

# Mother's Day 2019 Campaign Kit

## Jan 2019

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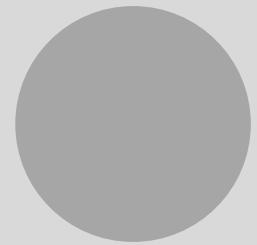
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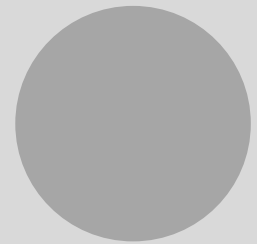
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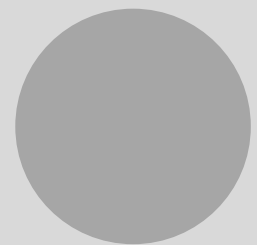
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Continue to delight core Supersonic audiences with timely, channel appropriate content. With a link to Mothers.

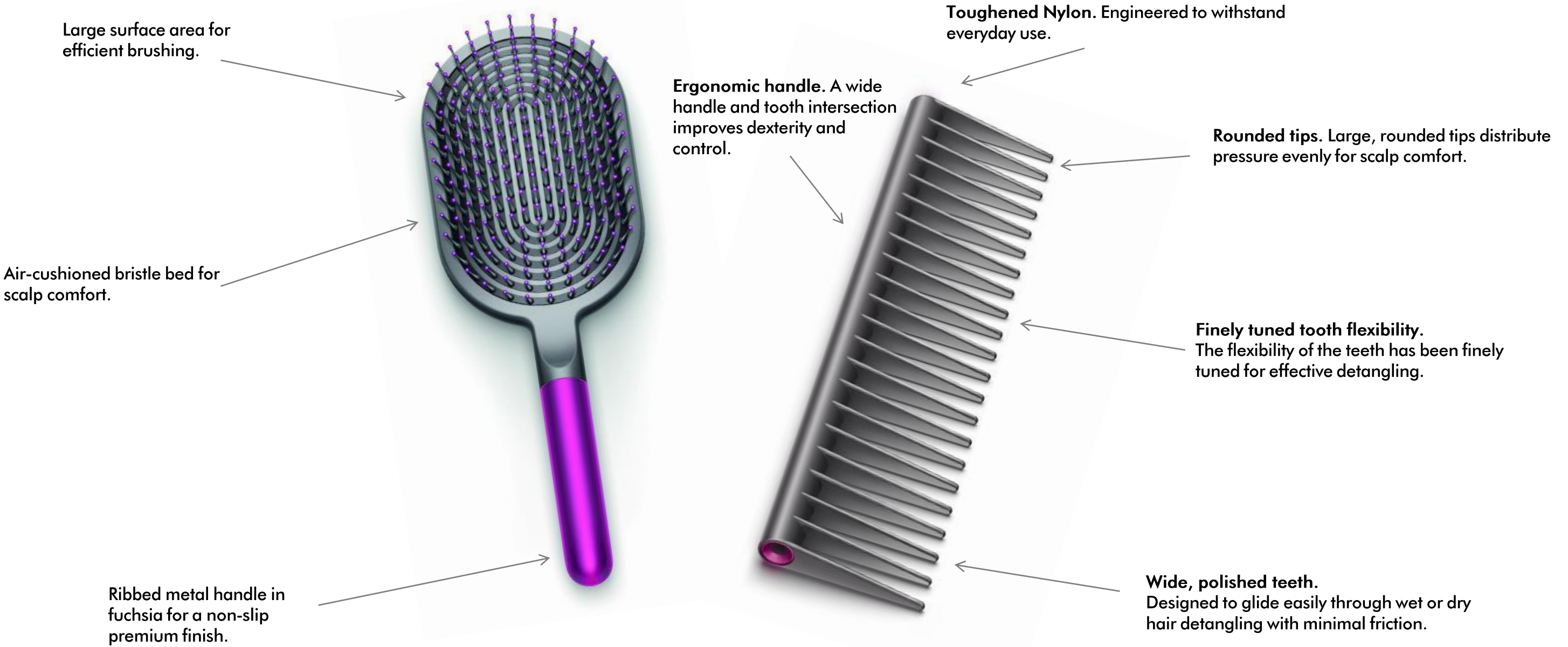


Position Supersonic as a luxury gift for Mother's day. We're not L'Oréal, but she's worth it.



Call out certain aspects of Supersonic relevant to Mum's.

## Paddle Brush and Comb set



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# Mother's Day

## Creative approach

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CAMPAIGN KIT  
Mother's Day 2019

COMMERCIAL  
PC Category

5

The aim is to position Supersonic as an alternate Mother's day gift to the usual bunch of flowers or other typical gifts given on Mother's Day.

To depict this, the campaign film shows a beautiful kinetic flower that comes to life when the powerful airflow of the Supersonic is switched on.

The flower is engineered from high grade materials and incorporates the V9 digital motor and thermistor glass beads.

The message is gift differently.

We chose not to directly use the kinetic flower in static media as this allows us to focus on our offer combination, the Supersonic, the paddle brush and comb.

## Background

The brief:

- Position Supersonic as a Mother's Day gift with engaging content to drive desire, and conversion messaging for a gift giver.

