

**dyson**



**dyson**

## **Dyson Animal DC41**

**Marketing Plan**

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Dyson Marketing Plan Outline

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## Executive Summary

Dyson Ltd leads the vacuum industry in quality, performance, innovation, design and technology. It is for these reasons, Dyson must charge a premium price for its products. As a result, the Dyson brand faces issues associated with its high cost. Dyson's competitors, such as Hoover, Bissell, Dirt Devil and Eureka, offer pet-hair removing vacuums at more affordable price points (For example, Dyson's DC41 Animal at \$599.99 versus Dirt Devils's Total Pet Upright Vacuum at \$69.98). Dyson's DC41 Animal vacuum is not widely available in retailers like pet supply stores, making product purchase less convenient for the affluent, pet-owning shopper. Dyson also struggles with increasing brand and product awareness for its Dyson DC41 Animal.

To overcome these issues, Dyson must target markets such as affluent pet owners and affluent women. These markets are interested in the benefits and attributes of the Dyson DC41 and the Dyson brand. These markets will be most willing to pay a premium price for a high-quality product. Dyson will promote its brand by advertising on television networks and magazines that its target markets watch and read. To encourage more sales among affluent pet owners and establish the DC41 Animal as the industry's pet vacuum, Dyson will place special discount coupons in veterinarian offices. Dyson will increase product distribution and buy convenience by making the Dyson DC41 available in more retailers throughout the U.S. Dyson will increase brand awareness through social media campaigns, brand affiliations and product demos.

To grow Dyson DC41 Animal awareness, increase DC41 sales, and promote the DC41 among its target markets, Dyson will need \$24,010,295 to execute its strategies. These strategies will lead to an increase in the total amount of customers by 20% in 2014. Dyson will place the DC41 Animal in 50 pet stores across the United States and sell one million DC41 Animal vacuums in 2014.



**Product Statement**

**Dyson DC41 Animal Vacuum**



Dyson Ltd manufactures top-quality, upright vacuum cleaners. Dyson DC41 Animal is lightweight, compact and durable. It is made from materials used in protective helmets and riot shields, and it passed 164 stress tests. It weighs only 17.1 lbs. The vacuum's power cord is 35.0 ft. in length, which gives the product a 51.7 ft. reach. The DC41 Animal's clear polycarbonate bin can hold up to 0.55 gallons of dust, dirt and pet hair. The bin empties with the push of a button to minimize dirt contact.

This product uses Dyson's patented root cyclone technology. Centrifugal forces of up to 240,000G hurl dust from the airflow and into the clear bin. Dyson cyclones give the vacuum twice the suction power of any other vacuum.

The Dyson DC41 Animal vacuum performs well in any space. It auto-adjusts between carpet and hard floors without losing suction power. This vacuum is unique because it rides on a ball, which allows it to tilt, twist, and maneuver effortlessly into awkward areas.

The vacuum comes with several additional tools. The Tangle-free Turbine tool uses rotating heads and brushes to remove dust and hair from surfaces without creating hairballs that can typically get tangled onto a traditional vacuum's brush bar. The Dyson DC41 has an instant-release, built-in hose and wand that can extend over 15 ft. The product also includes a stair and combination tool.



The Dyson DC41 is built to provide quality results for up to ten years. It contains sealed lifetime HEPA filters. These HEPA filters provide a filtration system that removes 99.97% of allergens, mold spores and even bacteria. Washable lifetime filters and belts are also incorporated. This vacuum is guaranteed with free repair, pickup/return, delivery, and support for up to five years.

The Dyson DC41 Animal sells for \$499.99 and the DC41 Animal Complete sells for \$649.99. The Dyson DC41 series vacuums can be found at retail stores such as Target, Best Buy, Home Depot and Sears as well as many on-line retailers.

## External Environmental Analysis

### **Industry/Market Trend Analysis**

In the United States, top retailers sold over 1.87 million vacuum cleaners. Wal-Mart, Target, and Sears sold \$2.6 billion in vacuum products. Handheld vacuum sales jumped from \$775 million in the 1980s to \$1.87 billion in the 1990s. Sales declined by nine percent in the mid-1990s and the industry quickly grew from \$2.3 billion to \$2.9 billion in the early-2000s.<sup>1</sup>

In 2007, TTI Floor Care North America became the largest vacuum manufacturer when it bought the Hoover brand from Whirlpool for \$107 billion. TTI is also the owner of Regina, Dirt Devil, and Royal. TTI is connected to Techtronic Industries Co. Ltd. in Hong Kong.<sup>1</sup>

There are fourteen companies in the vacuum industry. The industry provides jobs for 27,295 people. The annual revenues for this industry equal \$5.381 billion, according to the 2013 financial reports. This equals \$197,142 in sales per employee. The top five companies in the vacuum industry are as follows:<sup>2</sup>

