

[LAUNCH PARTY]

Goal:

Gain attention for the new Dyson vacuum cleaner.

Idea:

Host a party on a real Space Shuttle, inviting influencers to leverage their audiences and kickstart the campaign.

Mechanic:

Influencers enjoy and create content at the event, engaging in Dyson-themed challenges MrBeast-style. The winner gets to give away 10 new Dysons to their audience.

DYSON 2 TVC

dyson

Why it works:

- ***Influencer Reach:** Utilizing influencers expands the campaign's reach to a targeted audience effectively.
- ***Trusted Recommendations:** Audiences tend to trust influencers' endorsements, increasing interest in the Dyson vacuum.
- *Unique Venue:** The Space Shuttle setting offers a novel experience, making the campaign memorable and enhancing ongoing brand engagement, such as renting the "Dyson Shuttle" on Airbnb.



A space shuttle engineer decides to host a party inside the rocket. He calls his friends.



Friends arrive at the rocket.



Inside the cabin lights up with colorful party lights.



Sunset arrives. The party ends.



The aftermath reveals a mess inside the rocket.



A display shows "Takeoff in 3 hours."



The engineer panics.



The engineer spots the Dyson in a corner.



Efficient cleaning begins, ending on a cliffhanger as time runs out.



Transition to the astronaut seated in a pristine cabin, countdown to takeoff.

KEY VISUALS



Modern Building

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With the durability of dyson it
is enough for another party

instant speed
dyson v15s detect submarine

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DIGITAL CREATIVE IDEA
YOUTUBE

DYSON YT AD



FASTEST PIT STOP

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**Max VERSTAPPEN
RED BULL**

ACTIVATION BOARD

[LAUNCH PARTY]

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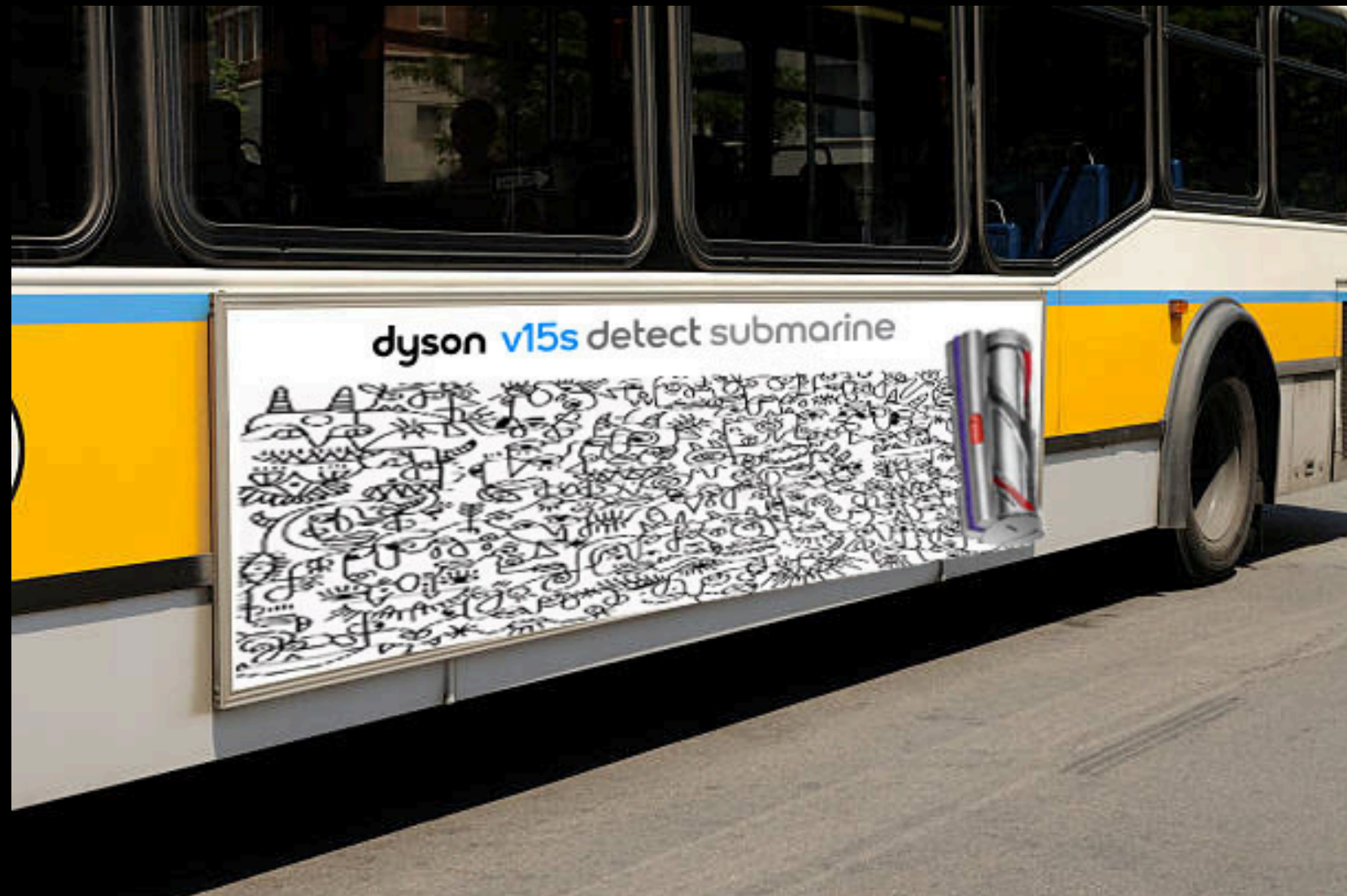
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The idea is to implement a touch screen, where people interact with it and fill it with graffiti so that after three hours the dyson v15s detect submarine vacuum cleaner erases it. thus demonstrating its cleaning power and effectiveness

Hexanaut.io
Clean the spaceship
and save yourself from ignition

Get discounts for a Dyson
vacuum cleaner depending on
your result.