The gift:

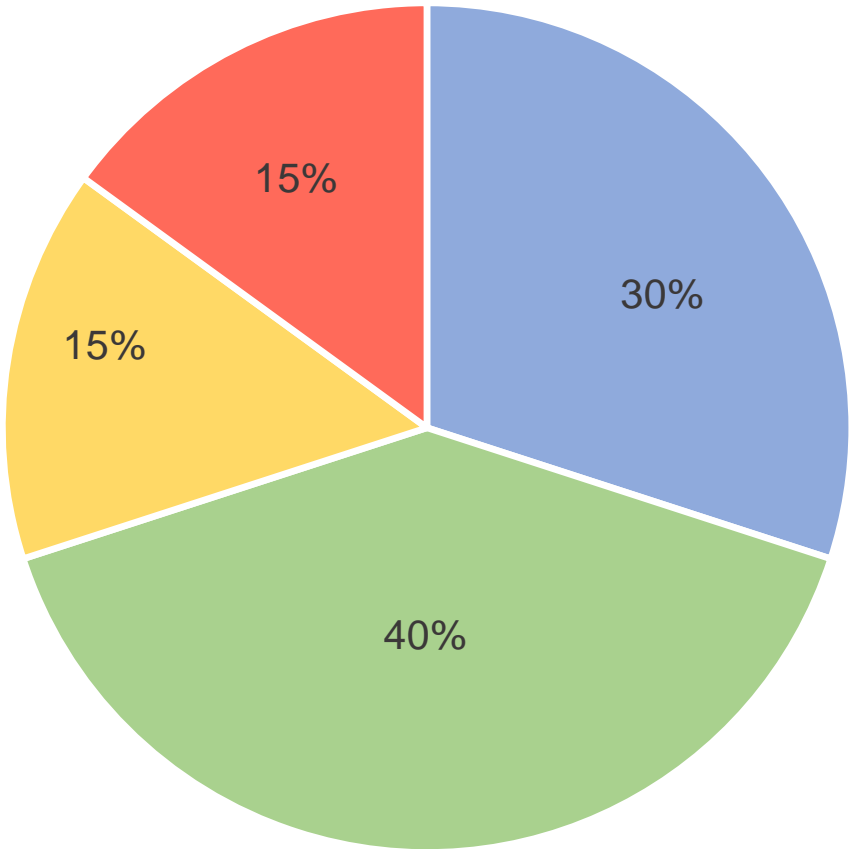
- Fuchsia Supersonic brush and comb gift set.



Targeting and channel split

<div>See</div> <div>Reach + awareness</div>	50% budget	<div>Mum's with kids</div> <ul style="list-style-type: none"><li>• Age 35-55</li><li>• High income 125%</li><li>• Female only</li><li>• Beauty and hair care interest</li><li>• Influencer pages/ followers</li></ul> <div>Gift givers</div> <ul style="list-style-type: none"><li>• Age 35-55</li><li>• High income 125%</li><li>• Male and female</li></ul>
<div>Think</div> <div>Educate+ inform</div>	30% budget	<div>We continue to talk to a broader audience to engage them further with our message, retargeting via:</div> <ul style="list-style-type: none"><li>• Website visits to the overview page</li><li>• Website lookalikes</li><li>• See engagers – video views to 10%</li><li>• See engagers – clicks</li><li>• Exclude basket completions</li></ul>
<div>Do</div> <div>Convert</div>	20% budget	<div>Drive the most cost effective conversion, retargeting via:</div> <ul style="list-style-type: none"><li>• Website visits to variant pages</li><li>• Website lookalikes</li><li>• Basket abandoners</li><li>• Exclude basket completions</li><li>• Think engagers – unskipped video view / video completion</li><li>• Think engagers – clicks</li></ul>

Recommended channel split



Facebook Instagram Pinterest YouTube

Pinterest: US, France, GB, Germany and Australia only.

Asset list

	Assets	Landing page(TBC)	Paid KPIs(TBC)
<div>See</div> <div>Reach + awareness</div>	<ul style="list-style-type: none"><li>6” video (16:9)</li><li>Circa 15” video (4:5, 9:16, 1:1)</li><li>3 x circa 15” video - Instagram story carousel (9:16)</li></ul>	Stories page	Reach Video retention
<div>Think</div> <div>Educate+ inform</div>	<ul style="list-style-type: none"><li>Circa 30” video (16:9, 4:5)</li><li>Campaign canvas</li><li>Pinterest carousel (9:16)</li></ul>	Stories page	Canvas dwell time Video retention Clicks to site
<div>Do</div> <div>Convert</div>	<ul style="list-style-type: none"><li>Campaign carousel (1:1 video and/or image)</li><li>Buy direct carousel (1:1 video and/or image)</li><li>Campaign video traffic driver (4:5, 9:16)</li><li>Buy direct video traffic driver (4:5, 9:16)</li><li>Promoted Pin (9:16)</li></ul>	Variant	Cost Per Click Cost Per Acquisition Website traffic

Note: content will be tiered for markets based on budget investments.



For the film we built a kinetic flower powered by a Supersonic. This allows us to demonstrate the Supersonics powerful and precise air flow. The air causes the flower to open and come to life.

