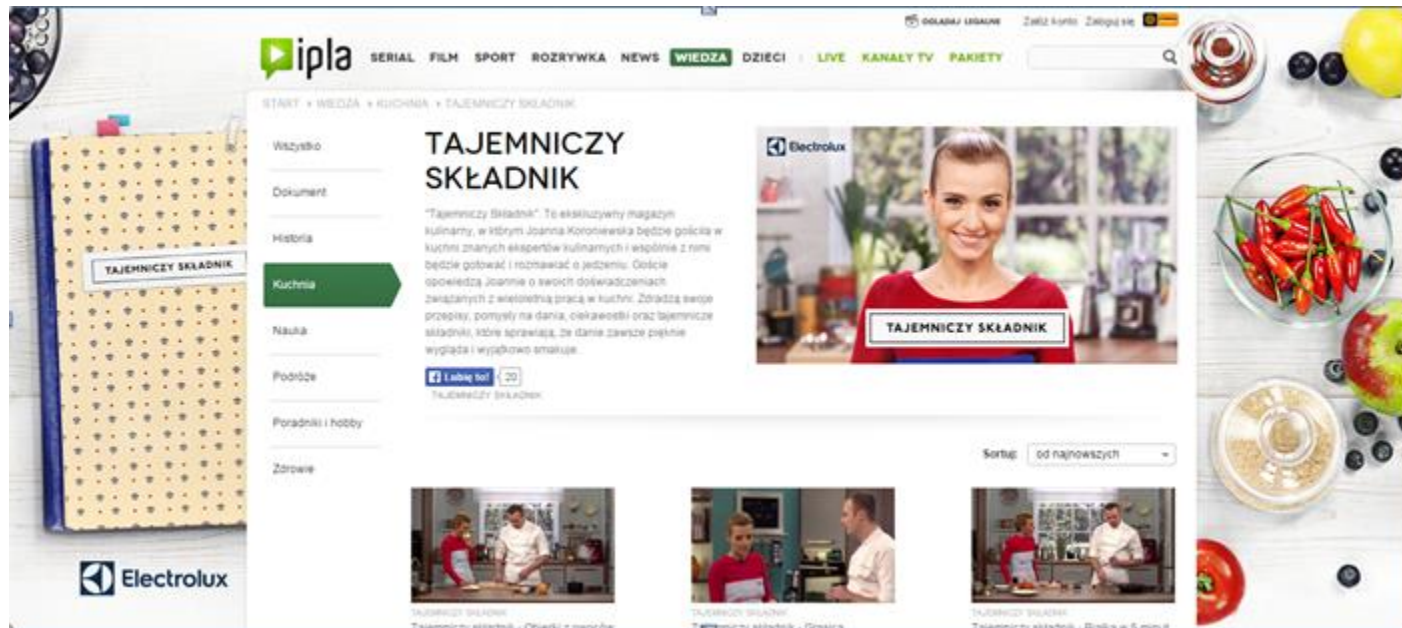
InfoCard - drop-down box appears in the video pointing to additional materials, sections, www.electrolux.pl and specific product pages

Boards pointing to additional materials from the episode, encouraging to subscribe the channel, follow social media and go to website





IPLA



Dedicated channel „Secret Ingredient”



KUCHNIA AGATY - blogger

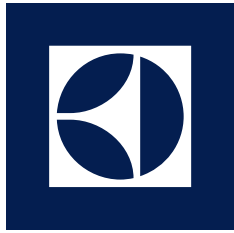
In cooperation with the blogger culinary workshops were organized in the studio of Agata Jędraszczak, during which 3 winners of the competition could uncover the secrets of baking Easter mazurkas.

During the workshop we created video, then posted on the blog kuchniaagaty.pl and on the YouTube channel of Electrolux