1. Vorwerk and Company KG with current revenue of \$3,163,200,00.
2. Ningbo Fuda Company Ltd. having \$615,100,00 in revenue.
3. Dyson Manufacturing Sdn Bhd profiting at \$563 million.
4. Fujian Longking Company Ltd. with an income of \$560 million.
5. Hoover Ltd. making \$290.4 million.<sup>2</sup>

When vacuums first came into being, the appliance required a rotating brush, beater bar, and strong suction capabilities to clean carpets. Newer, high-tech vacuums came about in the late 1990s, and vacuum sales increased. Those new vacuums incorporated a filtration system introduced by Eureka. Philips Home Products Corp. launched a turbo-compressor vacuum called Blue Magic. Blue Magic was novel because it was remote controlled, and it had a silencing feature. Companies began focusing on manufacturing cost efficient, lightweight, quality units. In 2007, the English company Dyson, entered the market with a filter less technology that maintains suction power.<sup>1</sup>

### *Outlook*

The vacuum industry's outlook is positive. Consumers would rather spend top dollars on a high-performance, sustainable vacuum than on multiple vacuums that are low quality and require frequent replacement. As housing sales increase, more families are purchasing vacuum cleaners for their homes. In 2008, the vacuum industry generated \$1.2 billion in revenue. By 2010, the revenue increased to \$1.5 billion. In 2010, the United States imported \$1.8 billion in vacuum cleaners from 40 countries and exported \$430.7 million in vacuum cleaners to 112 countries. That year, the total expenditure of household vacuums in the U.S. was 2.8 billion.<sup>1</sup>

### **Competitive Trends**

#### *Hoover Wind Tunnel 3 Pro Pet*

One major brand competitor for the Dyson DC41 is the Hoover WindTunnel 3 Pro Pet. It is a lightweight bagless vacuum cleaner that touts dual cyclonic technology, a 5-level surface height adjustment, rotating pet power brush, 27 foot retractable cord, performance indicator, pet tool pack, 12 amps of power, HEPA filter, weighs 24.6 pounds and is 14 inches by 12.5 inches by 43.5 inches. This vacuum sells for about \$169.99 in retailers such as Best Buy, Sears, The Home Depot, Wal-Mart, and Target.<sup>3</sup> Hoover positions itself as a company with effective products and extensive experience in the household appliance industry. The WindTunnel series is promoted as a lightweight, simple product at a "practical price."

Hoover utilizes TV ads, usually targeted to females, as well as social media, print ads, and online marketing. In addition, Hoover has a competitive positioning strategy, frequently comparing itself to Dyson (for example, one TV ad showed that a Hoover WindTunnel has a wider nozzle and longer, retractable cord compared to Dyson).<sup>4</sup> The Hoover brand is part of the Hoover Candy Group in Europe, but owned by Whirlpool in North America. The Whirlpool Corporation is doing well financially; it is the world's largest home appliance manufacturer and marketer with \$18.1 billion in net sales and a 40.9% market share. It manufactures in 11 countries and has about 68,000 employees. Its

products include laundry appliances, refrigerators and freezers, and cooking appliances.<sup>5</sup> Whirlpool's strengths include a leading market position, strong corporate reputation, award winning innovation and a strong brand portfolio for market entry, but its weaknesses include excessive dependence on its U.S. market.<sup>6</sup>

### *Eureka Suction Seal Pet AS1104AX*

The Eureka Suction Seal Pet AS1104AX is a brand competitor positioned with a competitive strategy, especially in its online description: "Proven to clean carpets better than Dyson CD25 and DC41 for less than half the price". It is a bag less, upright vacuum that combines Eureka AirSpeed® and SuctionSeal™ Technology for deep cleaning on all surfaces. It also includes 12 amps of power, no loss of suction, a 27 foot cord, 20.7 pound weight, pet and crevice tools, and dimensions of 14.2 inches by 15.3 inches by 14.8 inches.<sup>7</sup> It sells for around \$159.99 at retailers such as Target and The Home Depot, but many Eureka products are sold exclusively through Wal-Mart because of its everyday low prices.

The brand targets young families and 20 to 30 year-old first-time buyers with its playful image and practical, high-value benefits. It utilizes print ads, TV commercials, online ads, and it is increasingly involved in social media. Recent buzz marketing includes a pet photo contest, and "Make the Switch" contest in which customers submitted old vacuums and explained why they needed to switch to a new one.<sup>7</sup> Eureka is a brand from AB Electrolux, a global company based in Sweden that is one of the world's largest suppliers of major household appliances, including ovens, refrigerators, freezers, vacuums, etc. It has a 23.8% market share with 2012 revenues of \$3,494 million. The strengths include a strong market position and a wide and diversified geographic presence, but weaknesses include legal issues that could hurt the company image and unfunded employee retirement benefits.<sup>8</sup>



### *Bissell Pet Hair Eraser™*

The Bissell Pet Hair Eraser™ is yet another brand competitor. It is a bag less upright vacuum with multi cyclonic technology. It has pet hair and crevice tools (notably the Pet Hair Eraser tool), a HEPA filter, 30 foot cord, 7 surface height settings, 12 amps of power, weighs 22 pounds, and measures 15.5 by 15 by 45 inches.<sup>9</sup> The product sells for about \$149.99 in various retailers such as Best Buy, Bed, Bath & Beyond, Target, etc. Bissell. The low price and pet-friendly brand image competes with Dyson. The brand positions itself as being affordable with practical results and as a source for cleaning advice and expertise.