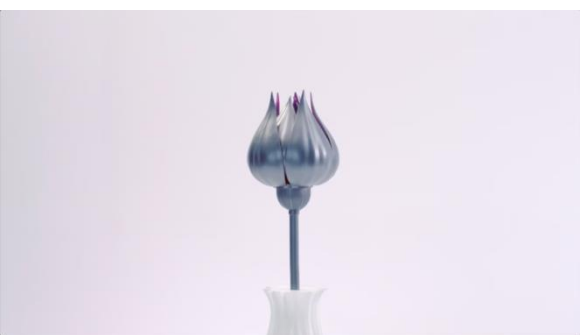
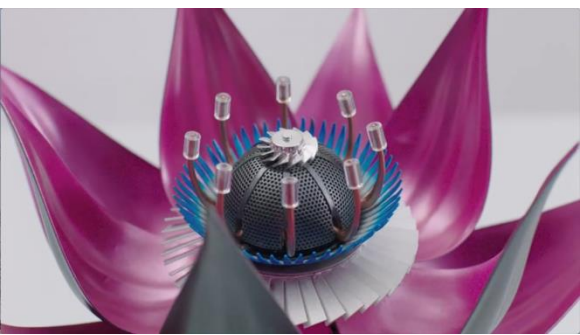
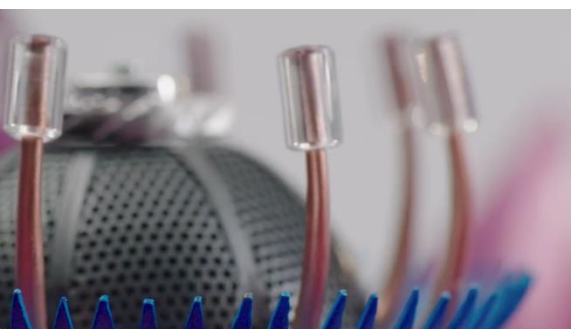
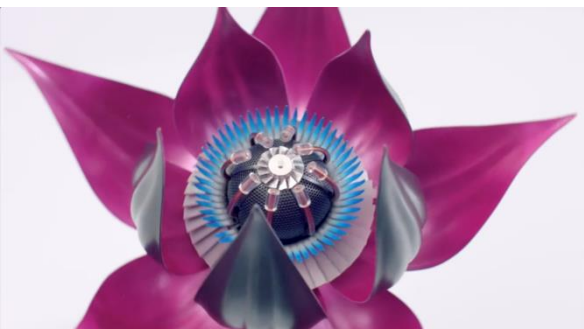
The flower design draws it's influences from the Supersonic, using the same colour ways, the impeller blades from the V9 digital motor, multiple blades, glass bead thermistors and details copied from the vents where the air flow is drawn into the hair dryer.

# Mother's Day

16:9 Film

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16:9\_Think\_Hero\_VX 150530  
16:9\_Think\_Hero\_No sound\_VX 150535  
16:9\_See\_6SECs\_YouTube bumper\_VX 150532

NB\* Use the same No. for clean versions.

# Mother's Day

4:5 and 1:1 film



Think\_Hero\_4X5\_ VX 150527  
Do\_Traffic\_Driver\_A\_4X5\_ VX 150614  
Do\_Traffic Driver\_B\_4X5\_ VX 150623

See\_Video\_1X1-VX 150560

NB\* Use the same No. for clean versions



# Mother's Day

9:16 Film

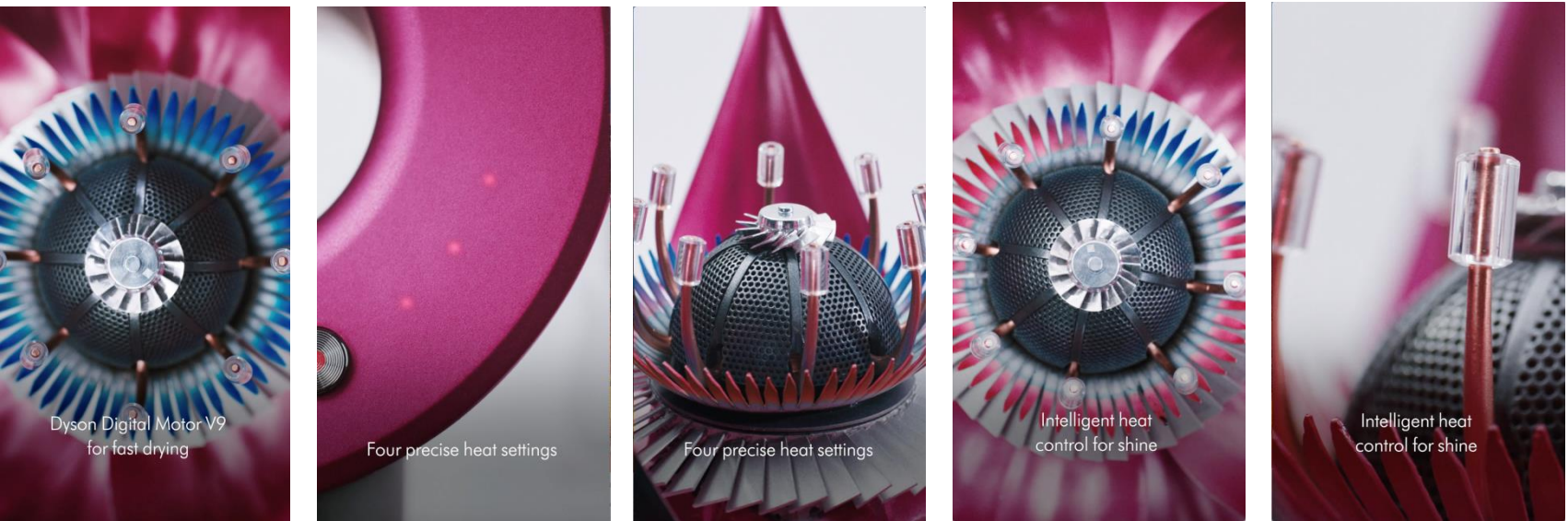
CAMPAIGN KIT  
Mother's Day 2019

COMMERCIAL  
PC Category

12



Story 1



Story 2

See\_Video\_9X16 \_ VX150570  
See\_Instagram story 1\_ 9x16 \_ VX 150517  
See\_Instagram story\_ 2\_ 9x16 \_ VX 150520  
See\_Instagram story\_ 3\_ 9x16 \_ VX 150523  
Do\_Traffic driver\_A\_VX 150600  
Do\_Traffic driver\_B\_VX 150605

