

The background of the slide is a nighttime photograph of a city skyline, featuring several tall skyscrapers with their windows illuminated. In the foreground, there are light trails from a moving vehicle on a road. The Siemens logo is positioned in the top left corner.

SIEMENS

January, 2017

# SIEMENS COMPETITOR REVIEW Q4 2016





# AGENDA

- Review Scope
- Summary & Implication
- Brand Level Recap
- Brand / Product Portfolio campaigns
- Refrigerator Campaigns
- Washing Machine Campaigns
- Cooking Appliances Campaigns

# REVIEW SCOPE

Preface

## Brands



## Media

ATL	TVC, Print, OOH
BTL	In-store activation, event
Online	Digital (OTV, online activation, social platform)

## Segments

Cross segments	Refrigerator
Washing Machine	Cooking Appliances

# BRAND / PRODUCT PORTFOLIO CAMPAIGNS

# BRAND / PRODUCT PORTFOLIO CAMPAIGNS

KEY OBSERVATION & HIGHLIGHTS











# BRAND / PRODUCT PORTFOLIO CAMPAIGNS

KEY OBSERVATION & HIGHLIGHTS



TBWA

## AT THE BRAND LEVEL CLAIM

Brand	Brand Proposition	Tagline
	Leading the technology and innovation	Inspire the World, Create the Future
	A trustworthy brand for a smart and wonderful life	Hundred years of heritage for a smart & wonderful future (百年传承, 智美未来)
	Technology creates good experiences.	Life is good
	Technology & innovations leads to a smart life	Live a smart life (你的生活智慧, 我的智慧生活)
	Human-oriented artistic appliance on the basis of Italian heritage and global design	Creative Appliance for Stylish Life
		
	Technology & innovations promises a better life	Create for a beautiful life (为人类创造美好生活)
	Leader in premium cooking appliance	Becoming great out of love 因爱伟大
	Exquisite Technology for Easy Cooking	Dedicated in premium cooking appliance



# BRAND / PRODUCT PORTFOLIO CAMPAIGNS

## Q4 campaign calendar overview

	Oct	Nov	Dec
Samsung	<ul style="list-style-type: none"><li>• Samsung Home appliance Peak 24h 三星家电巅峰24小时</li><li>• Samsung, open your smart life. 三星冰洗，开启智慧生活之道</li></ul>	<ul style="list-style-type: none"><li>• Double 11 promotion 三星家电品质购</li><li>• Promotion Welfare 双十一福利，抢红包的时间到了</li></ul>	
Haier		<ul style="list-style-type: none"><li>• Haier Customized Home Appliance Promotion 海尔定制创意生活家</li><li>• Double 11 promotion (JD) 天生有范，致享嗨购</li></ul>	<ul style="list-style-type: none"><li>• Let's burning, my design (Indoor design competition) 燃烧吧，我的创意</li></ul>
LG		<ul style="list-style-type: none"><li>• Double 11 Promotion: My good technic LG #我的好科技LG#</li></ul>	<ul style="list-style-type: none"><li>• New Brand Signature #The art of Essence# launched 全新设计理念#玺印#发布</li></ul>
Casarte		<ul style="list-style-type: none"><li>• Constant temperature and keep fresh, full view to see the inside zone 恒温养鲜，全景空间</li><li>• 12 taste's invitation (H5 game) 峰味邀请函</li></ul>	
Fotile		<ul style="list-style-type: none"><li>• Christmas official website launched #圣诞官网主页上线#</li><li>• Love the style of your kitchen 爱上厨房的格调</li></ul>	<ul style="list-style-type: none"><li>• My beautiful life (active posters) #美妙人生#</li><li>• Heart of great love (active posters) #大爱之心#</li><li>• Cooking live steam on cross-year eve (JD) #百厨跨年直播秀#</li></ul>
ROBAM	<ul style="list-style-type: none"><li>• Cooking for someone special #不特别的菜做给特别的人#</li><li>• Promotion on Oct 21 大促提前购</li><li>• Easy baking without thinking too much 不思考，就很好</li></ul>		



REMINDER  
BRAND POSITIONING

Leading the  
technology and  
innovation

Inspire the World,  
Create the Future

# HIGHLIGHTS

- Samsung mainly focus on Promotion through Wechat, Digital banner, offline roadshow.
- Oct 17 & Nov 11, Samsung set two round promotion in this season, and supplied attractive privileges.





REMINDER  
BRAND POSITIONING

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Format: Wechat Content

Key Message: Samsung Home appliance  
Peak 24h

Promotion:  
Shopping Peak on October 17<sup>th</sup>, it's a warm up  
promotion for double 11 event.

- Hot items recommendation
- Buy 2000RMB and get 200RMB for free
- Free-interest

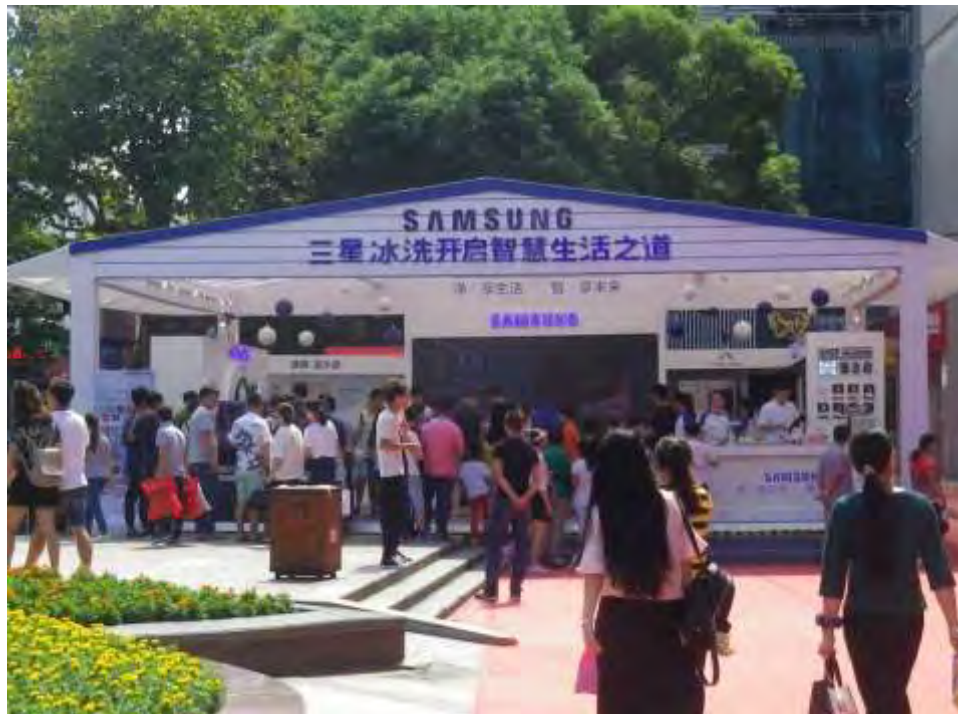
Launch time: Oct, 2017



REMINDER  
BRAND POSITIONING

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Create the Future



Format: Roadshow

Key Message: Samsung, open your smart life.

Content:

Near the Electronic market, Samsung hold an outdoor experience store to attract passengers.

