

CAMPAIGN MESSAGING/STRATEGY BRIEF

FOR ELECTROZOOM XL

Audience/Target Market/ Buyer Persona:

Who buys the product? Be specific with demographics and psychographics. What are the gender, age, income, and education of the buyer? It can help to imagine a specific, individual buyer, but there can be many groups of buyers (choose either approach - whatever works for you). Describe the target audience:

→ Broad Demographics:

◆ **Working professionals ages 25-45**

- Busy schedules lead to less time for household chores. Target for robotic and high-efficiency cordless vacuums. Time saving and convenience.

◆ **Dual-income households**

- Prioritize efficiency
- Likely to invest in automated or high-end cleaning appliances

◆ **Homeowners**

- Prioritize energy efficiency

◆ **Families**

- Aware of hygiene after the pandemic
- Prioritize durability

◆ **Tech-savvy individuals**

- Smart home devices

◆ **Ages 25-34**

- Interested in Innovation and smart features

◆ **Ages 34-45**

- Interested in simplifying life and value for time

→ Target customers:

◆ **families** with kids/pets with messy households

◆ **allergy sufferers** in need of better air quality

◆ **immunocompromised individuals** who need a germ-free household

◆ **tech-savvy homeowners** who enjoy smart features and convenience.

◆ **Apartment dwellers** (compact models)

◆ **Eco-conscious consumers** (energy efficiency)

→ **Ages:**

◆ 25-45

→ **Min. HHI:** \$65,000

→ **Education:** High School, College

→ **Likes:** technology, music/podcasts, animals, pets, sports, hygiene

→ **Price of Product:** \$695

Product/Service:

Provide a brief description of the products/services. Two thoughtful sentences.

→ The Electro Zoom XL revolutionizes household cleaning as the first upright cordless vacuum with Bluetooth features and innovative technology. Users will experience a quiet yet powerful clean thanks to its groundbreaking features.

Pain Point:

What is the **consumer's** pre-existing challenge/condition/problem that brings them to you seeking a solution? What pain are they seeking to solve?

- Consumers want a reliable, lightweight vacuum that allows them to clean surfaces easily. The cordless mode allows consumers to enjoy the versatile option of no cord to get tangled up in. With a quieter vacuum experience, consumers can enjoy the innovative Bluetooth features, such as a speaker, making dreadful chores more entertaining.
- Noisy operation
- Storage Issues
- Loss of Suction
- Limited deep cleaning
- Wrist Fatigue

FBO

How is your product “First, Best, or Only” in its market(s)? Boil it down as tightly as possible - Can you boil it down to six words?

The only powerful yet lightweight vacuum.

FEATURES

A-LEVEL FEATURE	BENEFIT
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<p>'Germstat' electrostatic microfilter filtration system</p>	<p>Consumers who struggle with asthma, allergies, or other respiratory problems benefit from the Germstat filtration system. It collects dust, pollen, pet hair, and other irritants while preventing after-dust. This feature helps prevent or alleviate asthma, rhinitis, hay fever, and eczema. It removes 99.0% of particles as small as 0.3 microns, which is an excellent removal rate for tiny particles while providing substantial protection, making indoor air safer and healthier.</p>
<p>Bluetooth/Bluetooth Speaker</p>	<p>Consumers can connect to Bluetooth through an iPhone/Android app to check bag status, battery charging, and maintenance cycles. Users can also reorder replacement bags through the app. The speaker allows consumers to listen to podcasts, music, etc., providing a source of entertainment while operating the quiet vacuum.</p>
<p>Insulated Unibody</p>	<p>Consumers can experience a quieter vacuuming experience compared to other named brands. The ElectroZoom XL vacuum noise is measured at 65 decibels, whereas other vacuums are typically rated in the 70-77 decibel range. This hushed vacuum experience is perfect for families with young children, pet owners, and apartment dwellers for a quiet, clean experience that does not disturb others.</p>
<p>Cordless Operation</p>	<p>Consumers benefit from the versatility of the first upright cordless vacuum that allows for portable cleaning in places that are hard to reach. This cordless option activates for 60 minutes of wireless cleaning, adaptable for any environment.</p>
<p>UltimateUltraWave (U2 Wave)</p>	<p>Consumers who are immunocompromised, suffer from allergies, or have respiratory issues will benefit from the U2 Wave. This is the first vacuum to use ultraviolet germicidal irradiation light that kills about 90% pathogens such as bacteria, viruses, and mold.</p>