NB\* Use the same No. for clean versions



Story 3

# Mother's Day

Pinterest carousel

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PC Category



Think\_Pinterest carousel VX-150718

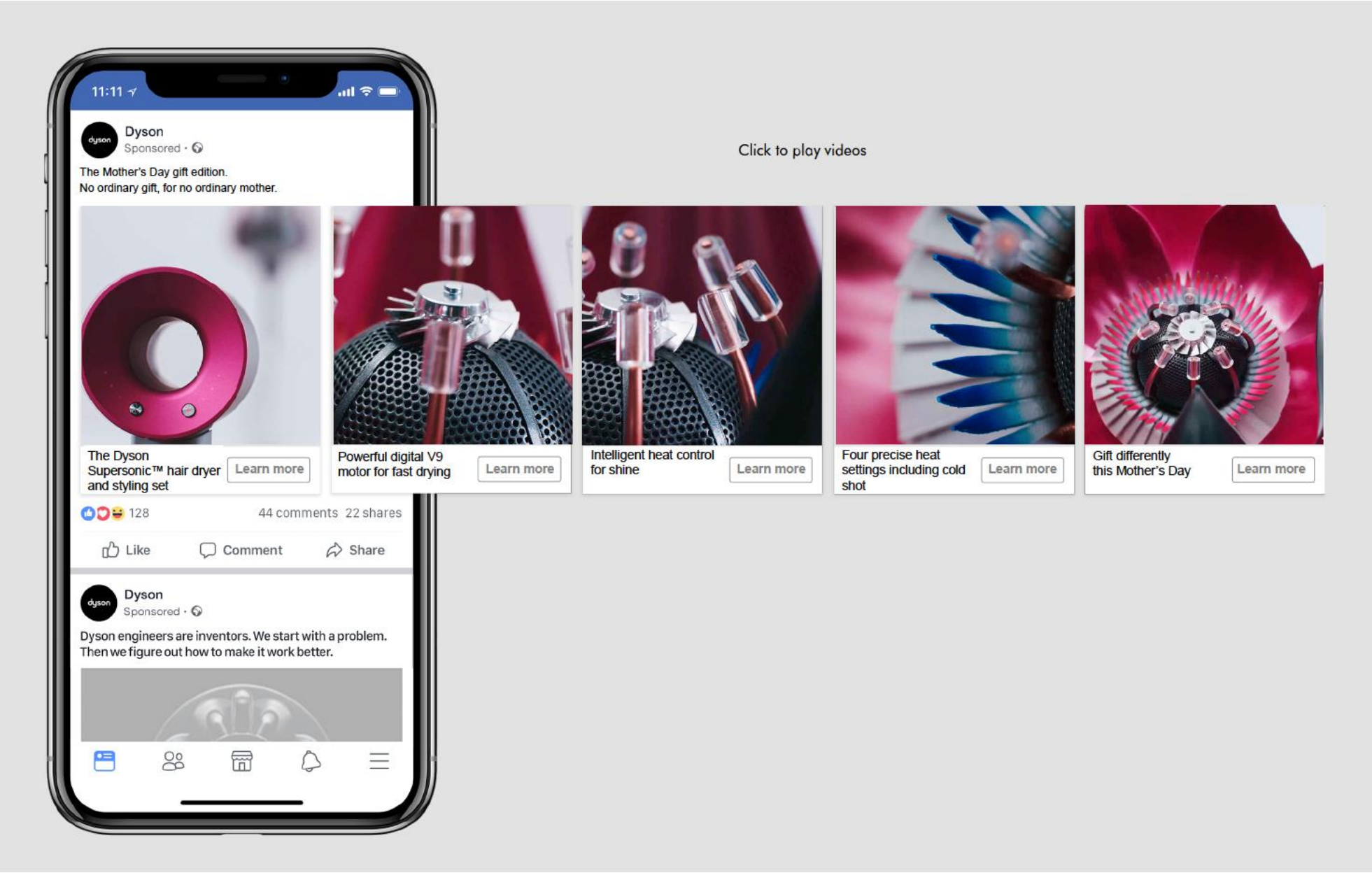


# Mother's Day

## Campaign carousel

