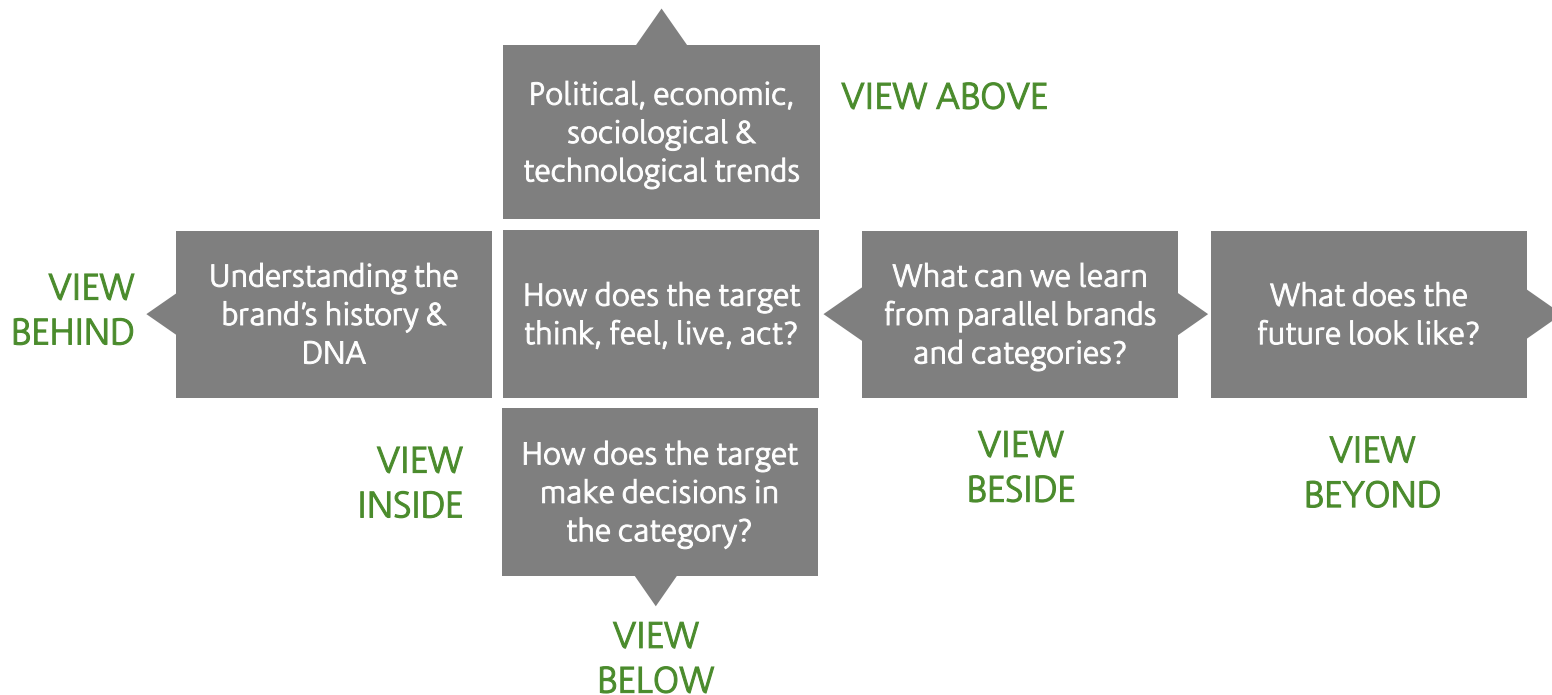


Strategy Development:

consumer electronics

Opportunity comes from understanding your category and consumer first

FIRESTARTER™



Understanding the brand's **HISTORY & DNA**

- **Leaders:** Recognized as the leader in home appliance solutions.
- **Passionate:** Passionate and dedicated to problem solving through technology and innovation.
- **Unquestionable threats:** Although leading in market share, direct competitors pose a serious threat.
- **Believer & Skeptics:** Owners love their product and treat it more like a family member than an appliance, but skeptics question functionality and longevity.

Passionate and Leading the Way

Political, economic, social & technological **MACRO TRENDS**

- **Mobile by nature:** Mobile devices dominating social interactions, media, innovation, and culture as usage rises to 71 % of adults and 86 % of Millennials.
- **Gotta have it:** In a consumption-based, “keeping up with the Jones’” culture, consumers are regularly upgrading devices and appliances.
- **My way, right away:** Millennial mindset has emerged in the mainstream: seeking empowerment, personalization & customization.

Expectations of Mobile and Personalized Products

How does the target **THINK, FEEL, LIVE, ACT?**

- **Technology consumed:** Technology is essential to their lives. They like trying new tech products and rely on them to keep them organized and connected.
- **Measured indulgence:** Willing to spend on select indulgences.
- **Varied interests:** Takes time for social activities like going to restaurants/bars, live music performances or entertaining at home, but also enjoys reading, cooking for fun and cultural excursions (museums, etc.).
- **Balanced:** Actively engaged in creating and maintaining a balanced life.

Active, Engaged and Tech-Reliant

How does the target **MAKE DECISIONS?**

- **Straight-forward decision-making process:** Small consideration set; short window for research, consideration and purchase.
- **Innovation peaks interest:** Strong desire to try out the latest product and is drawn to tech advances.
- **Part of the arsenal:** Product is one of several tools that a households own; weighing price and convenience against style and function.
- **Strong social influence:** Social media plays an important role in decision making, from research to post-purchase reviews and experience sharing.