Launch time: Oct, 2016



REMINDER  
BRAND POSITIONING

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Create the Future



Format: Wechat Content

Key Message: Double 11 Promotion

Execution highlight:

For the whole product line, Samsung posted 4 layout for TV, WM, REF, Air Cleaner.

You can read full text and win coupon for double 11 promotion.

Launch time: Nov, 2016





REMINDER  
BRAND POSITIONING

Leading the  
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innovation

Inspire the World,  
Create the Future



Format: Wechat Content

Key Message: Double 11 Promotion

Content:

- Main Selling Point Summary
- Free-interest
- Lower Price
- Discount Coupon

Launch time: Nov, 2016



## HIGHLIGHTS

- Haier hold a competition of interior house appliance design, users can upload their ideas about placing furnitures and Haier products.
- Double 11: E-commerce with JD, Haier offered special discount to stimulate consumption.

海尔定制 万众创汇

不等双十一, 定制君壕礼提前送

少女心空调洗衣机 直降500 “购”嗨森

Haier 京东 天生有范 致享嗨购

活动时间: 11月10日-12日

有颜有量的实力派 男神女神 哪款是你的菜





Format: Banner & Event html page

Content:

Haier organized a event to sale its customized WM, REF and Air-conditioner.

2016.11.4-11.13

Hello Kitty Air-conditioner and MINI WM promotion

Lower price for cartoon theme products

2016.11.15-11.27

WM and Multi-door refrigerator promotion

Reply the product and its TAG #REF 男神 (Saving energy) # & #WM 女神 (Good looking) #, and win Haier WM&REF

Platform: Baby Tree, Haier众创汇

Launch time: Nov, 2016



Format: Promotion Page and Banner

Key Message:

Double 11 promotion

Content:

Nov 10-Nov 12

- 10RMB discount coupon
- Follow the online shop and get lucky draw
- Free-interest
- Lower price

E-commerce: JD

Launch time: Nov, 2016



Format: Mini-site

Content:


Design your Home Appliance

2016 Dec 20-2017 Jan 3

You can upload your design for your home, however it's cartoon style or simple style; for single apartment or family.

You have opportunity to win Haier product

Launch time: Dec, 2016-Jan 2017

	<p>REMINDER BRAND POSITIONING</p>	<p>Technology creates good experiences.</p>	<p>Life is good</p>
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# HIGHLIGHTS



Life's Good



苏宁易购  
suning.com

**双11来了 11元抵461元**

**LG冰洗提前订**





秒拍

THE ART OF ESSENCE



LG

DD电机 动力强劲

智能变频 动力强劲

我的科技好宅G



LG SIGNATURE 玺印品牌发布会

LG SIGNATURE

命LG智慧生活



LG SIGNATURE

LG SIGNATURE

LG SIGNATURE





REMINDER  
BRAND POSITIONING

Technology creates  
good experiences.

Life is good

## New Concept Conference



Product film



Digital Print



Weibo Content  
#New concept launch#  
#LG SIGNATURE 本质美学#

Format: Conference & Product film  
Key Message:

LG launched a new design concept #The Art of Essence# on Dec 12, in Beijing.

Famous host Yang Lan, actor Allen Lin, Harper's Bazaar Editor attended the conference and explained the concept that the design are combined with humanization and art.

And LG posted a new product film on the official weibo account, 3183 forwards and 2 replies.

Launch time: Dec, 2016



REMINDER  
BRAND POSITIONING

Technology creates  
good experiences.

Life is good

双11来了 11元抵461元

LG冰洗提前订

苏宁易购 suning.com

Format: Banner &  
digital print

Key Message:  
Double 11 promotion  
#My good tech LG#

Background:  
Hot product  
recommendation

Launch time:  
Nov, 2016



GR-B24717KS  
Side-by-side REF  
Big capacity and keep fresh



WD-T14410DM  
Washing machine  
DD direct drive motor and  
Silence



WD-VH255D1  
Washing machine  
9kg big capacity



WD-VH255D1  
Washing machine  
Silence and powerful heart

# HIGHLIGHTS

- Casarte launched a new event about the cooking reality show 12 TASTE. It used VR tech in the H5 game and showed one vivid Nicola's kitchen.
- Q4 sustained to communicate about the design inspiration from art.







H5

Format: Mini-site

Highlights:


12 tastes invitation

Nicola missed some materials of menu, we need to find it for him.

It's a VR interactive game, you can move your phone and see the whole kitchen with Casarte's products.

Launch Time: Nov, 2016

Mini - site

	<p>REMINDER BRAND POSITIONING</p>	<p>Human-oriented artistic appliances on the basis of Italian heritage and global design</p>	<p>Creative Appliance for Stylish Life</p>
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Format: Print

Key Message:

Casarte, waiting for you home

Casarte integrate art of life into the product design and build a sweet home for you.

REF: Constant temperature and keep fresh, full view to see the inside zone

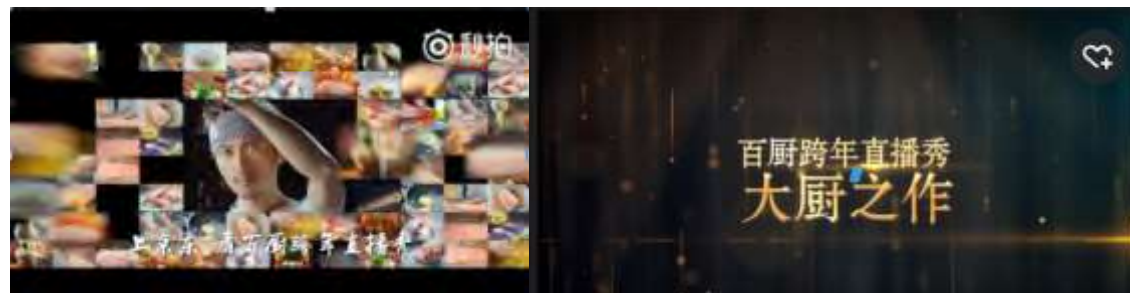
Selling point:

360 REF enable that you can pull out all the drawer when open the door with 90 degree.

Launch Time: Nov, 2016

# HIGHLIGHTS

- Fotile attach importance to social communication, and post fashion and bold content.
- Although Fotile didn't do anything on double 11 promotion, but re-decorated its official website during Christmas.
- Sponsor JD cooking show which is live streaming on Dec 31-Jan 1, 2017.

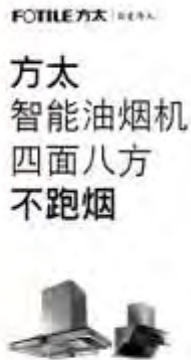


**FOTILE 方太**  
高端厨电领导者

Cooker Hood: Cooking fumes are no way to escape  
智能油烟机：四面八方不跑烟



Dish Washer



Fotile dish washer is able to wash both bowls and the pesticide residue from fruits and vegetables.