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Mother's Day 2019

COMMERCIAL  
PC Category



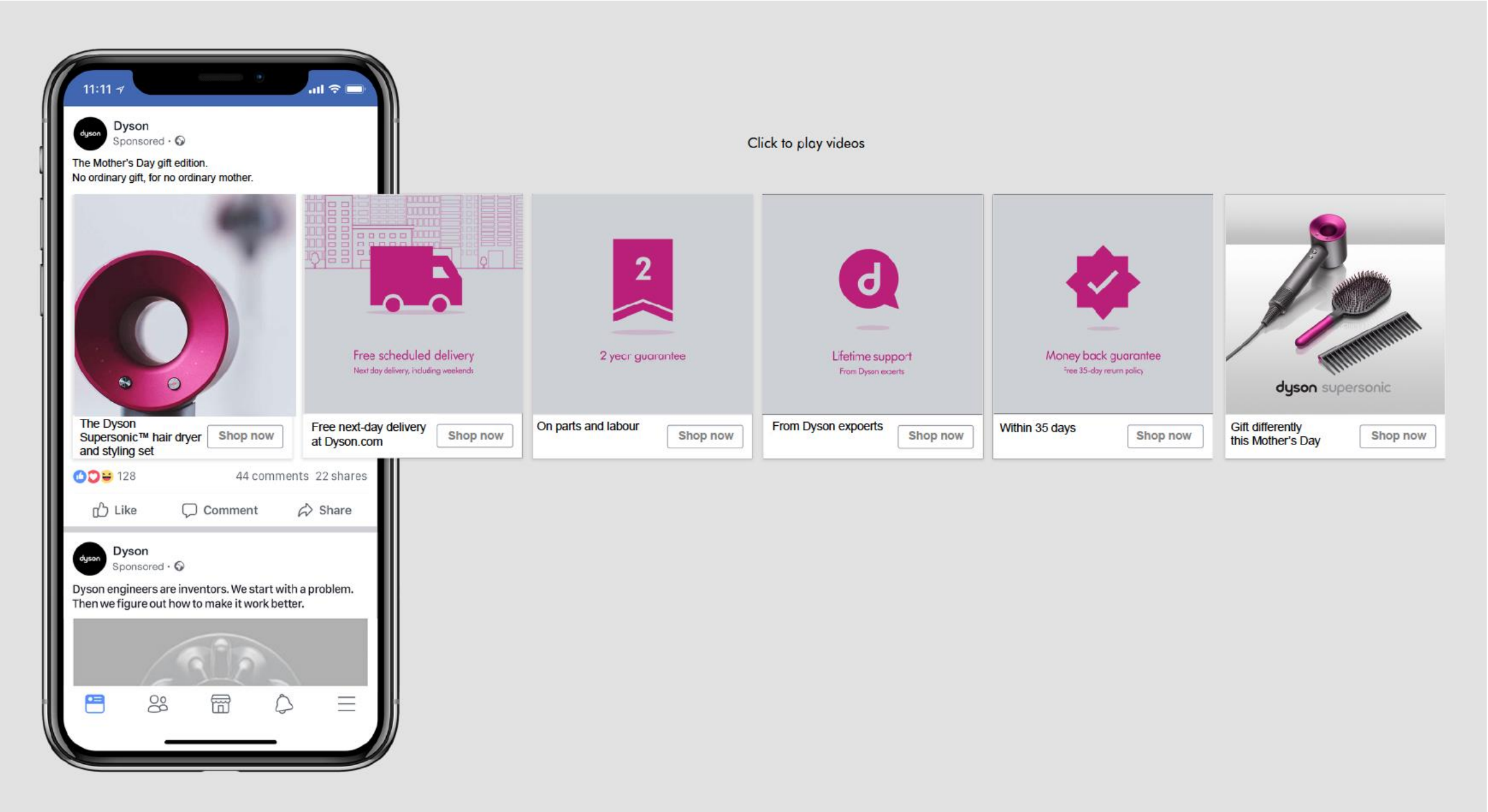
Do\_Campaign carousel VX-150699

# Mother's Day

## Buy direct carousel

CAMPAIGN KIT  
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COMMERCIAL  
PC Category