Bissell targets women and mothers as well as pet owners. Bissell further develops this image by offering stain-removal guides, a Cleaning 101 Center and “clean community” (which allows users to share cleaning advice). Bissell pulls in pet owners with its “pet lover’s community” and partnerships with pet charities such as “Partners for Pets.” Bissell uses print ads, social media, and TV commercials (usually featuring pets and pet owners).<sup>9</sup> Bissell Homecare Inc. is a privately owned company that produces vacuums, steam cleaners, sweepers, deep cleaners and cleaning chemicals. It had net sales of \$700 million and a 20% share of the U.S. market. The company’s strengths include a focus on innovation and hiring young talent for new ideas.<sup>10</sup>

### *Miele Cat & Dog*

The Miele Cat & Dog is a brand competitor that is a bagged upright vacuum with powerful airflow. It has a quiet two-motor system, swivel neck, LED headlight, turbo brush, four speed suction control, AirClean filter, 39 foot cord, 5.45 quart dust bag, 1200 Watt motor, motor protection indicator, weighs 21 pounds and is 13.5 inches by 13 inches by 46 inches. It sells for \$649.95 by Miele dealers or online retailers. Miele & Cie. KG is a private company based in Germany that sells household appliances. It had 2011 revenues of \$4.1 billion and a 3.1% increase in sales.<sup>11</sup>

The company positions itself as the kitchen specialist of the future, but praises technological expertise in all its products. Its strengths include models that differ significantly from its competitors, a strong dishwasher category, and growth in shares. Its weaknesses include reliance on the German market, failure to keep up with its 2010 recovery, a premium price that hinders some customers, and consumer neglect of large cooking appliances.<sup>12</sup>

### *Kirby Sentria® II*

One product competitor is the Kirby Sentria® II, a specialized cleaning system with an adjustable height, LED headlight, bagged vacuum, HEPA filter, TechDrive Power Assist technology, floor buffer, light movement and shampoo system. This system is sold exclusively by door-to-door salespeople. The company positions this product as a technologically advanced cleaning system and uses personal selling to market it, including in-home demonstrations.<sup>13</sup>

Kirby vacuums are a subsidiary of Berkshire Hathaway Inc., which offers primarily insurance underwriting but has other business such as clothing manufacturing and retail sales. It has revenues of \$14 billion. Its strengths include a strong, diversified position held by its subsidiaries, very strong liquidity and financial leverage, and strong capital position and ratings. Its weaknesses include a succession plan that could affect its profitability, overdependence of the McLane Company on Wal-Mart, and revenue loss from newspaper operations.<sup>14</sup>

### *Electrolux Nimble Brushroll Clean*

The next product competitor is the Electrolux Nimble Brushroll Clean, a bagless upright vacuum that touts its ability to remove tangled hair from the vacuum with the push of a button. It has swivel steering, a quick-release wand, 12 amps of power, 30 foot cord, HEPA filter, multi-cyclonic system, Versatool™ surface adjuster, indicator light, Scatter Guard, weighs 19 pounds and is 42.25 inches by 13.25 inches by 18 inches. It sells for \$349.99 at retailers such as Best Buy, Lowe's, and Walmart. Though this

brand is also from the AB Electrolux company, it does not command as great a presence in the U.S. market as the Eureka brand.

The Electrolux brand is positioned as European styled and “green” and targets women with innovation, style, and class. It is an upper-tier brand with the tagline “thinking of you” to express that the consumer can express him or herself with the products. Electrolux uses print, social media and TV ads, and the commercial for the Nimble emphasized the product’s sleekness, features, performance, ease of use and ability to glide around turns—likening it to a sports car.<sup>15</sup>

#### *Dirt Devil Power Reach Multi-Cyclonic Canister*

The Dirt Devil Power Reach Multi-Cyclonic Canister is a product competitor that is a bag less vacuum cleaner with multi-cyclonic filtration, HEPA filter, six position height adjustment, 12 amps of power, 11 foot reach, dirt cup indicator, powered floor nozzle, 17 foot rewind cord, crevice tool, dusting brush. It weighs 22.1 pounds and is 23.2 inches by 12.5 inches by 14.5 inches. It is found at retailers like Best Buy, Target, and Walmart for \$169.99.