Interested, Informed and Drawn to Innovation

What can we learn from parallel **BRANDS & CATEGORIES?**

- **ZAPPOS:** used people and video to bring inanimate products to life & lend them personality.
- **PHILIPS HUE:** Status symbol; brings personalization and personality to innovation and performance.
- **GOPRO:** a technology brand, but marketed like a lifestyle brand; focused on philosophy not just function.

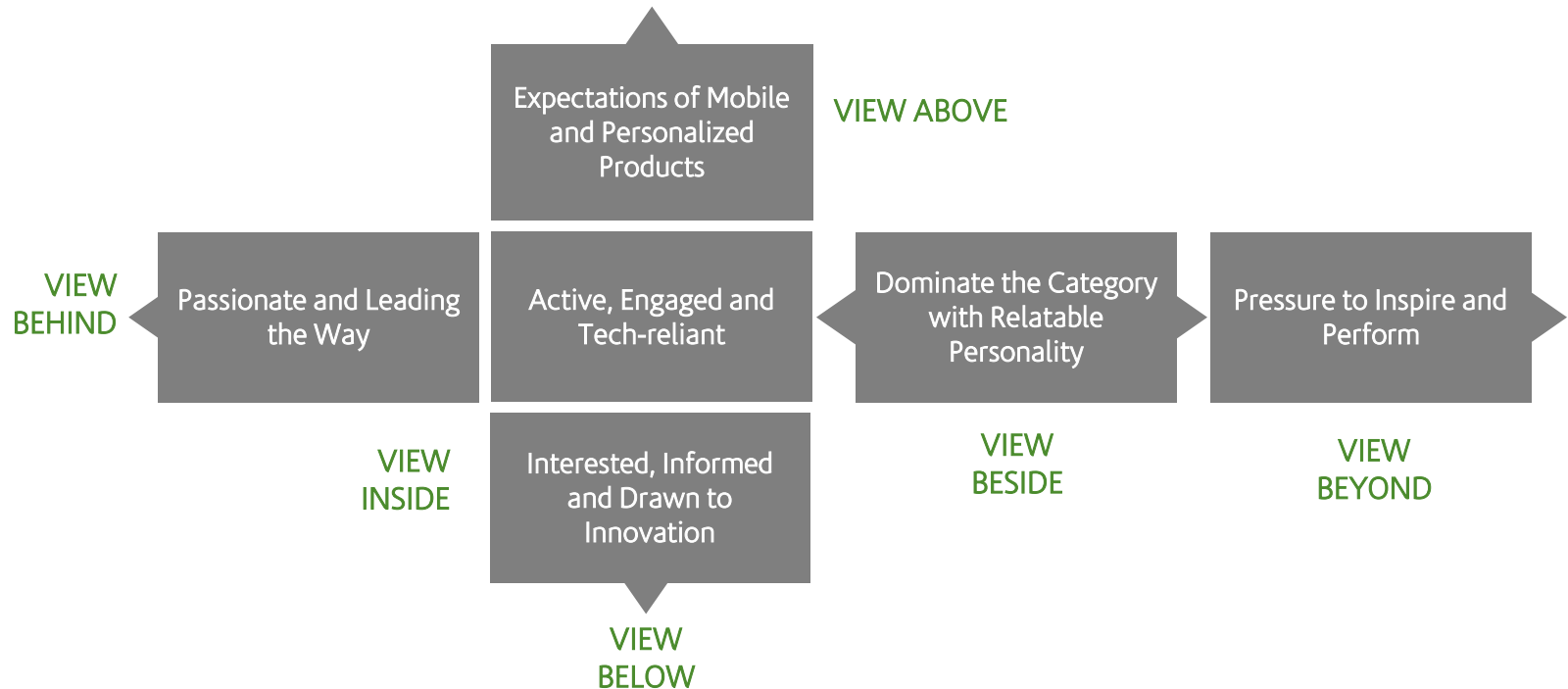
Dominate the Category with Relatable Personality

What will the FUTURE LOOK LIKE?

- **Tech-Dependent:** Consumers continuing to power through their lives; dependency on technology as a lifeline will flourish.
- **Survival of the Fittest:** Continued acceleration of product Darwinism.
- **360° Product Demands:** Innovation and novelty compete with form and function in the consideration set.
- **The Best and the Brightest:** Increased desire for aspirational products.

Pressure to Inspire and Perform

Summary of category & consumer FIRESTARTER™



TO MAINTAIN THE LEAD, WE NEED TO EVOLVE HUMAN EXPERIENCES:

From

A focus on utility; offering superior technology and convenience

To

A focus on aspiration; encouraging the “do-it-all” lifestyle and enabling everyday empowerment and balance

EXPERIENCE STRATEGY

Long Form Experience Strategy:

Dedicated to technology and innovation, [our product] leads the way in empowering people. But it's more than just an appliance. It's your wing man, your accomplice and your hall pass. No matter what comes up, you can rely on [product] to get the job done. Simply put, [product] enables people to focus less on tasks and more on living. Because when the work is done, you finally get to sit back and enjoy a little bit of freedom.

Short Form Experience Strategy:

Sit back and enjoy.

What is...

AN EXPERIENCE STRATEGY

Identifying and defining **the right way forward**
so contact points are both **quantitatively** and **qualitatively** targeted
alongside your brand message.

It is the art and science of defining an approach that will connect with people in a way that ultimately inspires a desired behavior

It is the filter through which we gauge successful experience creation and evaluate potential contact points