Buy direct carousel    VX-150590

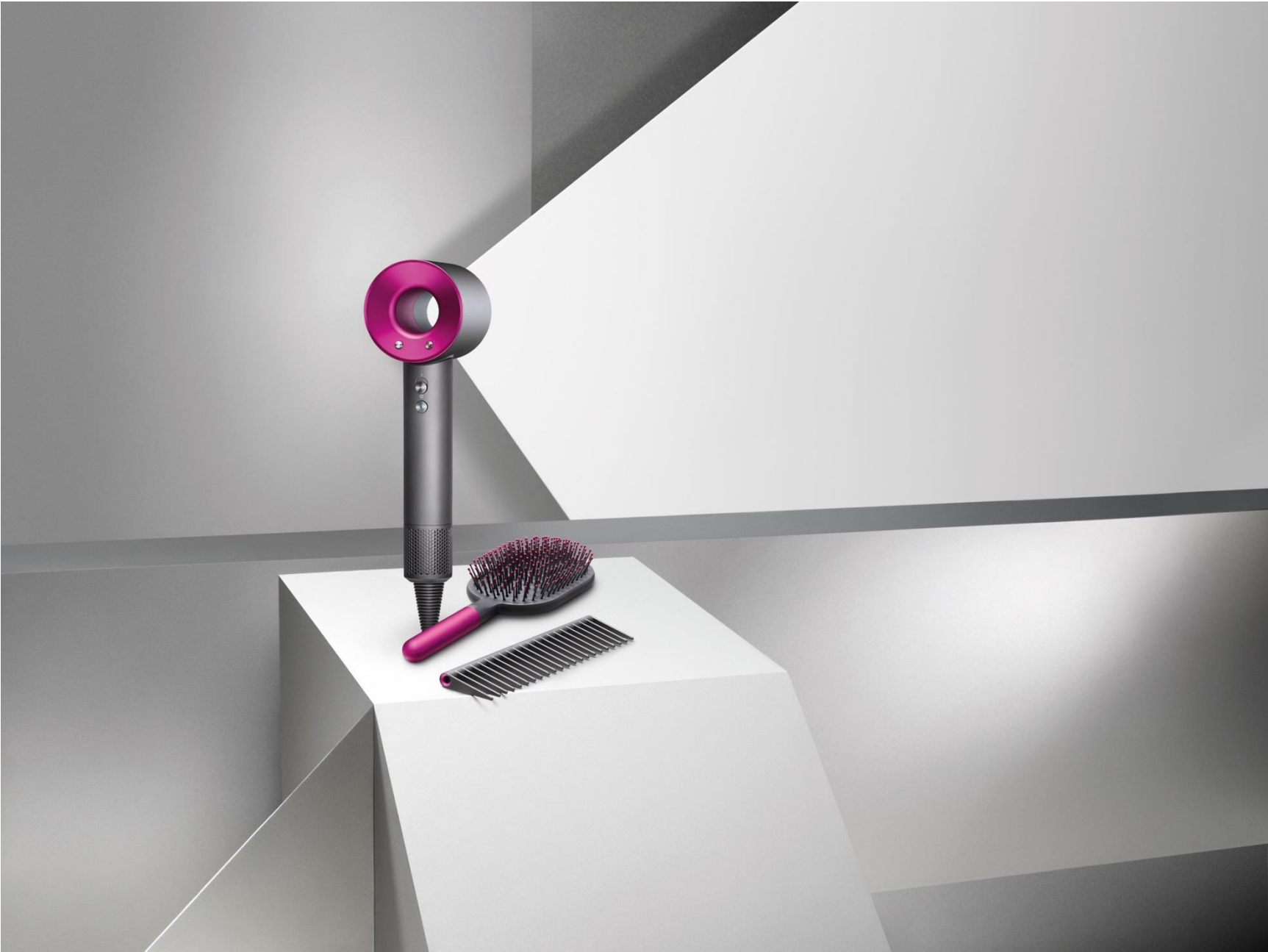
# Mother's Day

## Offering Imagery

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COMMERCIAL  
PC Category

Hero image



Secondary image





This image has been created to be used across social and retailer websites. The aim was to provide an asset that was pictured in an environment a little more 'in use' than on a white background.



CID 6874140 - 6874151

# Mother's Day

OOH and print

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48 Sheet 3048 X 6096mm

- Full page offering, press ad VX-153213
- 48 Sheet campaign poster VX-153217
- 6 Sheet campaign poster VX-153215



6 Sheet 1200 X 1800mm



Print 360 X 268mm

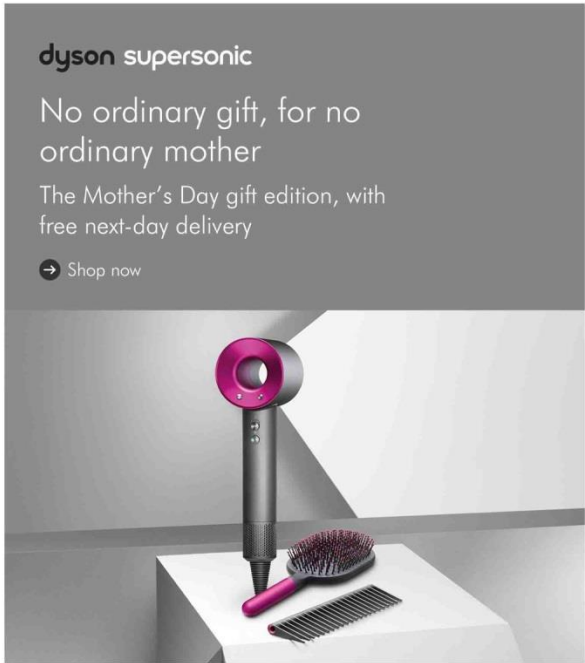
# Mother's Day

Leap homepage take over

Mobile



Tablet



Desktop



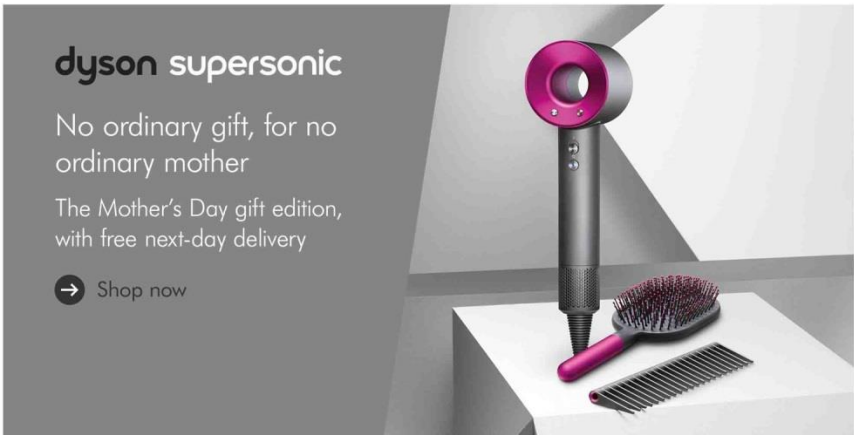
Panel-Mobile



Panel-Tablet



Panel-Desktop





Mobile

dyson

No ordinary gift, for no ordinary mother

Watch now

Celebrate Mother's Day with a gift edition Dyson Supersonic™ hair dryer and styling set. Free next-day delivery.

Mother's Day gift edition

Includes an iron and fuchsia Dyson Supersonic™ hair dryer, Dyson designed Detangling comb for wet and dry hair, and Paddle brush for styling.

Shop now

Fashion Week 2018

A composed production.