Dirt Devil is positioned as a practical, simple product for a good price. It also has a recognizable red color and devil tail logo, which helped it gain 98% brand awareness. It uses print, social media and TV ads, while offering special online discounts (including a 99-cent shipping promotion). Dirt Devil is a brand by Techtronic Industries Company Limited, which is a Hong Kong based company that is one of the world’s largest manufacturers of power tools, vacuums, generators and pressure washers. In 2012 it had \$116.6 million revenues and a 4.3% market share. Its strengths include a strengthened market position, geographic expansion and offering the most widely owned vacuum brand for all consumers while its weaknesses entail an unfavorable amount of liabilities and a stagnant net profit margin.<sup>16</sup>

#### Generic Competitors:

- Royal Appliance
- General Electric

#### Total Budget Competitors:

- Electronics
- Cleaning Supplies

- LG Electronics
- Swiffer
- Aerus
- Toshiba
- Samsung
- Frigidaire
- AEG
- Rug Doctor
- Toiletries
- Groceries
- Rent
- Gas
- Pet Supplies
- Clothing
- Gardening Tools
- Cookware

## **Technological Trends**

Technology is a one of the most important factors a company must consider when attempting to stay ahead of other businesses competing in the same industry. Advances in technology have been the key driving force to help businesses gain a competitive edge. The most important advances in the Vacuum, Fan and Small Household Appliance Manufacturing Industry are the technologies used for product development.

### *Manufacturing Technology*

In the Vacuum, Fan and Small Household Appliance Manufacturing Industry, the nature and the degree of the manufacturing technology varies depending on the size of the manufacturer. The industry's leading manufacturers have the financial backing to use computer-controlled machinery and automated handling and assembly technologies. These technologies can perform repetitive tasks, such as assembly line production and sorting. Although this machinery is relatively expensive to set up and install, it dramatically increases productivity. The increase in output volume reduces the cost per unit, as fixed costs are spread across more units.<sup>17</sup>

### *Improved Materials*

The types of materials used as inputs in the manufacturing process are also changing. More products in this industry are being made with lighter and more durable materials. For example, Dyson's DC41 Animal is made from materials used in protective

helmets and riot shields. These materials have allowed this particular vacuum to pass several durability and stress tests; it also only weighs 17.1 lbs.<sup>18</sup>

### *Innovative Technology*

A new development recently introduced in the industry is the use of sonic technology. Zenith Technologies developed a vacuum cleaner that pulsates at such a high frequency that it dislodges not only embedded dirt, but also helps bring microscopic particles to the surface.<sup>19</sup> Through the use of the sonic technology, the vacuum cleaner can lift particles from carpet and rugs that are 100 microns in size. Dyson Ltd is also a technology leader in the Vacuum, Fan and Small Household Appliance Manufacturing Industry. Dyson products use a patented root cyclone technology. The cyclones create centrifugal forces that pull dirt and dust from the airflow and directly into a bin. This technology produces twice the suction power of any other vacuum on the market.<sup>20</sup>

### **Economic Trends**

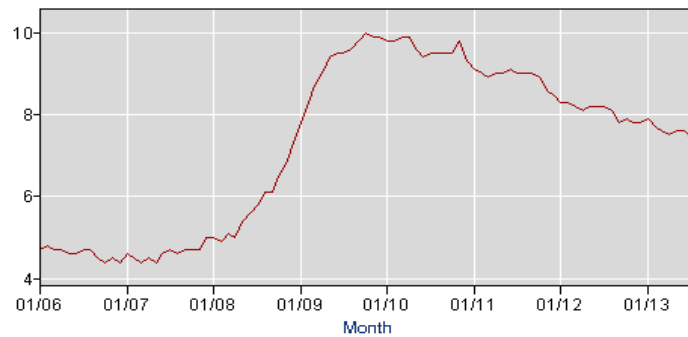
The United States is slowly recovering from the recession that started at the end of 2007 and lasted through the middle of 2009. The recession began when the U.S. housing market bubble burst. As a result, unemployment levels rose, expenses began to rise due to the increase in gas prices, and personal consumption expenditures dropped. In 2013, unemployment rates are declining, interest rates are remaining low, the housing market is beginning to improve, and consumer spending is increasing. These are positive indicators that the U.S. economy is steadily improving.<sup>21</sup>

### *Employment*

The unemployment rate in 2013 is 7.3% compared to 9.5% in 2009.<sup>22</sup> It is assumed that there are more people in the work force, which helps increase consumer spending and the overall economy. Some people have stopped claiming unemployment, and have found other ways to supplement their income. The chart below shows the historical unemployment data for the United States:

**Table 1: Labor Force Statistics from the Current Population Survey**

**Series title:** (Seas) Unemployment Rate  
**Labor force status:** Unemployment rate  
**Type of data:** Percent or rate  
**Age:** 16 years and over

