

# Offline Word of Mouth by Influencers

Electrolux is a high-end, premium, European brand in Korea. In spite of Electrolux's targeted PR, consumers still are more likely to make a choice between Samsung and LG than to consider Electrolux, because they simply didn't have Electrolux on their minds.

To put Electrolux top of mind, AML had to create the conversation between consumers -- specifically moms. In order to do that, AML needed to help their targeted moms to understand "why Electrolux?" and to share the value of the brand.

## Influencer marketing: Step 1

AML recruited 40 influencers 1,299 from among volunteers. The influencers were selected at the point of purchase and after their experience they would give feedback via an online retailer. Those selected were influencers at the "online shopping mall," as well as within their offline social networks.

To spread the word and encourage trial, influencers held a "Home Show for Electrolux" with their friends, and then after trying it in their homes, they could report back using the Home User Test.

From this project we earned:

- 1,299 post home usage notes
- 20,684 exposures
- Feedback from 59% of participants

From the 40 influencers:

- 91.7% of the home party participants understand the importance of micro-dust
- 76% purchase intention
- 269,812 viral views online
- Through the first WOMM program for the Oxy3system, sales increased three times in Korean market.

Consumers had conversations such as:

- "Electrolux Oxy3systems are better than Samsung or LG on this kind of micro-dust."
- "Oxy3systems is good for our kids."
- "Very good for health."

# Case Study Library



## Brand Community:

At this project, AML encouraged the brand community to gather customer comments. From their activity on the portal site, blog, community, and online mall, we gained:

- 5,770 post-usage reports
- 438,437 online exposures

We can manage customer loyalty through two-way communications like the involvement programs. We also get a lot of consumer insights and co-innovation from the brand community.

## Now we have:

- 4,898 members
- 15,454 pieces of CGM

Through online and offline influencer marketing, viral marketing, and community marketing, we get the 40.3% NPS.

**Client:** Electrolux Korea

**Agency:** AML (Advantage Marketing Lab)

**Budget:** \$300,000

**Date of Campaign:** Nov. 2006 - 2008 (until now)