Tablet

dyson

Search

No ordinary gift, for no ordinary mother

Watch now

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Shop now

Fashion Week 2018

Desktop

dyson

ProductsFor BusinessSupportYour Dyson

Search

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Shop now


Fashion Week 2018

Mobile

dyson

Choose model

dyson supersonic



The Dyson Supersonic™ hair dryer Mother's Day gift edition

Includes an iron and fuchsia Dyson Supersonic™ hair dryer, Detangling comb for wet and dry hair, and Paddle brush for styling.

★★★★★ Hair Reg. 28px

**£000.00**

Hair Reg. 28px

3 free tools worth £100. Hair Reg. 28px

Trade in your old vacuum and save £80 on your Dyson machine.

Add to basket

Play video

Pay less today. Choose Financing at checkout, and pay £20.83 every month, for 24 months. [Terms and conditions.](#)


2 year guarantee

Free next-day delivery

14 day trial


24-month finance

Watch now




Dyson Paddle brush

With a weighted handle for balance, the Paddle brush is the ideal tool to style your hair. The handle gives precise control, while the large bristle-bed covers a wide surface area for fast and efficient brushing.



Dyson Detangling comb

Engineered with wide, polished teeth, the Dyson-designed Detangling comb glides through wet or dry hair, detangling with minimal friction. And with large, rounded tips, it's designed to be gentle on the scalp.




Tablet

dyson

Search

Choose model

dyson supersonic



The Dyson Supersonic™ hair dryer Mother's Day gift edition

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Pay less today. Choose Financing at checkout, and pay £20.83 a month, Hair Reg. 28px for 24 months. [Terms and conditions.](#)

Was £200.99 (charged between 26/11/2015 and 25/12/2015).

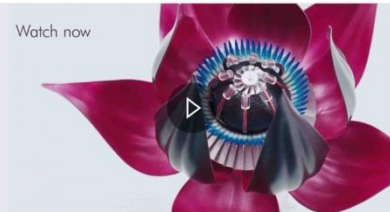
2 year guarantee

Free next-day delivery

14 day trial


24-month finance

Watch now




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"Endorsement or testimonial text"

Expert Reviews, 27 Apr 2016

[Read the full article](#)

Desktop

dyson

Products

For Business

Inside Dyson


Support

Your Dyson

Search

Choose model

dyson supersonic



The Dyson Supersonic™ hair dryer Mother's Day gift edition

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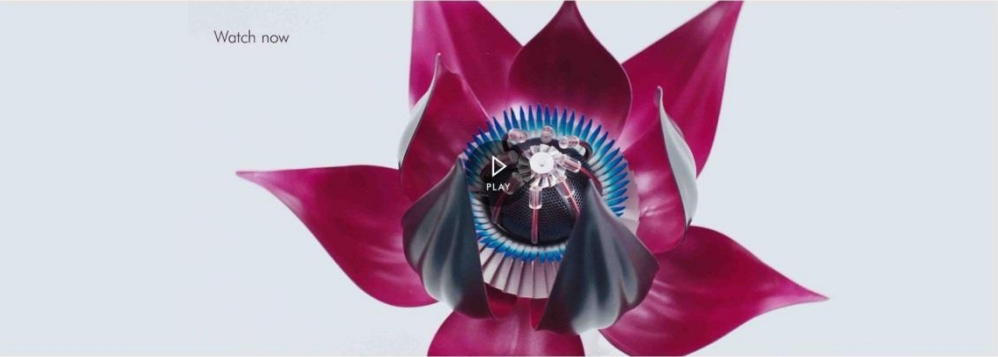
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Watch now




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# Mother's Day

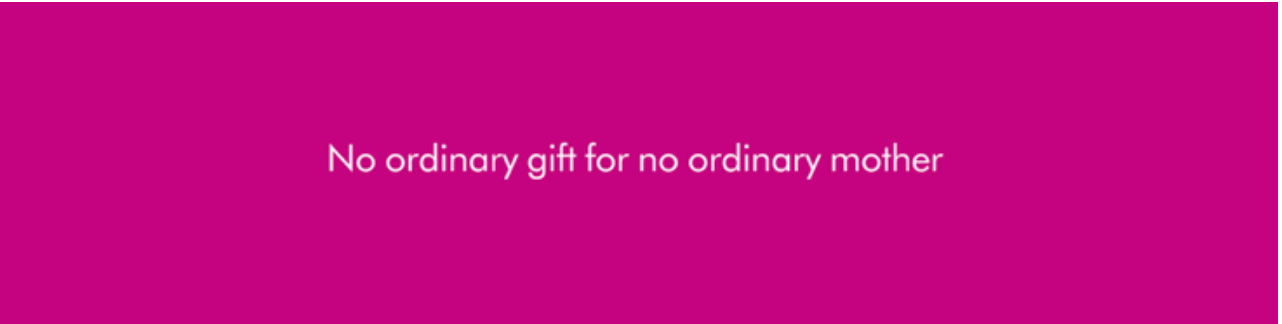
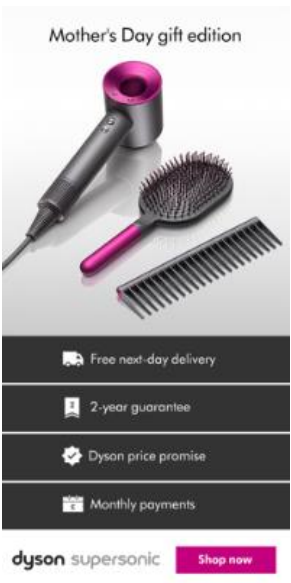
Animated display (Awareness & Conversion)

