

Key Insight:

Millennials feel they are spending too much time cleaning (Macke, 2017b).

Advertising Problem:

Consumers don't think Roomba vacuums are powerful enough to be the primary vacuum in their home (Cullen, 2017a).

Advertising Objective:

Convince consumers the Roomba 690 is a powerful vacuum that will lessen the time and labor they spend cleaning.

Target Audience:

The target audience for the Roomba 690 should be white married couples between the ages of 25 and 29 who do not have any children (Macke, 2017d). Their household income is between \$50,000 and \$75,000 and they rent an apartment in an urban area (Cullen, 2017d). Both members of the target audience are college educated and have sales and office related careers (MRI 2017, Demographics). According to research conducted by Cullen (2017d), this target audience has great potential because Millennials are the more interested in purchasing or owning a robotic vacuum like the Roomba 690 than the average consumer.

This generation is purchasing their first vacuum for their first home, so they do their research about brands in order to find the vacuum that offers the most convenience for the best price (Cullen, 2017e). When researching a product, the target audience is more likely to consider purchasing a robotic vacuum because its small size is convenient for their first apartment (Cullen, 2017d). However, a majority of the target audience agrees robotic vacuums are best used for in-between cleanings after a household's primary vacuum has been used (Cullen, 2017a). While the target audience definitely shows interest in this new technological vacuum,

they are skeptical of robotic vacuum's power and performance abilities in comparison to traditional vacuums (Cullen, 2017a). To the target audience, the most important performance aspects of a vacuum are suction power, mobility, and multi surface capabilities (Cullen, 2017c).

The American Cleaning Institute (2018) conducted a survey the found Millennials give their homes a deep cleaning more often than any other generation. The target audience prefers to vacuum their entire home at once, but they only bring out the vacuum when they feel like the floors are getting dirty (Cullen, 2017b). However, Millennials also lack confidence in their home cleaning abilities (Macke, 2017b). Because the majority of the target audience are first time apartment renters, home upkeep may be a source of concern for them (Boehm, 2018). In addition, Brown (2017) claims the target audience are members of the time saver segment in Mintel's House Cleaning clusters. Time savers spend more time cleaning their homes than any other segment and they judge an area's cleanliness based on its physical appearance and scent (Brown, 2017). Because time savers are dedicated cleaners, they are willing to spend more money on cleaning products that will reduce the amount of time they spend cleaning their home (Brown, 2017).

According to Claritas (2018), the target audience is a part of the young and influential segment. Members of this segment are renting homes in urban areas and are very tech savvy (Claritas, 2018). They love to drive around the city in their Mercury while listening to inspirational music (Claritas, 2018). Just as the name suggests, the young and influential segment likes to take an active role in their community by building social networks (Claritas, 2018). However, it can be hard for members of this segment to balance their professional careers and personal lives (Claritas, 2018).

According to the Strategic Business Insight (2018) VALS survey, the target audience are experiencers who want to stand out in the crowd. Experiencers also have high resources and are motivated to buy products that express who they are as an individual (Strategic Business Insights, 2017). Their “heightened sense of visual simulation” makes experiencers natural trend setters who are always wearing the latest fashions (Strategic Business Insights, 2017, p. 1). As sociable people, experiencers place a lot of importance on their relationships and they love to go on spontaneous adventures with their closest friends (Strategic Business Insights, 2017).

Although Millennials still watch television, Netflix is their favorite method for watching entertainment (Froer, 2017). Nonetheless, the target audience is still more likely to watch TV than younger generations (Macke, 2017d). They most enjoy watching the television networks ESPN, CNN and AMC (MRI 2017, Demographics). The target audience also likes to read *Better Home and Gardens*, *People* and *National Geographic* in their free time (MRI 2017, Demographics).

When it comes to technology, Millennials are at the front of every trend. Seventy nine percent of younger Millennials claim they are early adopters of new technology (Rynne, 2017). There’s no denying Millennials’ interest in technology, but cool gadgets are defined as “useful technology that makes everyday tasks easier” (Paris, 2014, p. 7). Smartphones are arguably the most popular piece of technology among Millennials as 98 percent of the target audience owns one (Chambers & Radcliffe, 2017). Likewise, Millennials enjoy using a variety of social media apps and more than one fourth of the target audience spends at least 3 hours a day on social media sites (Forer, 2017). Facebook is the most popular social media network among Millennials (Nanji, 2017). However, 40 percent of millennials say that Instagram is the most effective social

network for brands to reach them (Richards, 2017). Regardless, the target audience enjoys interacting with brands over social media (Macke, 2017d).