岂止会洗碗 还能去果蔬农残



方太水槽洗碗机  
岂止会洗碗  
还能去果蔬农残  
针对各国进口果蔬农残  
营养三合一水槽洗碗机



FOTILE 方太

REMINDER  
BRAND POSITIONING

Leader in premium  
cooking appliance

Becoming great out of  
love 因爱伟大



方太蒸微一体机  
蒸微料理 外蒸内微  
家常不寻常



FOTILE 方太

Oven:  
Steaming &  
Microwave,  
Making usual dishes.  
蒸微料理，外蒸内微  
家常不寻常

Format: Digital Active Posters

Key Message: My beautiful life (美妙人生)

Execution highlight:

Early of December, Wechat updated its video function, and users could upload longer video. From active photo to wechat video, Every become active. Fotile use cinematography technology and launch first set of active posters on weibo and wechat. The content is about welcome to my home, because I have Fotile kitchen appliance.

Platform: Weibo&Wechat

Launch time: Dec, 2016





Format: Digital Active Posters

Key Message: Heart of Great Love (大爱之心)

Execution highlight:

After the series of fairytale active posters launched, Fotile decide to expand these active posters to the public. Silhouette is such a creative execution for these posters. You can also see warm families and how Fotile work for their lives.

Platform: Weibo

Launch time: Dec, 2016



New website



Digital print

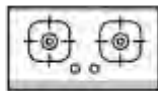
Format: New Website Online  
Key Message: New page for Christmas promotion sales  
Execution highlight:  
For Christmas promotion, Fotile launched new official website on PC & Mobile phone.

- New 2D cartoon ICONs
- Cooker Hood: Cooking by your heart, and no fumes escape.
- Oven: Order casually, and realize it all.
- Dishwasher: Open your gifts and clean the
- Chaos.

Launch time: Nov, 2016



嵌入式烤箱



嵌入式灶具



燃气热水器



蒸微一体机



嵌入式蒸箱

Christmas ICON



Format: Online show sponsorship

Key Message: Live stream of hundreds chiefs

Execution highlight:

- One hundred chefs cooked their special dishes and share stories in their career.
- JD sold food materials and cooking appliances on the online store.

Media: Tencent Video (JD)

Media impression: 3,860 views on Tencent video.

Launch time: Dec, 2016







Format: Print

Key Message:  
Love the style of your kitchen

Execution highlight:  
New chef series kitchen appliance launch.  
It target people who live in a villa, and pursue the quality of life.

Selling Point:

- Spatial integration (reducing space, adding functionality)
- Composite demand (one machine with multifunction)
- More high-end experience (humanized design)

Launch time: Nov, 2016

New chef series kitchen appliances include High Temperature Oven, Steam & Microwave two-in-one , Double-row Cooking hood, Direct-flame Gas stove, Disinfection Cabinet.



Paper Book



E-book H5



H5 Demo

Format: Digital H5

Key Message:

Back to Kitchen

Love & life with heart

Execution highlight:

Fotile advocate to go back to kitchen  
and live with your heart.

Kitchen trade: 5 families' stories and  
coordinate with product film &  
parameter.

Launch time: Oct, 2016

## Logo design



## Old APP design

Format: APP update

Key Message:

Back to Kitchen

Love & life with heart

Execution highlight:

Fotile Style 3.0

- Online cooking course
- Choose your favorite dish and buy all needed kitchenware with one-click.
- New plate MY LOHAS to share cooking experience with other users

Launch time: Oct, 2016



## New APP design

## HIGHLIGHTS

- Online cooking reality show content: The host 小S cooked a dish to her best friend Kevin Tsai with Casarte appliance.
- Promotion: ROBAM posted promotion banner before double 11, and extend event duration.
- 2016 Bakery China Exhibition: ROBAM demonstrated its oven, cooking appliance and invite KOLs to do the live steaming and post on weibo.



酷炸美食大赛决赛在即,《不想烤剧场》开播,我在上海秋季烘焙展,等你来

【预告】10月18-19日,上海秋季烘焙展,不见不散

### 不想烤 就很好

《不想烤剧场》第一季开播,我在上海秋季烘焙展,等你来

【预告】10月18-19日,上海秋季烘焙展,不见不散

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**ROBAM 老板**

## REMINDER

### BRAND POSITIONING

Premium cooker hood  
with big suction power  
as the USP.

Excellent technology  
and easy cooking(精湛  
科技, 轻松烹饪)



Format: Wechat content

Key Message: Cooking show sponsorship

Content:  
The host of Sister is hungry cooked home style dishes to her friend Kevin Tsai.

Launch time: Oct, 2016

# ROBAM 老板

REMINDER  
BRAND POSITIONING

Premium cooker hood  
with big suction power  
as the USP.

Excellent technology  
and easy cooking (精湛  
科技, 轻松烹饪)



Banner



Format: Banner

Key Message:  
Pre-promotion on Oct 21

Preferential measures:

- Special discount during Oct 21-22
- 50RMB coupon
- Redemption with extra money
- Free gift when achieved specific amount

Platform: ROBAM Online store

Launch time: Oct 20, 2016

# ROBAM 老板

REMINDER  
BRAND POSITIONING

Premium cooker hood  
with big suction power  
as the USP.

Excellent technology  
and easy cooking(精湛  
科技, 轻松烹饪)



Wechat content



KOL



H5 Game



Weibo Content

Format: Wechat&Weibo content

Key Message: Easy baking without thinking too much

Content:

ROBAM join the 2016 Bakery China Exhibition and hold some interactive event.

- Online live steam
- Invite KOLs and baking food with ROBAM oven
- H5 game: pick the falling breads

Launch time: Oct, 2016



Digital Print



# REFRIGERATOR CAMPAIGNS



# REFRIGIRATOR CAMPAIGNS

## Q3 campaign calendar overview

	Oct	Nov	Dec
Panasonic		<ul style="list-style-type: none"><li>松下电器：松下冰箱六大“领鲜”技术 Panasonic: Panasonic Refrigerator six high-end techs.</li><li>嗨购苏宁双十一 Suning 11.11 'High Shopping'</li></ul>	
LG		<ul style="list-style-type: none"><li>空间科学 轻松有序鲜生活 Space Methodology, Keep the freshness easily.</li></ul>	
Haier	<ul style="list-style-type: none"><li>海尔全开抽屉式冰箱 全空间全分储 Haier fully-opened drawer refrigerator, full space and full separate storage.</li><li>智控双变温 随鲜而动 Good freshness preservation, precise control the separate storage of dry and wet.</li><li>好无霜 当然干湿分储 Introducing the new model of Haier ecological refrigerator with a digital screen on door in 2 different ways.</li></ul>		
Casarte			<ul style="list-style-type: none"><li>家的艺术 在于发现爱的意义 The art of home consist in meaning of love</li></ul>
Midea	<ul style="list-style-type: none"><li>智敬十一 联袂献礼 Promotion for 11.11 (Electronic store Da Zhong Electronics)</li></ul>		<ul style="list-style-type: none"><li>健康领鲜，美时美刻 Healthy and fresh, keep beautiful every moment.</li><li>一站式食材新鲜购 Shopping, refrigerator online shopping</li></ul>



# REFRIGERATOR CAMPAIGNS

## KEY OBSERVATION & HIGHLIGHTS



# REFRIGERATOR CAMPAIGNS

## KEY OBSERVATION & HIGHLIGHTS



## HIGHLIGHTS

- Sustain in the refrigerator in French style Panasonic launched in Aug, 2016.
- Double 11: To be different with other brands, Panasonic posted promotion print in bus shelter.