The film has 11 250 views on YouTube



Tajemniczy składnik świątecznych mazurków | Electrolux



INSTAGRAM & PINTEREST

Pinterest and Instagram as an extension of Secret Ingredient communication

Recipes, making off, behind the scenes, dishes



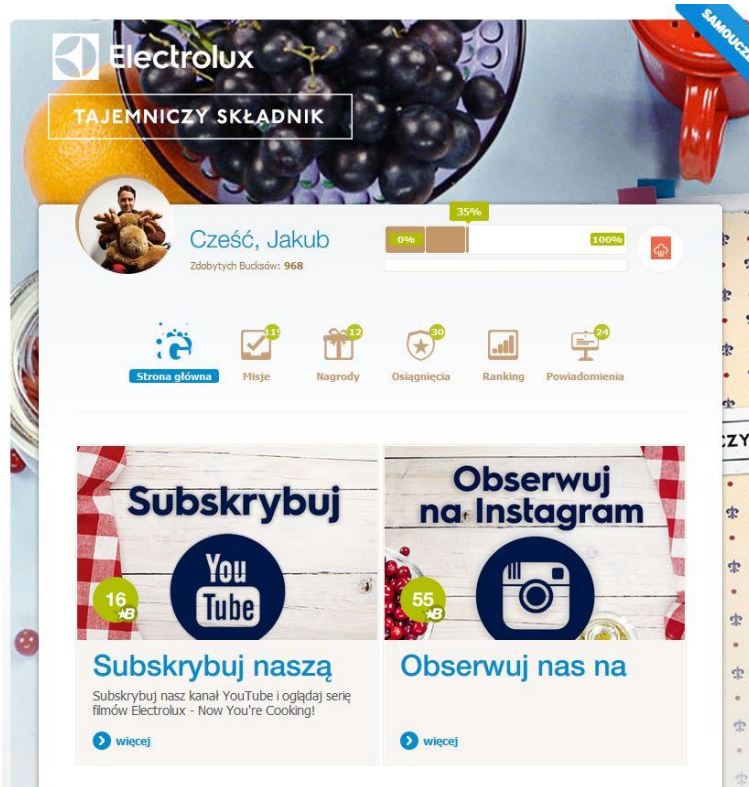


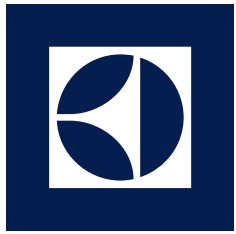
GAMIFICATION

Gafimication platform "Secret Ingredient" is an application posted on the official Fanpage Electrolux

App:

- Generates traffic to www.electrolux.pl
- Attracts new fans to the Fanpage
- Encourages app users to subscribe Electrolux channels
- Content in the application has been divided into 10 missions referring to the content of episodes and its aim was to encourage watching program and the additional materials

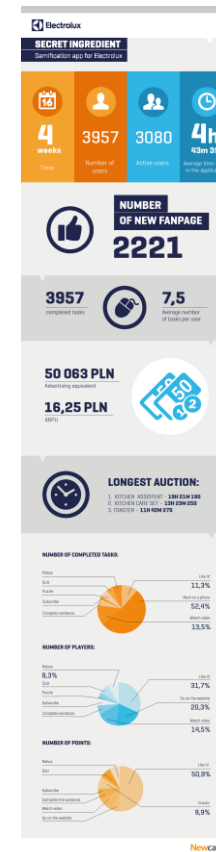




GAMIFICATION

All tasks in the game – including “Become a Fan” or “Sort out puzzles with an Electrolux product” - are related to the Electrolux brand, Secret Ingredient and cooking.

- ✓ Players collect points for each completed task;
- ✓ when they collect a certain number of points, the prize is unlocked and the player enters an online auction.
- ✓ The prizes range from cooking gloves and cleaning agents to grills, woks, toasters and kettles.





Social media: Gamification -Thank you card

All the participants of the Gamification who win at the auction, together with the product they were bidding on, they receive a Thank You Card with the promotional code for purchasing consumables and accessories in our webshop.



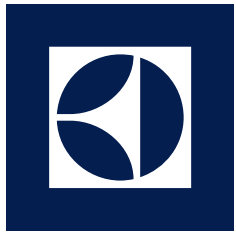
Gratulujemy wygranej w naszej aplikacji **Tajemniczy Składnik!**
Mamy nadzieję, że nagroda będzie doskonale sprawdzać się w codziennym użytkowaniu.

Dodatkowo przygotowaliśmy dla Ciebie **20% zniżki** na wszystkie akcesoria oraz środki pielęgnacyjne dostępne w naszym sklepie Internetowym!
Wystarczy, że w polu „kod rabatowy” wpiszesz hasło **FACEBOOK2015** i gotowe!

www.czescizamienne.electrolux.pl

Z serdecznymi pozdrowieniami,
Zespół Electrolux





MOBILE APP

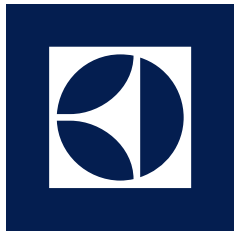


An extension of the Facebook application was a native application for mobile iOS and Android.

