

# AUDIENCE PROFILE



## Engagement Channels:

- In-person (trade show booth)
- Trade media publications
- Online, including geo-targeted banners and a dedicated landing page

## Audience Profile:

Our primary audience is American home builders, representing approximately 50% of attendees. These trade professionals (mostly male, mostly Gen X or Baby Boomers) need reliable appliances at scale and consistently reliable service.

One secondary audience is distributors/retailers (about 19% of attendees). These are owners and managers of specialized appliance showrooms. They offer a variety of products direct to members of our other audiences.

Another secondary audience is “influencers” such as architects, interior designers, and remodeling contractors (about 12% of attendees); they don’t buy appliances directly, but may be in a position to help home buyers or current homeowners choose them.



# BUSINESS CHALLENGE & CAMPAIGN OBJECTIVE

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brands

**Because every project is different.  
And so is every customer.**

AMANA® Whirlpool® MAYTAG® KitchenAid® JENNAIR®

**Count on us.**

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## Challenge:

Almost all builders are already aware of Whirlpool Corporation – they are either a current customer or have worked with them in the past (and chose to end the relationship due to some issue). In order to reposition Whirlpool Corporation to this audience, we want to emphasize Whirlpool Corporation's leadership in the things that matter to builders, in order to encourage them to give Whirlpool another look. Similarly, for those who currently work with Whirlpool Corporation, we want to enforce the partnership. For both audiences, it needs to be clear that they can count on Whirlpool Corporation for engaged people, reliable products and industry-leading service.

## Objectives:

- Encourage engagement and education of the trade on how Whirlpool Corporation satisfies against the three pillars from the Builder Decision Journey – engaged people, reliable products and industry-leading service
- Present Whirlpool Corporation as the global leader in appliance manufacturing through a cohesive narrative, leveraging our existing "Count on Us" campaign and connecting to the Builder Decision Journey/showing leadership in three pillars (people, products and service)
- Increase the visibility of Whirlpool Corporation's total presence at International Builders' Show

Success is defined by KPIs designed to measure engagement of key prospective customers with the products and/or sales team members in booth.





## Insights:

- Our primary audience uses trade shows and events as a key source of appliance information
- They desire to learn about appliance reliability and trends in finishes, features, innovations, etc. at trade shows
- They think all appliance manufacturers are similar and see the key differentiator as service, but they still use trade shows to shop, learn, and see innovations
- Our secondary audiences attend trade shows to see the latest products, get ahead of trends, and network

## Strategies:

- Focus on traffic-driving paid media tactics before and during show
- Create excitement about booth with eye-catching activations and giveaways
- Maximize booth space by providing private meeting spaces for the sales team and multiple entrances to encourage flow of traffic throughout the booth
- Gate giveaways with badge scan to maximize leads