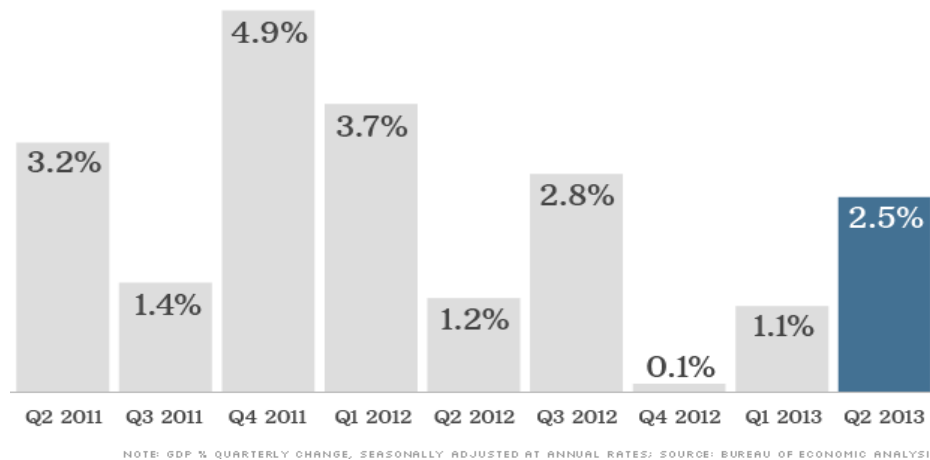


Source: [http://data.bls.gov/pdq/SurveyOutputServlet?request\\_action=wh&graph\\_name=LN\\_cpsbref3](http://data.bls.gov/pdq/SurveyOutputServlet?request_action=wh&graph_name=LN_cpsbref3)<sup>22</sup>

### *United States GDP*

The Gross Domestic Product (GDP) growth rate measures the total value of services and goods produced each year. It takes into account imports, exports, government spending, and the country’s population. The GDP is the best indicator of the economy’s growth rate.<sup>23</sup> According to the Bureau of Economic Analysis, America’s GDP growth rate is on the rise, and the American economy is recovering. In the first quarter of 2013, America’s GDP growth rate increased by 1.1%. In the second quarter, it increased by 2.5 %. The chart below shows these trends over the last two years.<sup>24</sup>

**Table 2: GDP Growth Rate Chart**



Source: <<http://www.bea.gov/national/>>

### *Interest*

Interest rates can have a positive and negative impact on the economy. The higher the interest rates, the less people are willing and able to make large purchases like houses or cars. In return, it affects the amount of loans banks give out. When interest rates remain low, consumers have a higher disposable income and are more likely to spend money. As of November 2013, interest rates remain under 4.5%. These low interest rates have spurred a rise in the housing market. In August 2013, home sales were the highest since 2007.<sup>25</sup>

### *Inflation*

Inflation is the rise in prices of goods and services. The current inflation rate, as of October 2013, is 1.5%.<sup>26</sup> This low inflation rate is another sign the American economy is on the rebound. Low inflation rates reduce the risk of an economic recession and increase consumer-spending power.

### *Income Levels*

From 2011 to 2012, the number of men working full time increased by 1.0 million. The median household income has remained around \$51,000 for the last two years.<sup>27</sup> Income levels are projected to fall if education levels do not rise. If education levels rise, income levels will also rise. Interest rates, inflation rates, and income levels directly impact consumers buying power and consumer confidence levels.

### *Consumer Confidence*

Consumer confidence levels reflect how optimistic or pessimistic consumers are about the economy. When consumers are confident in the economy, they spend more money. When consumer confidence levels are low, consumers save more and spend less. From 2012 to 2013, consumer confidence levels have increased from 69.9 to 77.6.<sup>28</sup>

## **Political, Legal and Regulatory Trends**

Dyson Ltd is a foreign company headquartered in the United Kingdom. The company has a subsidiary located here in the United States. To conduct business in the United States, Dyson must adhere to and be mindful of all political, legal and regulatory trends that affect its business operations.

### *Consumer Product Safety Commission*

The U.S. Consumer Product Safety Commission (CPSC or Commission), established by Congress in 1972, is an independent federal regulatory agency in charge of minimizing unreasonable risks of injury and death associated with consumer products.<sup>29</sup> The CPSC is able to achieve this goal through educating, implementing safety standards, creating regulations, and enforcing statutes. The CPSC has jurisdiction over thousands of consumer products used in homes, schools, and recreation.