On the subject of advertising, Ehlers (2017) has discovered that Millennial's viewing patterns are shifting due to the constant distractions that surround them. When Millennials are watching TV they are also plugged into their mobile phones and laptop computers often multi-tasking due to distraction (Ehlers, 2017). The Millennial network is over saturated with advertisements, therefore more subtle marketing tactics focusing on experiences and interactivity are the most effective way to get the Millennial's attention (Miles, 2015). The advertisements that do catch Millennial's attention make them feel personally connected to the brand, similar to the way they feel personally connected with social media (Ehlers, 2017). In order to reach Millennials on a personal level, brands must tell stories and "scale up individualization" in their advertising campaign (Miles, 2015, p. 5). Before purchasing a product, Millennials use social media as tool to make judgements about brands, review other's opinions and research about different brands (Ehlers, 2017).

Tom and Janice are newly weds who just moved to Fredericksburg City, VA (Claritas, 2018). Tom and Janice met each other at Delta State University, where they both graduated with business degrees (MRI 2017, Demographics). Janice, who is 26, is now a human resource manager at a casino office and Tom, who is 27, works as a logistician at a plastic cup factory (MRI 2017, Demographics). Tom and Janice couldn't be happier living in the city, even if renting their first apartment is a little scary. But whenever they get stressed, Tom and Janice try to get away from the house and work to make some time for their friends (Strategic Business Insights, 2017). They always have a good time whether they're checking out the newest club, playing a game on the newest video console, or just catching up on a Netflix series (Froer,

2017). However, Tom and Janice are sometimes embarrassed to host Netflix watch parties for their friends because it's hard for them to keep their house clean (Macke, 2017b). They spend hours making sure the house always looks its best (Brown, 2017). They love the feeling of having a clean home, but it takes so much time and effort to keep it that way (Macke, 2017b)! The floors are particularly annoying to clean because they have to drag the bulky vacuum out of the closet and constantly plug and unplug it from room to room. Tom and Janice are always up to date on the latest technology trends, so they've heard of wirelessly controlled robotic vacuums and think they are really cool (Cullen, 2017d). But the couple also suspects those machines don't have enough power to keep their entire apartment clean (Cullen, 2017a).

Competition:

Samsung Powerbot Robotic Vacuum: The Samsung Powerbot Robotic Vacuum was released as the first major competitor of Roomba (Hardawar, 2016). When it first hit the market, the Samsung Powerbot Robotic Vacuum was positioned as the more expensive and higher quality robotic vacuum (Hardawar, 2016). Samsung used "whiz-bang features and nebulous marketing term" to convince consumers to purchase the vacuum (Hardawar, 2016). However, once the novelty of robotic vacuums wore off, Samsung created a less more affordable, but less flashy version of their robotic vacuum (Hardawar, 2016). Limited edition Darth Vader and Stromtropper models of the Samsung Powerbot Robotic Vacuum were the star of the company's latest advertising campaign (Cammorata, 2017). The top of the vacuum was designed to resemble iconic Star Wars characters and the machines are preloaded with different phrases (Cammorata, 2017). To get the attention of Star Wars fans, the company launched this advertising campaign right before The Last Jedi was released (Cammorata, 2017).

Dyson Ball Vacuum: The Dyson brand image is extremely unique. Dyson perhaps the most unique and recognizable vacuum and fan designs in the industry. Dyson has been able to captivate the public by thoughtful design and marketing, consistent product branding, as well as the reputation of the vacuums never losing suction (Anscher, 2012). This has helped the brand identity fair out to the public cleanly through Dyson's websites, products and easy to read manuals. Upon entering Dyson's website, distinct images pop up of the products that are offered (Anscher, 2012). Easy to manipulate causes for Dyson's audience to react well. The owner of Dyson, James Dyson had a dissatisfaction with existing products which led him to the creation of the Dyson Ball Vacuum (Hollins, 2014). Dyson set forward to improve electronic appliances and engineering and design. The Dyson brand looks at the standard and acceptable way of the mainstream product and tries to find a new and better way to enhance it (Hollins, 2014). Owner James Dyson assures that people will pay more for a demonstrably better product than pay less for a product that is considerably worse (Hollins, 2014). A recent advertisement that was put out by Dyson was taken down by the Advertising Standard Authority (Stewart, 2018). Dyson tried to imply that indoor pollution was more detrimental to a person's health than outdoor pollution. The Advertising Standard Authority stepped in and deemed what Dyson was doing with this advertisement was misleading to the public. This has been the first time that Dyson has landed on the bad side of advertising in their company history.