The creation of a pioneering project application was used as support gamification mechanisms, taking into account the trend of multiscreening

Electrolux brand introduced as a first within gamification process an app based on the new image recognition technology:

- ✓ DOWNLOAD APP
- ✓ SCAN TV PROGRAMM WITH SPECIAL MARKER ON IT
- ✓ GET EXTRA POINTS



GAMIFICATION RESULTS



10 weeks



5g 48m avg time in app



13 356 users



10 101 active users



62 105 completed tasks



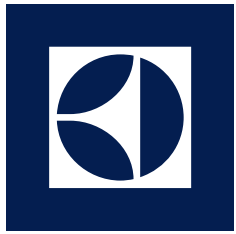
3 224 734 gatherd points



190 061 PLN advertising equivalent



1 108 Mobile APP download



MAGAZINES

Campaign in press was pararell to Secret Ingredient TV program. Culinary titles were the most significant part of the campaign. There were used two kinds of titles:

- ✓ well-recognised monthlies with high reach (Kuchnia, Moje Gotowanie)
- ✓ titles targeted at more sophisticated reader, usually bi-monthlies or quarterlies (like Smak, Kukbuk, Food& Friends).





SEM, DISPLAY ADVERTISEMENT, PERFORMANCE MARKETING

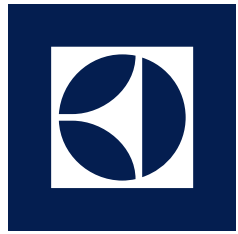
Additional pillar of digital campaign was SEM (whole year activity, centrally coordinated) and performance marketing (focused on reaching customers potentially interested in new kitchen equipment).



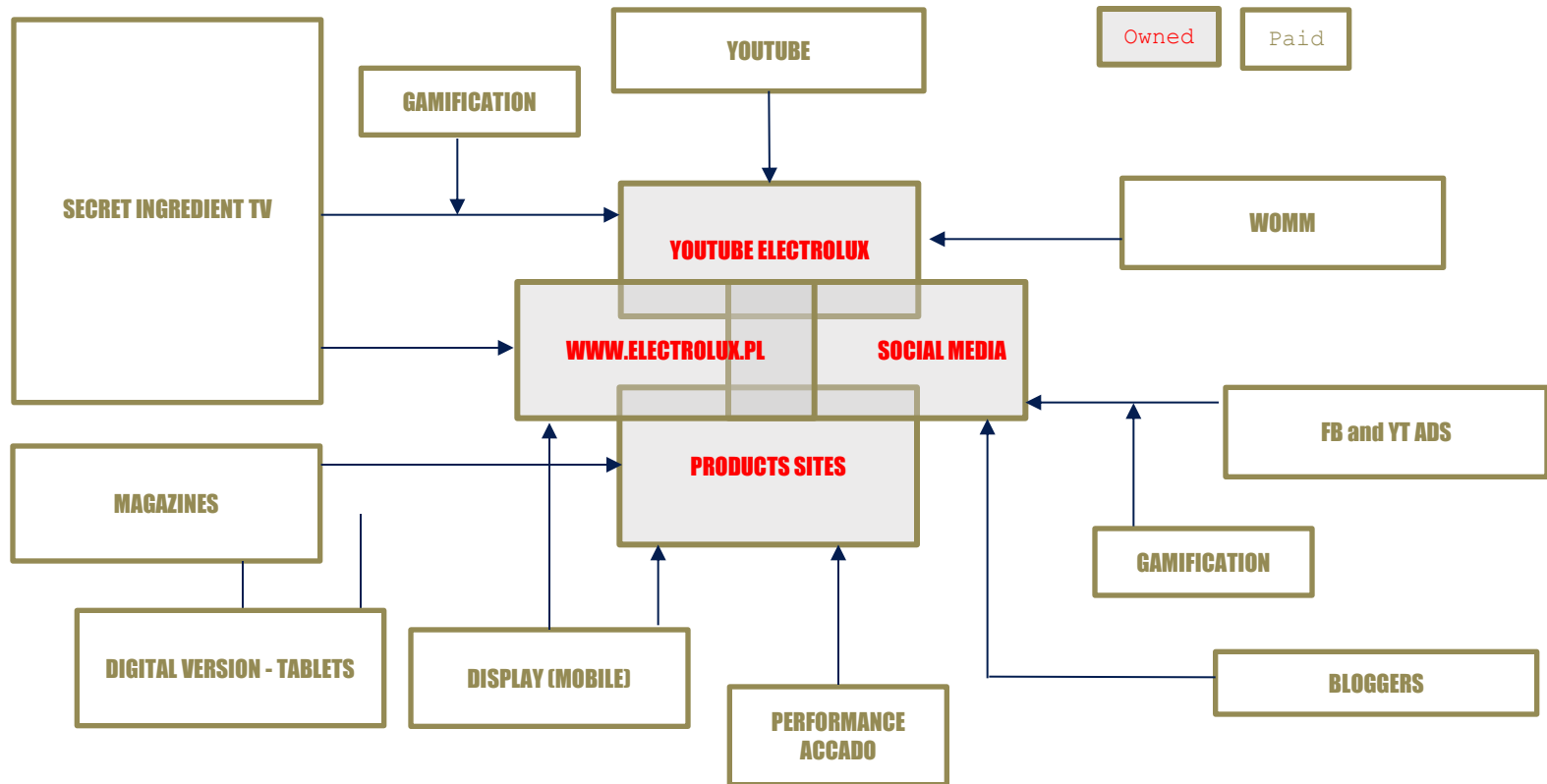
There were also used graphic notifications targeted at people close to media stores with Electrolux products.