CONSUMER INSIGHT

Can store more food  
without freezing

PRODUCT CLAIM

Six technology to keep food  
fresh

UNIQUE ANGLE

Celebrity endorsement



Format: POSM

Key Message:

松下电器：松下冰箱六大领“鲜”技术

Panasonic: Panasonic Refrigerator  
six high-end techs.

- No frost
- Top unit compressor
- Frameless design
- Ag+ anti-microbial & odor removal tech
- Energy conservation
- -3 degree partial freezing

Launch time: Nov, 2016

CONSUMER INSIGHT

Can store more food  
without freezing

PRODUCT CLAIM

Preservation without frost

UNIQUE ANGLE

Celebrity endorsement



Format: OOH

Key Message:

嗨购苏宁双十一

Suning 11.11 'High Shopping'

RTB: 380大不一样 冷冻头等舱

380 difference, frozen first-class

Launch time: Nov, 2016




REMINDER  
BRAND POSITIONING

Technology creates  
good experiences.

Life is good

## HIGHLIGHTS



		REMINDER BRAND POSITIONING		Technology creates good experiences.		Life is good					
CONSUMER INSIGHT		Fridge space and compartments are important for having an organized fridge		PRODUCT CLAIM		Distribute space scientifically		UNIQUE ANGLE		Product design	



Format: OOH

Key Message:

空间科学 轻松有序鲜生活


Space Methodology, Keep the freshness easily.

RTB:

Space silence & classified storage.

Launch time: Dec 2015-Dec 2016



		REMINDER BRAND POSITIONING		Technology creates good experiences.		Life is good					
CONSUMER INSIGHT		Fridge space and compartments are important for having an organized fridge		PRODUCT CLAIM		Distribute space scientifically		UNIQUE ANGLE		Product design	



Format: Leaflet

Key Message:

空间科学 轻松有序鲜生活

Space Methodology, Keep the freshness easily.

RTB:

Space science & classified storage.

Launch time: Nov 2016





## HIGHLIGHTS



CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Enjoy food freshness  
Dry & wet separation

UNIQUE  
ANGLE



Format: Print

Key Message:

**海尔全开抽屉式冰箱 全空间全分储**

Haier fully-opened drawer refrigerator,  
full space and full separate storage.

In cooling, Separate food storage of  
dry and wet food.

In Freezing, Separate protein storage  
of fish and meat.

RTB: Separate Storage.

Launch time: Oct, 2016

# Haier

REMINDER  
BRAND POSITIONING

Technology &  
innovations leads to a  
smart life

Live a smart life  
(你的生活智慧, 我的智慧  
生活)

CONSUMER  
INSIGHT

Want dry and wet food to be  
stored separately

PRODUCT  
CLAIM

Enjoy food freshness  
Dry & wet separation

UNIQUE  
ANGLE

Dry/Wet zone



Format: Leaflet

Key Message:

**智控双变温 随鲜而动**

Good freshness preservation, precise  
control the separate storage of dry  
and wet.

RTB: Ecological preservation  
technology.

Launch time: Oct, 2016



CONSUMER  
INSIGHT

PRODUCT  
CLAIM

Enjoy food freshness  
Dry & wet separation

UNIQUE  
ANGLE



Format: Leaflet

Key Message:

好无霜 当然干湿分储

Introducing the new model of Haier ecological refrigerator with a digital screen on door in 2 different ways.


RTB: Separate Dry/Wet Zone Storage

Launch time: Oct, 2016

## HIGHLIGHTS





				REMINDER BRAND POSITIONING	Human-oriented artistic appliances on the basis of Italian heritage and global design	Creative Appliance for Stylish Life
CONSUMER INSIGHT	N/A	PRODUCT CLAIM	N/A		UNIQUE ANGLE	Making the mini Nicola's kitchen



Format: Micro Film

Key Message:

家的艺术 在于发现爱的意义

The art of home consist in meaning of love

Execution highlight:

- The director is from famous TV show A Bite of China #舌尖上的中国# .
- Unique execution: Miniature master Xi Shu making mini Nicola's kitchen. Vivid dishes and delicate food with small size.
- Link to the reality show 12 Taste that Casarte sponsored.

Media: Tencent Video

Media impression: 85.1W views on Tencent video.

Launch time: Dec, 2016



# HIGHLIGHTS

- Highlight of RTB
- Similar functional benefit as "hydrated cooling and no-frost freezing", but lacking a real USP





REMINDER  
BRAND POSITIONING

Technology & innovations promises a better life

Create for a beautiful life (为人类创造美好生活)

CONSUMER INSIGHT

N/A

PRODUCT CLAIM

Promotion

UNIQUE ANGLE

N/A



Format: Print

Key Message:

智敬十一 联袂献礼

Promotion for 11.11(Electronic store  
Da Zhong Electronics)

Content:

Special discount

Launch time: Oct,2016.



CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Maintain freshness in all dimensions

UNIQUE  
ANGLE

N/A



Format: TVC

Product:  
凡帝罗BCD-615WKGZV

Key Message:  
健康领鲜，美时美刻  
Healthy and fresh, keep beautiful every  
moment.

Launch time: Dec, 2016.



REMINDER  
BRAND POSITIONING

Technology &  
innovations promises a  
better life

Create for a beautiful  
life (为人类创造美好生活)

CONSUMER  
INSIGHT

Convenient shopping online

PRODUCT  
CLAIM

N/A

UNIQUE  
ANGLE

N/A



Format: Social post

Key Message:  
**一站式的食材新鲜购**

Shopping, refrigerator online shopping

Launch time: Dec, 2016.





# WASHING MACHINE CAMPAIGNS



# WASHING MACHINE CAMPAIGNS

## Q4 campaign calendar overview

	Oct	Nov	Dec
Samsung	<ul style="list-style-type: none"><li>大容量 小身材</li></ul> Small size and big capacity <ul style="list-style-type: none"><li>洗涤全程 随时添衣</li></ul> Add dirty clothes anytime.		<ul style="list-style-type: none"><li>自在洗涤 呵护随心</li></ul> Relax washing and care your clothes
Panasonic	<ul style="list-style-type: none"><li>爱, 净在身边</li></ul> Clean your clothes by your side		<ul style="list-style-type: none"><li>宝贝星(New product launch)</li></ul> Washing machine for Babies <ul style="list-style-type: none"><li>智慧洗涤 净在掌握</li></ul> Smart washing experience , control your cleaning progress
LG		<ul style="list-style-type: none"><li>现在开始穿蒸汽</li></ul> Start wearing steam now. <ul style="list-style-type: none"><li>蒸汽洗 更健康</li></ul> Steam washing technology takes more healthy experience <ul style="list-style-type: none"><li>强劲水流 桶净, 衣更净</li></ul> Powerful stream, clean both the roller and clothes.	
Haier	<ul style="list-style-type: none"><li>因直驱, 更安静</li></ul> A quieter washing experience with the direct drive motor		
Casarte	<ul style="list-style-type: none"><li>守卫云尚之美</li></ul> #Beauty of Yu Shang series#		<ul style="list-style-type: none"><li>分区洗护 为爱多一个空间</li></ul> Casarte Twin Yun Shang series WM, provides a new stand ard of vertical style roller washing machine with its separate tub.
Midea		<ul style="list-style-type: none"><li>美的洗衣机, 又快又干净</li></ul> Midea WM is able to make your clothes clean at a fast speed.	