The CPSC conducts three compliance checks to ensure businesses are cooperating with CPSC guidelines. The CPSC informs stakeholders through workshops, seminars and written informational letters. It maintains surveillance over consumer products by



monitoring product incidents. The CPSC follows up on product incident reports and inspects the factory, warehouse or establishment where the product is manufactured. The CPSC also tests consumer products against mandatory requirements to identify the noncompliant products. After identifying the noncompliant products, the CPSC recalls the hazardous products from the marketplace.<sup>29</sup>

### *State regulation*

The California Transparency in Supply Chains Act of 2010 became effective on January 1, 2012. Large retailers and manufacturers that do business in California and have gross worldwide sales of over \$100 million must provide business information to the state of California to ensure supply chains are free of slavery and human trafficking.<sup>30</sup>

## **Societal Trends**

### *Demographic Trends*

The American population is aging. The birth rate in America is declining, and the average life expectancy is increasing. Since 1990, the birth rate has dropped from 16.3 births per 1000 population to 13.7 births per 1000 population. In addition, over the past 23 years, the number of senior adults in the United States has increased from 31.4 million to 44.0 million. The median age of Americans in 2013 is 37.3 years. In 2018, the median age of Americans is predicted to be 37.7 years.<sup>33</sup>

Marriage in America is becoming less prevalent. According to IBISWorld data, marriage has been declining at a rate of .3 per 1,000 people since 2008. In 2013, there are currently 6.8 marriages per 1,000 people. Over the next five years, the marriage rate is projected to decline at a rate of .04 per 1,000 people. The decline in marriage can be attributed to an increase in women's wages versus men's wages and better employment opportunities for women. With these trends, women are less inclined to marry for income. According to IBISWorld, the decline in marriage rates can also be attributed to the trend of young men and women changing careers and location more than ever before. As a result, young men and women are deterred from entering long-term relationships.<sup>34</sup>

America is experiencing a rise in second-generation Americans. According to a Pew Research Center population projection, “Ninety-three percent of the growth of the nation’s working-age population between now and 2050 will be accounted for by immigrants and their U.S.-born children.” There are currently 20 million adult U.S.-born children of immigrants in America. In 2013, Hispanics and Asian-Americans make up 70% of the adult immigrant population and half of the second-generation American population. Second-generation Americans are more inclined than immigrants to speak English, graduate from college, have higher incomes, own homes, and have an ethnically diverse set of friends. According to this Pew Research study, 61% of second-generation Americans view themselves as “typical Americans” as opposed to 30% of first-generation Americans.<sup>34</sup>

The percentage of American households earning over \$100,000 in 2013 is 21.9%. In 2014, unemployment rates are projected to continue to decline. By the end of 2014, the percentage of American households earning over \$100,000 will rise to 22.4%. This trend is projected to continue at an annual rate of .3%. By 2018, the percentage of American households earning over \$100,000 is forecasted at 23.4%.<sup>35</sup>

American household roles are shifting. According to a Pew Research study, mothers are increasingly becoming the primary breadwinner in the home. In 40% of households with children under the age of 18 years old, mothers are the sole or primary source of income. Thirty-seven percent of these mothers are married and making more money than the husband, and 63% are single mothers.<sup>36</sup>

### *Lifestyle*

Not only are women becoming the primary breadwinner in American households, but fathers are spending more time in the home. Men are spending more time doing housework. In 1965, American men spent an average of four hours per week doing housework. In 2011, at nine hours per week, the average time men spent doing housework per week more than doubled. Meanwhile, women are spending dramatically less time doing housework. In 1965, women spent about 28 hours per week doing housework. In 2011, that number dropped to 15 hours per week.<sup>37</sup>

Advances in technology have led to an increase in the amount of time Americans spend at home. Internet usage has increased exponentially since its origin. According to IBISWorld, total Internet traffic volume is expected to grow by 21.3% in the next five years.<sup>38</sup> American consumers shop online and watch television shows and movies online. Pew Research Center survey suggests 75% of American adults prefer to watch movies at home versus in a movie theater.<sup>39</sup>

The “Great Recession” caused many Americans to live more frugally and discern luxury from necessity. Americans are taking a “do-it-yourself” approach to many products and services. No longer are Americans hiring professional carpet cleaners or landscapers. According to a Pew Research Center survey, “one-in-five [American adults] say they’ve started mowing their own lawn or doing home repairs rather than paying others for the service.”<sup>40</sup>

### *Cultural*

In American culture, people are becoming more environmentally conscious. The trend is called “going green.” Almost half of American adults are more inclined to purchase eco-friendly products. According to an Ipsos Public Affairs research poll, 46% of respondents say they are more likely to buy a product if it is considered environmentally friendly. Not only are Americans more inclined to buy eco-friendly products, they are also actively taking measures to “green” their home or lifestyle. This includes buying eco-friendly products, driving energy efficient cars, and recycling. According to the Ipsos poll, college graduates, residents of the West and Northeast, and adults under 35 years of age are most likely to always try and “green” their home or lifestyle.<sup>41</sup>

The United States is experiencing a cultural trend among young adults ages 18 to 31. Because of the “Great Recession,” 36% of Millennials are living with their parents. According to the Pew Research study, this is the largest share of young adults living with their parents in at least four decades.<sup>42</sup> The Millennial generation’s household debt declined 29% from 2007 to 2010. Another Pew Research study attributes this decline to fewer cars and homes being owned by those 35 years old and younger.<sup>43</sup>

