

Consumer Care Book Air Humidifier Lotus

Basic
Regular
Premium

HU4901
HU4902
HU4903

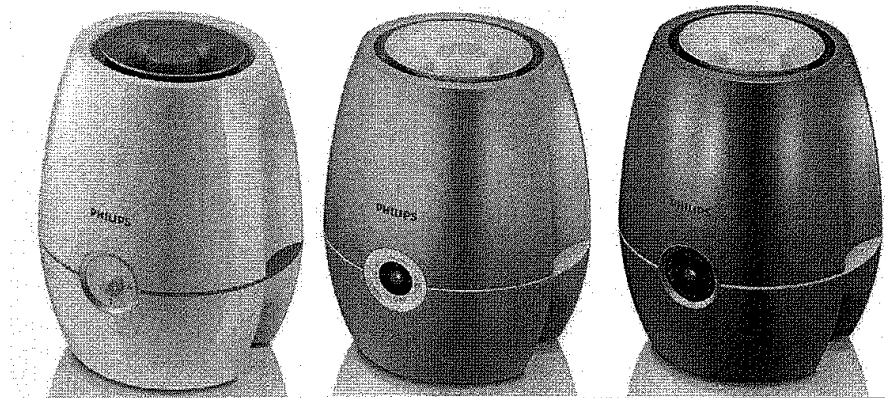
Approved by:

Author: John Li
Date: Dec-09-2011
AKB: CCB-WA-001
Version: CR

CMM: Jun Yu

(Please place a signature)

Date: 2011.12.20



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Product Introduction

VPH

VPH Air humidifier (Lotus low end)

sense and simplicity

1. Target	2. Consumer Insight	3. Competitive Environment
<ul style="list-style-type: none"> Families with children (75%) worried about health implications of breathing dry air Communication focused on: female 25-45 yrs aged Wanting to improve indoor air Q (70%) Income mid to high (above 50k RMB/yr) Living in urban area 	<p>Maintaining a healthy life for my family is important for me, but often the air in the house is dry causing skin allergy, a sore throat or an itchy nose. To increase the humidity level, I have a humidifier. However, it is difficult to clean the whole device properly as I can not remove the white dust from the water tank and I can not clean the internal parts to make it germ-free. As a result, I am concerned about the germs and white dust that can be spread into the air. I wish there was a solution that could give me the confidence that the humidified air is really healthy.</p>	<p>Leading (regional) brands offering both air purification and humidification like:</p> <ul style="list-style-type: none"> -Yadu: market leader in humidification (+60% MS) -Midea: Nr 2 in humidification (+32% MS, vol) <p>Majority of technology used is ultrasonic evaporation (86%) with an average NNP price point of 14 Euro (sept 2010 YTD) with prices erode fast, 10% down vs last year. Evaporation humidification (13% MS) has an average NNP of 56 Euro, up 7% from last year.</p>
4. Benefits	5. Reasons to Believe	6. Discriminator
Only a Philips humidifier guarantees healthy humidification	<ul style="list-style-type: none"> Prevents white dust and bacteria spreading in your room by cold evaporation technology With easy cleaning concept design for easily and properly cleaning of the water tank and the internal parts. New added RTB. Has a HealthyAirProtect Alert, which will warn you when the water tank is empty or misplaced to keep optimal performance. 	Only Philips guarantees a healthy humidification
Brand positioning : Healthy air guaranteed		
<p>Designed around you:</p> <ul style="list-style-type: none"> Insight validated with 450 target audiences in China with promising result: -Purchase interest (unpriced): upper tertile -Purchase intent at low price side (349) : top 20 -Uniqueness: above average -Need fulfillment: Top 20 	<p>Easy to Experience:</p> <p>Product validated with 75 target consumers in Home Placement Test. Target for all below criteria is >=4 (5-point scale):</p> <ul style="list-style-type: none"> -Users are satisfied with the out of the box experience and installation -Users are satisfied with the way being alerted when it is time to clean the device. -Users are happy about the cleaning method suggested 	<p>Advanced:</p> <p>Product validated with 75 target consumers in Home Placement Test. Target for all below criteria is >=4 (5-point scale):</p> <ul style="list-style-type: none"> -Users are satisfied with auto air control system -Users are satisfied with air humidity after humidification

VPH Air humidifier (Lotus Mid/high end)