REMINDER  
BRAND POSITIONING

Leading the  
technology and  
innovation

Inspire the World,  
Create the Future

# HIGHLIGHTS





REMINDER  
BRAND POSITIONING

Leading the  
technology and  
innovation

Inspire the World,  
Create the Future

CONSUMER INSIGHT

N/A

PRODUCT CLAIM

Intelligence

UNIQUE ANGLE

N/A



Format: OOH

Key Message:


**大容量 小身材**

Small size and big capacity

RTB:N/A

Launch time: Dec, 2016



		REMINDER BRAND POSITIONING		Leading the technology and innovation		Inspire the World, Create the Future					
CONSUMER INSIGHT		Different problems when you want to put additional clothes to the washer after the program starts		PRODUCT CLAIM		Easier washing experience enabled by the function of adding clothes whenever wanted		UNIQUE ANGLE		Casual & lively lifestyle tonality	



Format: POSM

Key Message:

**洗涤全程 随时添衣**

Add dirty clothes anytime.

RTB: addWash (enabled by butterfly drum design)

Launch time: Oct, 2016







REMINDER  
BRAND POSITIONING

Leading the  
technology and  
innovation

Inspire the World,  
Create the Future

CONSUMER INSIGHT

Different problems when you  
want to put additional clothes  
to the washer after the  
program starts

PRODUCT CLAIM

Easier washing experience  
enabled by the function of  
adding clothes whenever  
wanted

UNIQUE ANGLE

Casual & lively lifestyle  
tonality



Format: Leaflet

Key Message:

**自在洗涤 呵护随心**

Relax washing and care your  
clothes

RTB: Simple design and white  
lighting door; good quality

Launch time: Dec, 2016



Panasonic

REMINDER  
BRAND POSITIONING

A trustworthy brand for  
a smart and wonderful  
life

Hundred years of  
heritage for a smart &  
wonderful future  
(百年传承, 智美未来)

## HIGHLIGHTS

Panasonic 松下电器

松下洗衣机

总忙于追逐梦想, 把她当做负担。  
深夜回家的夜晚, 真庆幸她在身旁...  
爱, 净在身边。



查看详情

爱, 净在身边

有时, 我们之间好像隔了一条鸿沟。我够不过去, 你  
跨不过来。  
但是, 我知道没有人比你更爱我, 因为你一直在身  
边。爱, 净在身边。

了解更多

Panasonic 松下电器

宝贝星  
婴幼儿专用洗衣机



4大法宝  
呵护宝宝, 洁净如新

让宝宝健康快乐成长, 妈妈更安心。  
呵护宝宝, 全家更安心。



# Panasonic

REMINDER  
BRAND POSITIONING

A trustworthy brand for  
a smart and wonderful  
life

Hundred years of  
heritage for a smart &  
wonderful future  
(百年传承, 智美未来)

CONSUMER INSIGHT

Our parent feel hard to use  
high-tech WM, but hand  
wash.  
They just clean clothes to  
support our dreams.

PRODUCT CLAIM

Control WM by APP  
Intelligent washing program  
and foam washing technology  
Add detergent with clothes  
detection

UNIQUE  
ANGLE

Normal story but touching our  
heart.  
Deliver that smart program makes  
out life more convenient directly



松下洗衣机

广告

总忙于追逐梦想，把她当做负担。  
深夜回家的夜晚，真庆幸她在身旁.....  
爱，净在身边。



查看详情





爱，净在身边

爱，净在身边

爱，净在身边

爱，净在身边

了解更多

Content: To chasing my dream, I feel lucky that  
my Mom is always stay with me while I come  
back home at midnight.

Format: Friend cycle ad & micro film

Key Message: Clean your clothes by your side 爱，净在身边

RTB: intelligent washing program and foam washing technology .

Launch time: Oct,2016



Panasonic

REMINDER  
BRAND POSITIONING

A trustworthy brand for  
a smart and wonderful  
life

Hundred years of  
heritage for a smart &  
wonderful future  
(百年传承, 智美未来)

CONSUMER INSIGHT

Mothers are more careful  
about baby's stuff

PRODUCT CLAIM

Professional function to clean  
babies' stain.  
Easy to carry  
Soft care with clothes

UNIQUE  
ANGLE

N/A



Format: Leaflet

Key Message:

宝贝星

Washing machine for Babies

RTB:

Soft care with clothes

Program for babies' stain

Launch time: Dec 2016



# Panasonic

REMINDER  
BRAND POSITIONING

A trustworthy brand for  
a smart and wonderful  
life

Hundred years of  
heritage for a smart &  
wonderful future  
(百年传承, 智美未来)

CONSUMER INSIGHT

Aspiring to an intelligent life

PRODUCT CLAIM

Able to make you in charge of  
your cleanness with its  
intelligent washing.

UNIQUE  
ANGLE

Use of Brand spokesperson.  
Highlight brand history and  
intelligence.



Format: Leaflet


Key Message:  
**智慧洗涤 净在掌握**  
Smart washing  
experience, control your cleaning  
progress

RTB:  
Intelligent washing experience  
Control washing temperature.  
Clothes detection

Launch time: Dec 2016






	<p>REMINDER BRAND POSITIONING</p>	<p>Technology creates good experiences.</p>	<p>Life is good</p>
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# HIGHLIGHTS



				REMINDER BRAND POSITIONING	Technology creates good experiences.	Life is good
CONSUMER INSIGHT	More clothes to wash. Bigger capacity demand.	PRODUCT CLAIM	9kg high-capacity Steam washing technology		UNIQUE ANGLE	Use of Korean celebrity



Format: leaflet

Key Message:

现在开始 LG蒸汽洗


Start wearing steam now.

Your clothes will be smoother, fresher and hygienic with the steam washing technology.

RTB: steam washing technology and a bigger tub volume.

Launch time: Nov, 2016



			<p>REMINDER BRAND POSITIONING</p>	<p>Technology creates good experiences.</p>	<p>Life is good</p>
<p>CONSUMER INSIGHT</p>	<p>Fail to get the clothes clean given the tub is unclean</p>	<p>PRODUCT CLAIM</p>	<p>Steam washing technology takes more healthy experience</p>	<p>UNIQUE ANGLE</p>	<p>N/A</p>



Format: POSM

Key Message:


蒸汽洗 更健康

Steam washing technology takes more healthy experience

RTB: steam washing technology

Launch time: Nov, 2016



			REMINDER BRAND POSITIONING	Technology creates good experiences.	Life is good
CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Powerful stream makes your clothes cleaner.	UNIQUE ANGLE	N/A



Format: POSM

Key Message:

**强劲水流 桶净，衣更净**

Powerful stream, clean both the roller and clothes.

RTB: Powerful stream makes your clothes cleaner.

Launch time: Nov, 2016



## HIGHLIGHTS



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Offer a quieter washing experience	UNIQUE ANGLE	N/A
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Format: TVC

Key Message: Haier WM is able to offer a quieter washing experience with its direct drive motor.