Pets are becoming family members in America. An increasing amount of the family budget is being allocated to pet-related expenditures. In 2013, the American pet industry saw \$55,000,000 in pet-related expenditures. The number of pet owners in the United States is growing. There are currently 177.3 million pets (dogs and cats) in America. By 2018, the pet population is expected to reach 19.6 million. Cats, in particular, are becoming a popular choice of pet. An IBISWorld report states “cat ownership has grown more quickly than dog ownership due to the lower maintenance necessary to own a cat.”<sup>44</sup>

## Customer Environment Analysis

### *Who Are Dyson Animal DC41 Customers?*

The ideal customer base for the Dyson Animal DC41 are consumers that either live in a home with young children, or have pets or allergies, and have a higher disposable income. Most women either do the house cleaning or make purchases for the home and would invest in a product that would make cleaning simpler. Other customers fall outside of the ideal customer base that have seen the Animal DC41 in action, and are so impressed by it that they want one of their own.

Parents of young children tend to vacuum and sweep often due to the messes children make or in order to keep the floors clean and safe for the children to play or crawl on. Also, consumers who have asthma or are prone to allergies are often looking for ways to minimize their health risks. The Dyson DC41 has been certified “asthma and allergy friendly” by the Asthma & Allergy Foundation of America.<sup>45</sup>

Roughly 80.5 million people in America have either a dog or a cat as a pet; 30.4 million of those Americans are pet owners that have high disposable incomes and have an annual income of over \$85,000.<sup>46</sup> There are approximately 10.7 million affluent women in America.<sup>47</sup>

### *How Many Animal DC41 Customers Are There?*

The number of customers who purchased Dyson’s Animal DC41 is not available to the public. However, the total number of Dyson upright vacuums sold can be roughly estimated by factoring the total number of upright vacuum cleaners sold in the United States with Dyson’s total market share. Since 2011, Dyson has been one of the top selling upright vacuum cleaner brands in the United States with approximately 27% of the market share.<sup>48</sup> Retail sales of upright vacuum cleaners sold in the United States totaled more than 19.3 million units during this time.<sup>49</sup> This would equate to approximately 5.18 million Dyson upright vacuum cleaners sold in the United States. It would also mean that Dyson serves approximately 5.18 million customers in the United States.

### *Why Buy The Animal DC41?*

Dyson's Animal DC41 is an upright, lightweight vacuum weighing 17.1 pounds. It is designed to remove pet fur and dirt from heavily soiled areas. It also traps dust and allergens from the air. Ordinary vacuums can't always retain all the dust they remove. As a result, they vent some of the dust back into the room in the air they expel. Dyson cyclones can capture microscopic particles such as pollen, mold and bacteria and allow for cleaner air. The Radial Root Cyclone technology produces better airflow, which maximizes suction for a deeper clean. The Dyson Ball technology makes it easier to maneuver and to reach awkward places with ease. The motorized brush is designed to keep hair and fur from getting tangled.

There are three attachments (the combination accessory tool, the stair tool, and the mini turbine head) that come with the DC41 that make stairs and vehicles easy to keep clean. The cord is 35 feet long; the wand and hose detach and extend further than other vacuums to give a 51-foot reach.<sup>50</sup>

The Animal DC41 self-adjusts between different floor surfaces like hardwood, tile, and carpet. The vacuum is environmentally friendly and the best part is there is no extra costs; it does not have messy bags to replace, but has a container that is easy to empty. The vacuum comes with a 5-year warranty, but is built to last much longer. The filter comes with a lifetime warranty and is washable.<sup>51</sup>

### *How & Where Can The Animal DC41 Be Purchased?*

The Animal DC41 can be easily purchased over the Internet from Overstock.com, Amazon.com or directly from Dyson at Dyson.com. All the information, dimensions, attributes, prices, and customer reviews are conveniently available online. Returns, if needed, may take a little more effort on the consumer's part in regards to repacking, labeling, and transporting to a shipping location.

For customers that would rather see and touch the vacuum in person can find it at department store like Macy's, JC Penney, Kohl's, Bed, Bath and Beyond, Best Buy, and Home Depot. Sales people and customer service representatives are usually available at

these locations to help answer questions and assist customers if needed. Return policies vary among the different chains but may put the customer at ease in making a large purchase knowing that they can bring it back to the physical location for a full refund or exchange.

Stores that require a membership such as Costco and Sam's Club also carry the Animal DC41. The customers may also view the product in person, get questions answered, and get assistance from employees. Members may also pay less in price than they would at a Department Store. Returns may also be done in person.