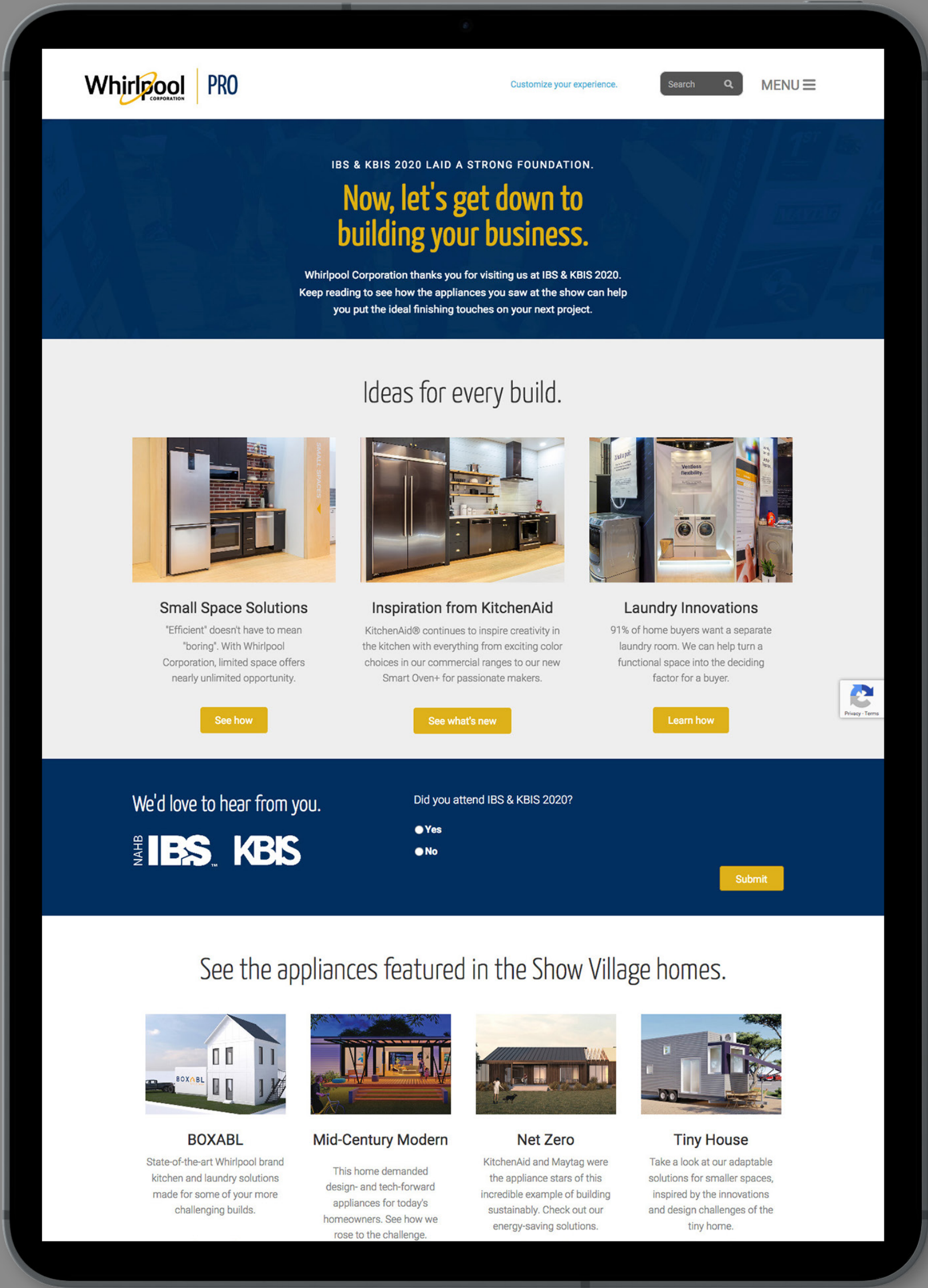
# CONCEPT/BIG IDEA



## "The Big 3"

We discovered that the 3 core pillars – People, Products and Service – were the definitive drivers for our primary target audience. And we designed a tradeshow experience that reflected that – from booth staff training, to product showcases and our over-sized KitchenAid mixer photo opp, to a special area for booth visitors and press to take a load off and hear some service success stories.





CBD developed a comprehensive strategy to drive the target audience to our booth and encourage engagement once there. Specific collateral included:

- 50x40 booth in IBS Central Hall
- Pre-, during-, post-show media outreach
- Editorial coverage
- On-site media interviews
- Press releases
- Press kit
- Emails (to our CRM database) and landing pages for before and after the show
- Geo-targeted banners
- IBS mobile app banner & push notifications
- Screen video content in-booth
- Post-show email and landing page
- Product signage/graphics
- In-booth giveaways (cupcakes, spatulas/whisks)
- Booth signage
- An in-booth “chat” led by KBtribe, a group of industry professionals
- Owned social media posts



# RESULTS/SALES /MARKET SHARE



IBS/KBIS 2020 was a tremendous success.

- We saw a 136% increase in leads collected YOY thanks in part to high levels of staff engagement
- Our social media posts generated 3.2+ million Twitter impressions, increased SOV and drove traffic to booth by hosting live KBTribeChat
- Press releases/product coverage and in-person KBTribeChat helped Whirlpool Corporation rank #2 in SOV. Altogether, our client owned 22% of industry's share of voice around the show, a 46% increase YOY.

This is all despite competitors' outspending Whirlpool Corporation on booths and awareness tactics.



# BUSINESS BUILDING



CBD's marketing efforts enabled the client sales team by providing a record number of leads, while also positioning Whirlpool Corporation as a key player and leader in appliance manufacturing.