RTB: direct drive motor

Launch time: Dec, 2016



# Haier

REMINDER  
BRAND POSITIONING

Technology &  
innovations leads to a  
smart life

Live a smart life  
(你的生活智慧, 我的智慧  
生活)

CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Silence washing experience

UNIQUE  
ANGLE

N/A



Format: OOH & Print

Key Message: Haier WM is able to  
offer a quieter washing experience  
with its direct drive motor.

RTB: direct drive motor

Launch time: Nov-Dec, 2016



CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Silence washing experience

UNIQUE  
ANGLE

N/A



Format: Roadshow


Key Message: Haier WM is able to  
offer a quieter washing experience  
with its direct drive motor.

RTB: direct drive motor

Launch time: Oct-Dec, 2016

# HIGHLIGHTS



		REMINDER BRAND POSITIONING		Human-oriented artistic appliances on the basis of Italian heritage and global design		Creative Appliance for Stylish Life	
CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Soft laundry care at fiber level.		UNIQUE ANGLE	N/A	



Format: Print

Key Message:

**守卫云尚之美**

#Beauty of Yu Shang series#

Casarte introduces its upgraded Yun Shang series WM, which dedicates itself in washing a white shirt well and able to provide soft laundry care at fiber level.

RTB: laundry care at fiber level

Launch time: Oct, 2016



			REMINDER BRAND POSITIONING	Human-oriented artistic appliances on the basis of Italian heritage and global design	Creative Appliance for Stylish Life
CONSUMER INSIGHT	N/A	PRODUCT CLAIM	New standard of vertical style roller washing machine .	UNIQUE ANGLE	N/A



Format: banner

Key Message:

**分区洗护 为爱多一个空间**

Casarte Twin Yun Shang series WM, provides a new standard of vertical style roller washing machine with its separate tub.

RTB: Separate tub design.

Launch time: Dec, 2016





# HIGHLIGHTS

- Wash speed – washing machine can clean your clothes fast.







REMINDER  
BRAND POSITIONING

Technology & innovations promises a better life

Create for a beautiful life (为人类创造美好生活)

CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Clean clothes at a fast speed.

UNIQUE  
ANGLE

N/A



Format: POSM

Key Message:

**美的洗衣机 又快又干净**

Midea WM is able to make your clothes clean at a fast speed.

RTB: FCS (Fast cleaning) intelligent system

Highlights:

Sponsor of China swimming team and diving team

Launch time: Nov, 2016





REMINDER  
BRAND POSITIONING

Technology &  
innovations promises a  
better life

Create for a beautiful  
life (为人类创造美好生活)

CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Clean clothes at a fast speed.

UNIQUE  
ANGLE

N/A



Format: Leaflet cover

Key Message: Midea WM is able to  
make your clothes clean at a fast  
speed.

RTB: FCS (Fast cleaning) intelligent  
system

Launch time: Oct, 2016



# COOKING APPLIANCES CAMPAIGNS



# COOKING APPLIANCES CAMPAIGNS— Cooking Hood



# COOKING APPLIANCE CAMPAIGNS— Cooking hood

## Q4 campaign calendar overview

	Oct	Nov	Dec
Fotile	<ul style="list-style-type: none"><li>• COOK AT HOME 私享家宴，许你一桌温馨</li><li>• FOTILE 2016 AUTUMN Fashion Collection 还在担心油烟 会让时尚变味？</li></ul>	<ul style="list-style-type: none"><li>• Cooking fumes are no way to escape with the help of Fotile cooker hood. 四面八方不跑烟</li><li>• Don't put up with the fumes! You can choose FOTILE. 还在无奈容忍油烟吗？选方太，无需再忍！</li></ul>	
ROBAM	<ul style="list-style-type: none"><li>• Don't cut money on house decoration Never make cooking as a painful thing. 家装绝不能省</li><li>• Big Surprise for ROBAM VIP 会员惊喜日</li></ul>	<ul style="list-style-type: none"><li>• Robam cooker hood provides intelligent and big suction power. 老板智能大吸力油烟机</li><li>• Comprehensive and deep suction 反转深吸</li><li>• Double 11 Promotion 双11抢先购；火拼双11</li></ul>	<ul style="list-style-type: none"><li>• Double 12 Promotion #焕新厨房 年终盛典#</li><li>• Outstanding with You #有你真出色#</li></ul>
Midea			<ul style="list-style-type: none"><li>• Midea steam washing cooker hood is one which can clean itself 一台回自己洗的油烟机</li><li>• Midea cooker hood, permanent and big suction. 美的蒸汽洗 持久大吸力</li></ul>

# HIGHLIGHTS



**COOK AT HOME**  
私享家宴  
许你一桌温馨

方太厨房电器，为您的厨房生活带来全新的体验。无论是烹饪还是用餐，方太都能为您提供最完美的解决方案。从智能油烟机到嵌入式烤箱，方太让您的厨房生活更加便捷、舒适。让爱在厨房中流淌，让家成为您最温暖的港湾。

方太厨房电器，让您的厨房生活更加便捷、舒适。从智能油烟机到嵌入式烤箱，方太让您的厨房生活更加便捷、舒适。让爱在厨房中流淌，让家成为您最温暖的港湾。

还在无奈忍受油烟吗？选方太，无需再忍！



**1年1次**

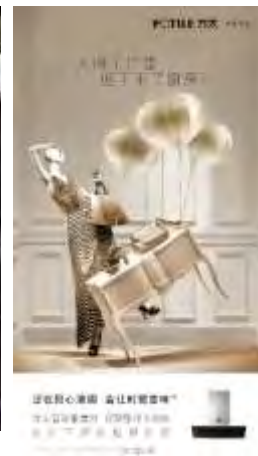
**免费送货入户  
免费上门安装  
全国包邮 5年质保**

方太厨之艺专... 9小时前 (广告)



**方太 智能油烟机 四重八方 不跑烟**

方太智能油烟机，采用先进的智能感应技术，能精准识别油烟浓度，自动调节风量，确保油烟瞬间吸走，让您在烹饪时享受清新的空气。四重八方吸力，覆盖整个灶台，无死角吸油，让您的厨房生活更加健康、舒适。



方太智能油烟机，让您的厨房生活更加健康、舒适。无论是烹饪还是用餐，方太都能为您提供最完美的解决方案。从智能油烟机到嵌入式烤箱，方太让您的厨房生活更加便捷、舒适。让爱在厨房中流淌，让家成为您最温暖的港湾。





REMINDER BRAND POSITIONING	Leader in premium cooking appliance	Becoming great out of love 因爱伟大
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CONSUMER INSIGHT	People like to eat outside and get away from fumes.	PRODUCT CLAIM	Cooking fumes are no way to escape	UNIQUE ANGLE	N/A
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Format: Print

Key Message:

COOK AT HOME **私享家宴，许你一桌温馨**

In your private zone, cooking wonderful dishes and feeling warm.

Food outside is delicious, but you can also cook at home and enjoy dishes with families.

RTB: complete suction.

Launch time: Oct, 2016



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Cooking fumes are no way to escape	UNIQUE ANGLE	N/A
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Format: Print & OOH

Key Message

**四面八方不跑烟**

Cooking fumes have no way to escape with the help of Fotile cooker hood.

RTB: complete suction.