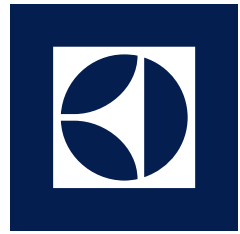
Important part of digital activities are price comparisons where Electrolux ovens are permanently present.





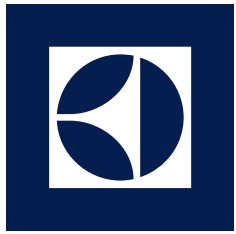
BRAND EXPERIENCE MAP





Summary

- ✓ **IMAGE:** Increase on 4 dimensions: Electrolux perceived more as the brand 'used by professional chefs and culinary experts' which 'allows to new culinary experience'. (TB&T2B) and the brand with 'good design' (TB): as well as 'premium brand' (T2B).
- ✓ **BRAND ENGAGEMENT:** Increase on the highest level of engagement - 13% of TG who saw ***Secret Ingredient*** indicated that it is the only brand that they would buy (vs. 6 % in pre-test).
- ✓ **STEAM OVEN CATEGORY:** Spectacular growth – almost 50% of TG who saw ***Secret Ingredient*** know the category (vs. 22% in pre-test) . Higher awareness of Electrolux brand in the category (14% in post-test vs. 6% in pre-test).



Project Beach

The continuation of the Secret Ingredient campaign was a project beach-together with the TVN channel we travelled from one beach to another in Poland where we had a container which was educating people during their summer holidays about the steam and steam ovens.





FOOD TRUCK #PARAWRUCH





FOOD TRUCK #PARAWRUCH



Electrolux Food Truck during summer

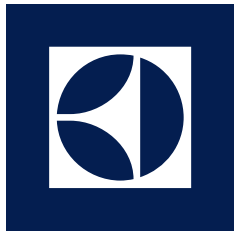


visiting popular culinary events like breakfast fairs, bloggers breakfasts



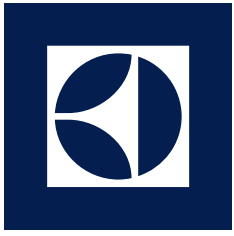
journey of Electrolux truck supported by placements in TV morning shows





FOOD TRUCK #PARAWRUCH





Questions



Thank You for listening!

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mob: +48 604-478-801



Website: www.electrolux.pl

Facebook: facebook.com/electroluxpolska

Instagram: instagram.com/electrolux_pl

Pinterest: pinterest.com/Electrolux/electrolux-polska/

YouTube:

<https://www.youtube.com/playlist?list=PL5AFA56CA93C94492>