Neato Botvac: The Neato Botvac is famous for its uniquely shaped design that helps it fit into corners and edges that the Roomba could not. The Neato's vacuuming radius is also much wider than the Roomba vacuuming radius (Crist, 2016). The unique shape and wide vacuuming radius of the Neato Botvac allow it to cover more surface area and fit into smaller corners. The Neato Botvac is positioned to clean up to 50% more than the competition and is famous for their

D shaped design. Their most recent advertising was done through a campaign to show how much more the Neato can vacuum over the competition. Their advertisement was a commercial and featured the vacuum cleaning up everything from dirt and dust to dog hair. They stressed the importance of the D shaped design and how it set them apart from the competition by being the only robot vacuum to vacuum up to 14mm of the walls and corners (Crist, 2016). Their most recent ad campaign was released in 2015 and titled “Neato Knows” (Neato Robotics, 2015). This campaign focused on the fact that life is messy, and that Neato knows this and is there to pick up whatever mess it is faced with (Neato Robotics, 2015). The ad campaign focused on features such as the robotic vacuums top of the line laser floor navigation and D shaped design.

Indirect Competitors: Swiffer Wet Jet, paper towels and broom.

Key Consumer Benefit:

The Roomba 690 vacuum gives you the power to make your own time.

Support:

- The Roomba 690 is cordless and cleans homes wirelessly (iRobot, 2018b).
- Consumer can wirelessly connect the Roomba 690 to their phones to plan a weekly cleaning schedule (iRobot, 2018b).
- The Roomba 690 can be synced to the iRobot HOME app, which allows users to monitor “cleaning activity, view cleaning history, and watch maintenance videos” outside the home (iRobot, 2018b).
- The Roomba 690 will automatically return to itself to the charging station when running low on battery (iRobot, 2018b).
- The Roomba 690 is equipped with iAdopt Navigation, which guides robot under and around furniture (iRobot, 2018b).

Tone:

The best words to describe this campaign are high level and powerful. Maintaining a high level tone in this campaign is important because the campaign should reflect Roomba's technologically advanced brand (iRobot, 2018a). In addition, the target audience will be drawn to a high level campaign because they enjoy innovative technology and are always looking for the newest product (Claritas, 2018). Moreover, a high level tone will emphasize the many features of the Roomba 690. Most of the target audience believes robotic vacuums hold great potential and they are interested in purchasing one in the future. However, they also believe robotic vacuums do not have the capacity to act as a home's primary vacuum (Macke, 2017b). In order to solidate the target audience's opinion on robotic vacuums, the campaign should have a powerful tone. An intense and powerful tone would tell the insecure target audience that the Roomba 690 is a powerful machine that has the capacity to save them time. In addition, a powerful tone would be helpful in describing and supporting the performing features that are important to the target audience.

Mandatories and Limitations:

Must include the Roomba logo. Must mention the ability to pair smartphone with Roomba and app. Must mention ability to roam on different surfaces and still work effectively. Must include all of the added pieces of equipment to get the best experience using the Roomba product. Must include all of the added benefits that Roomba provides while unable to physically clean house on their own free time. Must include Roombas leading-edge technology that other companies lack on. Must include the Roomba contact information such as the phone number and website domain. Must add that it has ability to self-charge when running out of battery life. Must include that Roomba can be ran while away from the home or apartment. Cannot include that it

will take care of all home cleaning needs. Cannot say incorrect battery life. Cannot include that it will pick up every single thing that is on the ground. Cannot include information that misleads about how much a Roomba can handle before it needs to be cleaned out.

Creative Strategy Statement:

Convince Millennial couples that the Roomba 690 is a time machine that gives them the power to make their own time because of its wireless capabilities.

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