Launch time: Oct-Dec, 2016



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Cooking fumes are no way to escape	UNIQUE ANGLE	N/A
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还在无奈忍受油烟吗？选方太，无需再忍！



方太厨之艺专... 9小时前 广告

Format: Banner

Key Message:

还在无奈容忍油烟吗？选方太，无需再忍！

Don't put up with the fumes! You can choose FOTILE.

- Home Delivery
- Home Installation

Platform: Headlines Today

Launch time: Oct-Dec, 2016

CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Cooking fumes are no way to escape	UNIQUE ANGLE	N/A
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Format: Wechat content

Key Message: FOTILE 2016 AUTUMN  
 Fashion Collection

Execution highlight:

Add food elements in the print and  
 express the consumer benefit clearly.

RTB: complete suction.

Launch time: Oct, 2016

还在担心油烟 会让时装变味?

方太智能单翼系列 双翼强排不回流  
 从此下厨也能赏心悦目



还在担心油烟 会让时装变味?

方太智能单翼系列 双翼强排不回流  
 从此下厨也能赏心悦目



还在担心油烟 会让时装变味?

方太智能单翼系列 双翼强排不回流  
 从此下厨也能赏心悦目



## HIGHLIGHTS



老板大吸力油烟机感恩焕新季





CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Intelligent and big suction power	UNIQUE ANGLE	N/A
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Format: OOH & POS

Key Message:

**反转深吸**

Comprehensive and deep suction

RTB: Intelligent big suction.

Launch time: Nov, 2016





ROBAM 老板

REMINDER  
BRAND POSITIONING

Premium cooker hood  
with big suction power  
as the USP.

Excellent technology  
and easy cooking (精湛  
科技, 轻松烹饪)

CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Intelligent and big suction power

UNIQUE  
ANGLE

N/A



Format: Print

Key Message:

Robam cooker hood provides intelligent  
and big suction power.

RTB: Intelligent big suction.

Launch time: Nov - Dec, 2016



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Promotion	UNIQUE ANGLE	N/A
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Format: Banner


Key Message:

**家装绝不能省**

Don't cut money on house decoration

Never make cooking as a painful thing.

Launch time: Oct, 2016

		REMINDER BRAND POSITIONING		Premium cooker hood with big suction power as the USP.	Excellent technology and easy cooking (精湛 科技, 轻松烹饪)
CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Promotion	UNIQUE ANGLE	N/A



Format: Banner

Key Message:

Big Surprise for ROBAM VIP

Preferential Measures:

- Discount Coupon
- Sepcial price on Oct 26
- Achieve VIP points to exchange gift

Launch time: Oct, 2016



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Promotion	UNIQUE ANGLE	N/A
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Format: Banner

Key Message:

Double 11 Promotion

Platform: Headlines Today

Launch time: Nov, 2016



老板电器!! 全年低价!! 仅此一天!!

广告 老板电器



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Promotion	UNIQUE ANGLE	N/A
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12.12老板厨房电器爆款来袭



老板大吸力油烟机感恩焕新季



Format: Banner

Key Message:

Double 12 Promotion

#焕新厨房 年终盛典#

Outstanding with You

#有你真出色#

Launch time: Dec, 2016

## HIGHLIGHTS

- Keep talking about the steam washing function.







REMINDER  
BRAND POSITIONING

Technology &  
innovations promises a  
better life

Create for a beautiful  
life (为人类创造美好生活)

CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Big suction enabled by steam-  
washing(self-cleaning)

UNIQUE  
ANGLE

N/A



Format: OOH&POSM

Key Message:

**一台回自己洗的油烟机**

Midea steam washing cooker hood is one which can  
clean itself

RTB: Steam washing(self-cleaning)

Launch time: Dec, 2016





REMINDER  
BRAND POSITIONING

Technology &  
innovations promises a  
better life

Create for a beautiful  
life (为人类创造美好生活)

CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Big suction enabled by steam-  
washing(self-cleaning)

UNIQUE  
ANGLE

N/A



Format: LED print

Key Message:

**美的蒸汽洗 持久大吸力**

Midea cooker hood, permanent and big suction.

RTB: Big suction

Launch time: Dec, 2016



# COOKING APPLIANCES CAMPAIGNS— Gas Top



# COOKING APPLIANCE CAMPAIGNS—Gas Top

## Q3 campaign calendar overview

	Jul	Aug	Sep
Fotile	<ul style="list-style-type: none"><li>Lock the heat, come on. 四面八方火起来，就缺你！</li></ul>		
ROBAM			<ul style="list-style-type: none"><li>Double 11 promotion 老板狂欢节 抱团更优惠</li></ul>



# HIGHLIGHTS



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Highly efficient direct injection combustion technology	UNIQUE ANGLE	N/A
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Format: social content

Key Message:

- o KOL: Famous singer Sandy Lam
- o Fotile forward Sandy Lam's post about using its gas top to cooking food for her child.

RTB: Highly efficient direct injection  
combustion technology 高效直喷燃烧科技

Launch time: Jul-Sep, 2016



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Promotion	UNIQUE ANGLE	N/A
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Format: Banner

Key Message:

Fotile Special Discount Festival

Content:

Lock the heat, come on.

四面八方火起来，就缺你!

Platform: JD & Headlines Today

Launch time: Oct, 2016

## HIGHLIGHTS

- Highlights the suction Power and visuals are very simple with total focus on the product



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Promotion	UNIQUE ANGLE	N/A
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11.11老板狂欢节 抱团更优惠 立减300起!



老板家电 1分钟前



Format: Banner

Key Message:

Double 11 promotion

老板狂欢节 抱团更优惠

Preferential Measures:

Special Price

Get five-piece set with addition 1RMB

Platform: Headlines Today

Launch time: Nov, 2016

# COOKING APPLIANCES CAMPAIGNS— OVEN & STEAMER



TATA

# COOKING APPLIANCE CAMPAIGNS— Oven

## Q4 campaign calendar overview

	Oct	Nov	Dec
Fotile			<ul style="list-style-type: none"><li>层层处处都同温，简单烤出不简单 Maintain the same temperature at each layer and everywhere, you can easily bake with great result.</li></ul>
Robam		<ul style="list-style-type: none"><li>老板1°精焙烤箱，好温度，好味道 Robam 1°C oven enables good taste with the good temperature</li></ul>	

# HIGHLIGHTS





CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Same temperature everywhere inside the oven.	UNIQUE ANGLE	N/A
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Format: Social Post

Key Message:

Fotile oven gives you a great baking  
 result with the same temperature  
 everywhere.

RTB: Double-needle temperature  
 control.

Launch time: Dec, 2016

CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Same temperature everywhere inside  
the oven.

UNIQUE  
ANGLE

N/A



Format: Experience store

Key Message:

Fotile oven gives you a great baking result  
with the same temperature everywhere.

Content:

Taste food made by Fotile Oven

RTB: Double-needle temperature control.

Launch time: Dec, 2016

## HIGHLIGHTS

- Product centric and focus on the RTB of temperature control.
- Collaboration with Su Ning on newly married home festival promotion.





REMINDER  
BRAND POSITIONING

Premium cooker hood  
with big suction power  
as the USP.