EVM - Campaign Messaging - Writing Sample

	The 180° swivel head allows the ultraviolet light to access tough-to-reach places.
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B-LEVEL FEATURE	BENEFIT
ElectroGrip+	The pistol-grip handle can extend out to 46 inches. Allows easier bending and flexing to reach those hard-to-reach places.
Detachable Cordless Canister (200 W)	Consumers benefit from a versatile handheld canister that allows easy portable vacuuming in smaller spaces such as stairs, cars, and furniture.
Large Bags	The bag holds 1.3 gallons of dust and has 3 layers of filtration with auto seal technology to prevent spills, reassuring users of trapped pathogens and superior hygiene. Large bags require less maintenance and maintain consistent performance without the worry of becoming clogged.
25” Length cord with power rewind	Consumers benefit from a great range of distance when the vacuum is not in cordless mode. The power rewind allows easy retraction of the cord without the hassle of doing it oneself.
Power-Saving Battery Mode	The power-saving battery mode supports the overall battery health and quality of the vacuum. This protocol provides more reliability and satisfaction with the product. It lessens environmental waste and provides an essential product that lasts for a while. Consumers can rely on one product that lasts a long time instead of buying many cheaper products that do not. The vacuum goes into power-saving mode when there is less than 10% of battery life left. Will go into low-power mode, and the headlight will shut off. Allows longer cleaning sessions for the consumer.

C-LEVEL FEATURE	BENEFIT
The main motor is 1100 watts	Consumers benefit from a commercial cleaning motor in a household vacuum. This powerful motor provides an effective suction for deep cleaning carpets, pet hair and dander, and tough debris. The motor makes versatile cleaning easy and is capable of handling heavier tasks. The detachable canister is 200 watts.
Lightweight	Weighs around 8lbs, making it easier to transport and use.
40 W Headlight	Provides even more visual clarity to the vacuuming process.
No-mar wheels and bumper guard	Protects the vacuum from damaging the floor and surfaces it comes into contact with.
Multiple Attachments	Based on the consumer's need for comprehensive cleaning, there is an option to include attachments. Must buy separately. Includes: dusting brush, extension wand, turbo brush, tools for crevices, ceiling fans, mattresses, pet grooming, and upholstery. Available as an eight-piece set for \$99.95. These tools allow users to clean almost any surface.

Key Messages and Proof Points

What messages and proof points are the foundation of your messaging strategy? How do you back up your claims? These are not product features - they are higher-level messages about the product.

MESSAGE	PROOF POINTS
The ideal vacuum to enjoy a healthier living space.	Essential for allergy sufferers and immunocompromised individuals. Our vacuums ensure that all harmful particles are trapped and eradicated with the Germstat and U2 Wave features.
The quietest and most powerful vacuum you will ever own.	Our vacuum operates at a quiet level of 65 decibels and has the industrial strength of 1100 watts. Providing a quiet, clean place while the kids are asleep and the power to clean up their messes.
The first upright cordless vacuum that connects to your smart life.	Our dedicated app checks bag status, charging, and maintenance cycles. Users can also reorder replacement bags through the app. Listen to podcasts or music with the Bluetooth speaker.

SWOT

Strength

- Sturdy
- Well-built
- Reliable
- Innovative technology
- Hygienic

Weakness

- Expensive
- Long charging time of 8 hours

Opportunities

- Global expansion in the vacuum market in the home
- New partnership with retailers
- Patent-pending 'GermStat'

Threats

- Strong competitors
- Saturated market
- Robotized vacuums

What is the tagline for this product (not the company)?

Ditch the broom and get the ElectroZoom

Company Behind the Product/Service:

What is the image of the company in the market? # of years in business, reputation, what kind of people and businesses form its present customer base?

Durable Appliance Corporation is one of the most successful and rewarded companies that builds industrial-strength appliances. In business for 96 years, Durable Appliance has strong values of sustainability with its products. Their most substantial market has traditionally been hospitals, hotels, restaurants, and universities.

Competitive Environment:

(List the three [relatively close] competitors based on our competitive map. What differentiates your product/service from others?)

- Dyson
- Kirby
- Oreck

Barriers:

(What is the biggest hurdle to overcome, what will stop people from responding?)

- Expensive price
- Long charging time