

# MAVERICK

## CASE STUDY

### The Canadian Launch of Dyson...the vacuum that doesn't lose suction!

#### The Challenge

James Dyson is the brainchild and inventor behind Dyson Vacuums. While number one in many countries around the world, Dyson had its sights set on Canada to introduce its patented Dual Cyclone technology. Early in 2006, MAVERICK was tapped to handle the inaugural launch of this iconic brand. Challenges were many and included:

- **No brand recognition in Canada** – Dyson was a relatively unknown brand in Canada and James Dyson was an unknown inventor.
- **Limited availability** – Dyson was not widely available across Canada through the retail channel at time of launch
- **No advertising support or in-store support** – the ad campaign didn't begin until three weeks after the media event and media coverage was essential to drive sales and create brand awareness
- **Crowded marketplace with numerous competitors** – many vacuum offerings on the market at much lower price points
- **Product differentiation** – needed to educate consumer on why they should invest in a good vacuum at a price point of \$700 CDN.

#### The MAVERICK Difference

- Developed a multi-level long lead media tour in England for style editor at CityLine TV, Les Idees de la Maison and Chatelaine
- Recommended a World of Mouth Campaign which included Dyson giveaways and tracking Canada's Top 100 Influencers such as Jeanne Beker and top female influencers
- Conducted one-on-one demonstrations to high profile Canadian media
- created Pre-Launch Media Buzz Campaign – high profile media given sneak preview in advance
- Donated to Sick Kids Hospital Auction – bid on the first Dyson and meet inventor James Dyson
- Secured prominent showing at the Interior Design Show; first time permitting an appliance manufacturer
- Developed and orchestrated major press launch at the Design Exchange to officially launch Dyson in Canada
- Secured placement of Dyson product in the 2006 Junos Celebrity gift baskets

#### The Results

1. Coverage appeared in 90% of media that were identified as targets
2. Every major consumer publication covered Dyson in the first three months after launch
3. More than 6,000 Dyson units sold in 8 weeks (six times the volume expected)
4. Dyson became #3 by value (\$) in the Canadian marketplace with only 25% distribution after six weeks