Excellent technology  
and easy cooking (精湛  
科技, 轻松烹饪)

CONSUMER  
INSIGHT

N/A

PRODUCT  
CLAIM

Good temperature, good taste

UNIQUE  
ANGLE

N/A



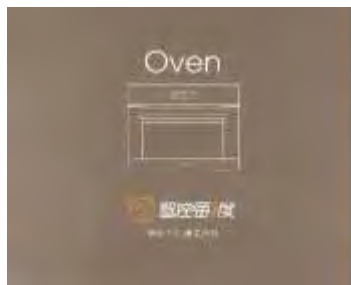
Format: OOH

Key message: Robam 1°C oven  
enables good taste with the good  
temperature

RTB: good temperature control.

Launch time: Nov, 2016

CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Good temperature, good taste	UNIQUE ANGLE	N/A
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Format: Leaflet

Key message: Robam 1°C oven  
enables good taste with the good  
temperature

RTB: good temperature control.

Launch time: Nov, 2016

# COOKING APPLIANCES CAMPAIGNS— Dish Washer





# COOKING APPLIANCE CAMPAIGNS—Dish Washer

## Q3 campaign calendar overview

	Jul	Aug	Sep
Fotile	<ul style="list-style-type: none"><li>“点绛唇”中秋TVC</li></ul> Mid-autumn festival TVC	<ul style="list-style-type: none"><li>方太水槽洗碗机，岂止会洗碗，还能去果蔬农残。</li></ul> Fotile dish washer is able to wash both bowls and the pesticide residue from fruits and vegetables.	
Robam	Not updated		<ul style="list-style-type: none"><li>#老板电器萌菜谱#</li></ul> Cute recipe comics by Robam
	Launch		

# HIGHLIGHTS



<div>FOTILE 方太</div> <div>高端厨电领导者</div>		REMINDER BRAND POSITIONING		Leader in premium cooking appliance		Becoming great out of love 因爱伟大	
CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Maintain freshness in all dimensions	UNIQUE ANGLE	N/A		



Format: Print

Key Message:

**方太水槽洗碗机 岂止会洗完 还能去果蔬农残**

Fotile dish washer is able to wash both bowls and the pesticide residue from fruits and vegetables.

RTB: Innovative design

Launch time: Oct-Dec, 2016



<div>FOTILE 方太</div> <div>高端厨电领导者</div>		REMINDER BRAND POSITIONING		Leader in premium cooking appliance		Becoming great out of love 因爱伟大	
CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Maintain freshness in all dimensions	UNIQUE ANGLE	N/A		



Format: TVC

Key Message:

**方太水槽洗碗机 岂止会洗完 还能去果蔬农残**

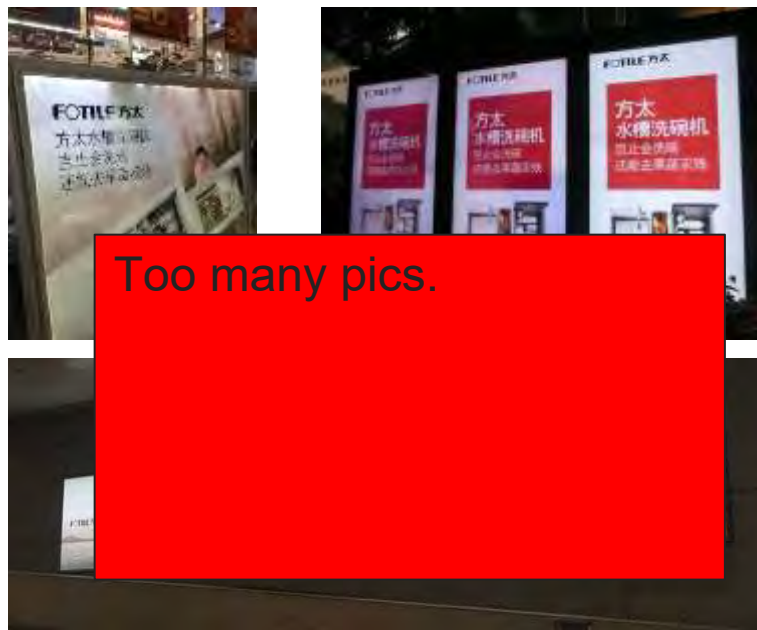
Fotile dish washer is able to wash both bowls and the pesticide residue from fruits and vegetables.

RTB: Innovative design

Launch time: Nov, 2016



<div>FOTILE 方太</div> <div>高端厨电领导者</div>		REMINDER BRAND POSITIONING		Leader in premium cooking appliance		Becoming great out of love 因爱伟大	
CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Maintain freshness in all dimensions	UNIQUE ANGLE	N/A		



Format: OOH

Key Message:

**方太水槽洗碗机 岂止会洗完 还能去果蔬农残**

Fotile dish washer is able to wash both bowls and the pesticide residue from fruits and vegetables.

RTB: Innovative design

Launch time: Oct-Dec, 2016

CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Maintain freshness in all dimensions	UNIQUE ANGLE	N/A
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Format: Social content--Wechat print

Key Message:

**撕开快递 先洗洗**

Remember to wash it after open the package  
which you bought on 11.11

RTB: 11.11 hot topic

Launch time: Nov, 2016



CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Maintain freshness in all dimensions	UNIQUE ANGLE	N/A
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Format: Micro Film

Key Message:

**洗了一辈子的碗，是时候让她休息一下了**

Mother takes care of us all her life. It's time to let her take a rest.

Launch time: Nov, 2016

CONSUMER INSIGHT	N/A	PRODUCT CLAIM	Maintain freshness in all dimensions	UNIQUE ANGLE	N/A
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Media  
 Impression?likes?

Not the launch.

Format: Micro Film

Key Message:

懒得洗？用方太水槽洗碗机！

**方太水槽洗碗机 岂止会洗完 还能去果蔬农残**

To Lazy to wash dishes? Use Fotile Dish Washer!

Fotile dish washer is able to wash both bowls and the pesticide residue from fruits and vegetables.

Launch time: Nov, 2016

# HIGHLIGHTS



CONSUMER INSIGHT

Can store more food  
without freezing

PRODUCT CLAIM

Preservation without frost

UNIQUE ANGLE

Celebrity endorsement



Format: Social

Key Message:

松下洗碗机：碗如新生

Panasonic Dishwasher: Born as new bowls

RTB:

- Hot water cleaning, easily to clean up the oil.

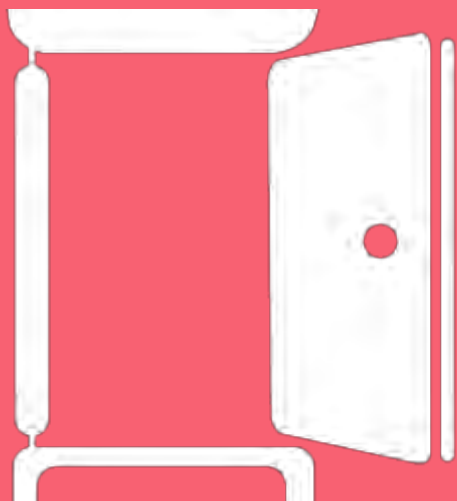
Launch time: Nov, 2016

# Executive Summary & Implications









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