

Consumer Care Book Air Humidifier Frog

**HU4801
HU4802
HU4803**

Approved by:

CMM:

(Please place a signature)

Date:



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Version: CR

Product Introduction

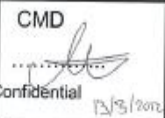
VPH

PHILIPS

V.5.0

VPH Air humidifier (Frog SKU 1)

sense and simplicity

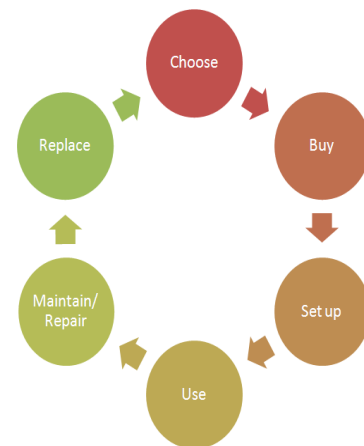
1. Target	2. Consumer Insight	3. Competitive Environment					
<ul style="list-style-type: none"> Families with children (75%) worried about health implications of breathing dry air Communication focused on: female 25-45 yrs aged Wanting to improve indoor air Q (70%) Income mid to high (above 50k RMB/yr) 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					
<p>Only a Philips humidifier guarantees healthy humidified air</p>	<ul style="list-style-type: none"> Hygienically safe, 99.9% less bacteria spreading into your room compared with ultra sonic humidifiers Homogenous distribution of the humidity in the room Zero white dust emission and no wet floor due to cold evaporation technology With easy cleaning concept design for easily and properly cleaning of the water tank and the internal parts. Has a HealthyAirProtect Alert, which will warn you when the water tank is empty to keep optimal performance. 	<p>Only Philips guarantees a healthy humidified air</p>					
Brand positioning : <i>Healthy air guaranteed</i>							
<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 (unpooled): upper tertile - Purchase intent at low price side (349) : top 20 - 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 	<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 					
Owner name / date	Aligned name / date				Approved name / date		
CMD  Confidential 12/13/2012	F&A	T&D	Cat MDI	BU MI	Cat leader	MCI: CMO	MCI: CEO
	Water & Air, Drachten, July 1st 2011						

VPH Air humidifier (Frog SKU 2 and 3)		sense and simplicity	
1. Target <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 	2. Consumer Insight <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>	3. Competitive Environment <p>Leading (regional) brands offering both air purification and humidification like: -Yadu: market leader in humidification (+60% MS) -Midea: Nr 2 in humidification (+32% MS, vol)</p> <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 <p>Only a Philips humidifier guarantees healthy humidified air</p>	5. Reasons to Believe <ul style="list-style-type: none"> Hygienically safe, 99.9% less bacteria spreading into your room due to cold evaporation tech compared with ultra sonic humidifiers. Additional one for SKUs: 99.9% bacterial removal due to the anti bacterial cartridge Homogenous distribution of the humidity in the room Zero white dust emission due to 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 and warn you when the humidity filter must be cleaned/replaced to keep optimal performance With easy cleaning concept design for easily and properly clearing of the water tank and the internal parts. Has a HealthyAirProtect Alert and lock, which will warn you when the water tank is empty and stop the fan after 30 mins of alerting to keep optimal performance 	6. Discriminator <p>Only Philips guarantees a healthy humidified air</p>	
Brand positioning : Healthy air guarantee			
Designed around you: <ul style="list-style-type: none"> Insight validated with 450 target audiences in China with promising result: Purchase intent (unpriced): upper tertile Purchase intent at high price side(999) : above average Uniqueness: above average Need fulfillment: Top 20 		Easy to Experience: <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. 	
Advanced: <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 			
Owner name / date CMD Confidential 13/3/2012	Aligned name / date F&A T&D Cat MDI BU MI Water & Air, Drachten, July 1st 2011		Approved name / date Cat leader MCI: CMO MCI: CEO

Consumer care focus

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

- 1) Choose:
 - a) Clear functional description product
 - b) FAQs
- 2) Buy: FAQs
- 3) Setup: Quick start guide
- 4) Use:
 - a) What and how to refill water/humidity setting. (DFU/QSG/ inbox/online)
 - b) Consumer Feedback loop. (Call center/Web)
- 5) Maintain/repair: service manual
- 6) Replace: Quick start guide

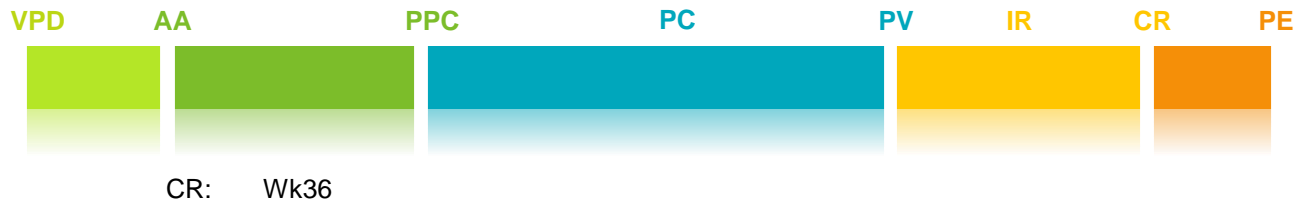


CRM strategy:

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

Sales introduction and IPD milestone planning

Type number	Region Stroke version	Total Planned quantity x1000pcs 2014-2016	First shipment	FCP (Euro)	IIP (Invoice price)	net – net price	Going Price (Euro / pc)
HU4801/01	Germany	12.5	700	17.96	21.01	39.49	79.99
HU4803/01	Germany	21.65	620	26.95	31.53	57.23	119.99



Warranty and service policy

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

Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
Humidification filter HU4102	Yes	Yes
Anti-bacterial filter HU4112 (only for HU4803)	Yes	Yes

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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Fast Feedback Program

CoNQ prediction & cost driver assumption

CoNQ as % of sales: **1.32%**

FCR: **2.1%**

CPI: **27.33** EUR

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)