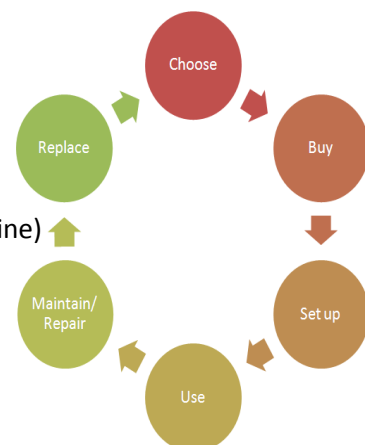
sense and simplicity

1. Target	2. Consumer Insight	3. Competitive Environment
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4. Benefits	5. Reasons to Believe	6. Discriminator
<p>Only a Philips humidifier guarantees healthy humidification</p>	<ul style="list-style-type: none"> Effectively filters bacteria out of the water so that they don't get spread into the air Prevents white dust in your room by cold evaporation technology Optimizes the humidity level, using a SmartHumidity Control, that measures and moistens the air until the right level and automatically shuts off when it gets too humid Has a HealthyAirProtect Alert, which will warn you when the humidity filter and water tank must be updated to keep optimal performance. With easy cleaning concept design for easily and properly cleaning of the water tank and the internal parts. New added RTB. 	<p><u>Only Philips guarantees a healthy humidification.</u></p>
<p>Brand positioning : Healthy air guaranteed</p>		
<p><u>Designed around you:</u></p> <ul style="list-style-type: none"> -Insight validated with 450 target audiences in China with promising result: - Purchase interest (unpriced): upper tertile - Purchase intent at high price side(999) : above average - Uniqueness: above average - Need fulfillment: Top 20 	<p><u>Easy to Experience:</u></p> <p>Product validated with 75 target consumers in Home Placement Test. Target for all below criteria is >=4 (5-point scale):</p> <ul style="list-style-type: none"> - Users are satisfied with the out of the box experience and installation -Users are satisfied with the way being alerted when it is time to clean the device -Users are happy about the cleaning method suggested - Air humidity feedback is clear and sufficient. 	<p><u>Advanced:</u></p> <p>Product validated with 75 target consumers in Home Placement Test. Target for all below criteria is >=4 (5-point scale):</p> <ul style="list-style-type: none"> - Users are satisfied with auto air control system -Users are satisfied with air humidity after humidification

Consumer care focus

For this product we carry out the standard consumer care package +

- Choose:
 - Clear functional description product
 - FAQs
- Buy: FAQs
- Setup: Quick start guide
- Use:
 - What and how to refill water/humidity setting. (DFU/recipe book inbox/online)
 - Consumer Feedback loop. (Call center/Web)
- Maintain/repair: service manual
- Replace: Quick start guide

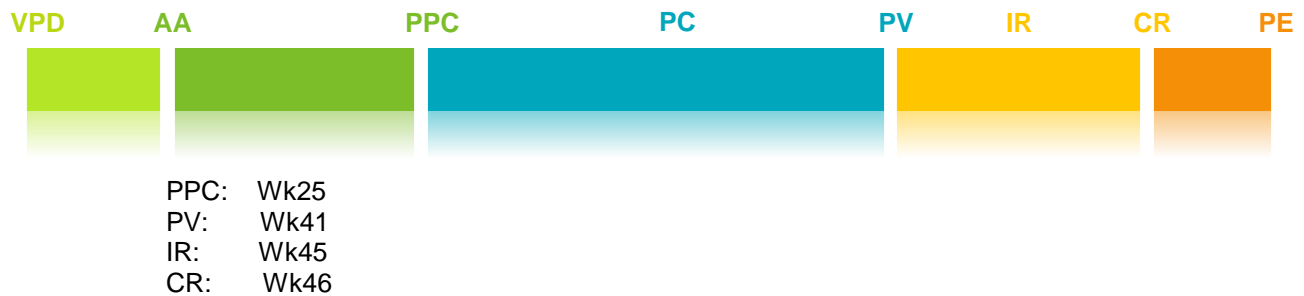


CRM strategy:

Integration CRM (compelling reason for registration, in box communication, follow up upon registration)

Sales introduction and IPD milestone planning

Region	Month of introduction	Sales Volume (k)			
		2012	2013	2014	2015
China	Nov-11	6.345	18.199	43.142	34.389



Warranty and service policy

- 2 Years warranty
- Carry in, repair by component swap.

Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
Humidifier filter HU4101	Y	Y
Anti bacterial filter HU4111	Y	Y

Consumer touch points for consumer care

China	<ul style="list-style-type: none"> In-box Web (.com / .care) Call Center Service Centers
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CoNQ prediction & cost driver assumption

CoNQ as % of sales: 0.81%

FCR: 2.9%

CPI: 17.38 EUR

Call center cost as % of sales: 0.09%

Consumer care package

Item	Detail	Applicability	Availability timing	Owner	Cost (T.I.C) / Marcom budget
	In-box				
	User Manual	Y	PV (text) IR (final)	PRC/CMM	
	Quick Start Guide	Y	IR	PRC/CMM	
	Warranty card	Y	IR	CMM	
	Web				
	Leaflet and Photo's	Y	CR	CMM	
	Technical info on leaflet (size, dimensions, weight etc.)	Y	CR	CMM	
	Accessory information linked to CTN's / online	Y	CR	CMM	
	Pre-purchase FAQ's	Y	CR	CC	
	Post-purchase FAQ's	Y	CR	CC	
	Call Center				
	Training package - technical and soft skills	Y	IR	CC	\
	Training execution (on site)	Y	CR	CC	\
	Commercial Product samples	Y	IR	CC	\
	Call center Feedback	Y	CR	CC	\
	Service Centers				
	Service Manual	Y	CR - 2WK	CC	

	Service Bill of Material, incl. spare parts Purchasing Master data	Y	CR - 2WK	CC	
	Training package diagnostics & repair	Y	CR	CC	

Consumer experience feedback loop

Consumer feedback program (Call center/Web forums)