CAMPAIGN KIT  
Mother's Day 2019

COMMERCIAL  
PC Category



300x600  
VX – 154585 (Convert)  
VX – 154745 (Awareness)



300X250  
VX-154582 (Convert)  
VX- 154742 (Awareness)



970X250  
VX-154594 (Convert)  
VX – 154748 (Awareness)



# Mother's Day

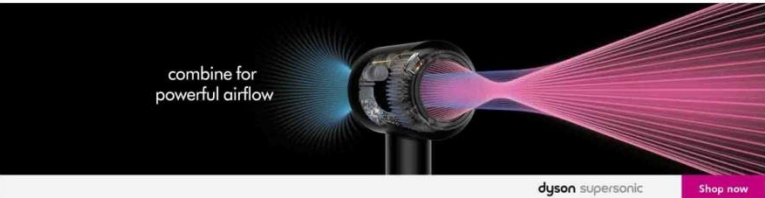
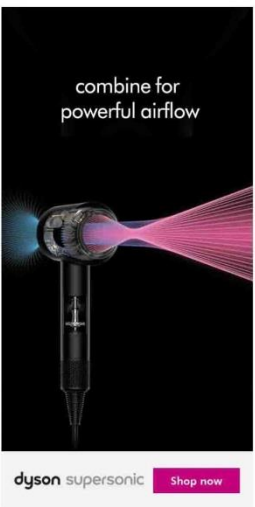
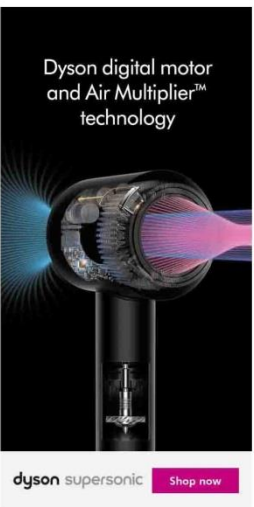
## Animated display (Consideration)

CAMPAIGN KIT  
Mother's Day 2019

COMMERCIAL  
PC Category



300x600  
VX - 154751



970 X 250  
VX - 154755

# Mother's Day

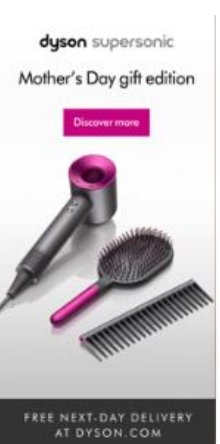
Display: Animated rich (Awareness)

CAMPAIGN KIT  
Mother's Day 2019

COMMERCIAL  
PC Category



300x600  
VX-154883



300X250  
VX-154880



See pages 11-13 for film content.



No ordinary gift,

dyson supersonic

Discover more



No ordinary gift,

dyson supersonic

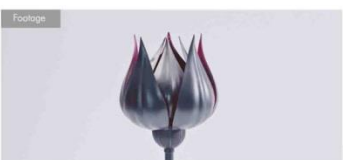
Discover more



No ordinary gift,

dyson supersonic

Discover more



No ordinary gift,  
for no ordinary mother

dyson supersonic

Discover more



No ordinary gift,  
for no ordinary mother

dyson supersonic

Discover more



970 X 250  
VX-154885



# Mother's Day

Display: Static (Awareness & Conversion)



300x600  
VX-154843 (Awareness)  
VX-154846 (Consider)  
VX-154848 (Convert)



300X250  
VX-154833 (Awareness)  
VX-154836 (Consider)  
VX-154838 (Convert)

Shorter sequence to be used as a sprite sheet where video isn't available



970 X 250  
VX-154856 (Awareness)  
VX-154858 (Consider)  
VX-154860 (Convert)

Dyson direct window



Direct Window lightbox Graphic Portrait (Row) VX 152196  
Direct Window lightbox Graphic Portrait (CN) VX 152199



Range guide insert



Direct range guide (Row) VX 151032  
Direct range guide (China) VX 151034



Celebrate Mother's Day with a gift  
edition Dyson Supersonic™ hair dryer,  
complete with a Dyson-designed  
Detangling comb and Paddle brush.  
**£000.00**



# Mother's Day

## Retail Assets

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Mother's Day 2019

COMMERCIAL  
PC Category

Showcard



VX-153241

Poster



VX-153365

Double plinth X2



VX-153235 (Old version)  
VX-153371 (308 Plinth)

Single plinth X2



VX-153248 (old version)  
VX-153363 (308 Plinth)

Hanging Banner 1200x900



VX-153369

Hanging Banner 900X1200



VX-153367

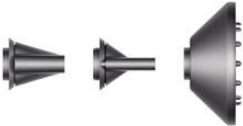
Product Ticket

**dyson supersonic**  
Powerful digital motor.  
Designed for fast drying.

Celebrate Mother's Day with a gift edition  
Dyson Supersonic™ hair dryer, complete with a  
Dyson-designed Detangling comb and Paddle brush.



Powerful, precise drying.  
Helps protect natural shine.



Fast drying  
Engineered for balance  
Smooth, controlled styling  
Magnetic styling attachments

PRICE TICKET AREA  
DO NOT PRINT

Styling Station Plinth Ticket



Celebrate Mother's Day with a gift  
edition Dyson Supersonic™ hair dryer,  
complete with a Dyson-designed  
Detangling comb and Paddle brush.  
£000.00

VX 151036 (row)  
VX 151039 (China)