Home shopping networks such as QVC and HSN also sell a variety of Dyson vacuums. The purchase itself can be made without the consumer leaving their home but may create more buyer's remorse if the purchase was made at a time of boredom or in the middle of a sleepless night. Returns are a little harder to repack and ship. Refunds or exchanges may take longer than those made in person or online.<sup>52</sup>

Dyson also sells the Animal DC41 overseas in Britain, France, Switzerland, Belgium, Ireland and Spain.

### *Why Non-Customers?*

Dyson vacuums can be found at Target and Walmart; however, the Dyson Animal DC41 is not readily available at these local retail stores. Most consumers want to see and touch the product before they purchase it and will not go out of their way in order to view it. In terms of advertising the product, there is very limited exposure. The Dyson Animal DC41 is only shown on Dyson's website and retail stores' product lists. This gives non-customers little contact with the product thus keeping them from purchasing the product because they know too little about it.

The concept of price would also play a factor as to why some consumers in the current target market are non-customers. Regardless of their income, some consumers are not willing to pay such a high price for a vacuum cleaner. Also, some consumers may feel the overall value of the vacuum cleaner is not worth the price demanded.

## Internal Environment Analysis

### **Strengths and Weaknesses**

#### *Packaging*

Dyson is committed to packaging that is efficient and uses only enough material as necessary. Most of its packaging is made of recycled corrugated cardboard and is fully recyclable. Dyson has improved its box design to reduce the amount of material it uses. For example, the re-designed packaging for the Dyson DC24 uses 25% less cardboard than its old packaging. Dyson also has special shipping techniques. The company loads boxes directly into shipping containers rather than stacking them onto wooden pallets and then into containers. This minimizes the need for wooden pallets. The lack of pallets maximizes the number of machines that fit into a shipping container. Dyson also has eliminated the need for methyl bromide fumigation.<sup>53</sup>

#### *Transport/Travel*

Dyson transports its products from the port to the warehouse using railways or barges. Switching from face-to-face conferences to videoconferences has reduced its need for air travel. This has reduced Dyson's air travel costs and related carbon emissions by 75% in a two-year period. In the UK, Dyson used hybrid Toyota car fleet and energy-efficient vans for business. It also has set up a carpooling system for people traveling to and from its headquarters in Malmesbury, UK. Within two months, over 40,000 miles of travel have been saved, equating to over 4,000 trees and 13 tons of carbon dioxide. Dyson is working on a setting up a similar plan for employees in Malaysia and Singapore.<sup>53</sup>

#### *Technical Capabilities*

The Technical Support team created 15,000 prototypes last year. Some were made from old machine parts, and others were machined from scratch. Others were built using Dyson's SLS machine, which has the capability of building the most complex 3-dimensional working objects. Engineers use the models to test out theories, components, and stress points. Engineers use these models to get a good look and feel of the machines.<sup>54</sup>



### *Internal Regulation*

Dyson's Corporate Social Responsibility Team evaluates the risks of human trafficking and slavery in its supply chain. Dyson suppliers must adopt its supplier code of conduct. This code forbids the use of forced, indentured child or prison labor. Working alongside an independent social audit partner, Dyson monitors compliance with the supplier code of conduct through regular announced audits.<sup>55</sup>

Dyson has designed the DC41 to contain a HEPA filtration system. This type of filtration system prevents dust and dirt from polluting the air while you are vacuuming. The Dyson cyclone technology and the HEPA filter capture microscopic pollen, mold, and bacteria. This vacuum is suitable for those with dust and mold allergies, and it is approved by the British Allergy Foundation.<sup>56</sup>

### *Management/Leadership*

James Dyson, Managing Director (CEO) of Dyson Ltd., founded Dyson Ltd in 1993. From the world-renowned Dyson Hoover to the Dyson Hand Dryer, consumers have been able to experience and appreciate his intellect and inventions. It took James Dyson 15 years to perfect his innovative ideas. James Dyson was often referred to as a failure because he developed 5,126 failed prototypes during that time.<sup>54</sup>

Dyson discovered that he learned from each of his failures and began building on his errors. His determination to learn from his mistakes and his strong work ethic earned him great success in the business world. Dyson's leadership and management skills have enabled his company to grow and become a leader in the small appliance and vacuum cleaner industry.<sup>57</sup>

### *Employee Skill Levels and Loyalty*

There are 450 engineers and scientists at Dyson. Some have years of experience, and others are new college graduates. The research team is largely made up of mechanical engineers. There are also specialists in acoustics, fluid dynamics, electronics, chemistry and microbiology. Most team members join Dyson as graduate members.

Designers and engineers come from a wide range of backgrounds. Some are highly technical engineers, and some are user-focused product designers. Many Dyson engineers studied math, physics or design.<sup>57</sup>

## **Financial Performance**

### *Market Share*

James Dyson came to the United States in 2002 to promote and sell his innovative vacuums. During that time, Hoover was the leading brand, and the average price for a vacuum was approximately \$125. Dyson vacuums were priced at approximately \$399. By 2004, Dyson held roughly 15 percent of the \$4 billion vacuum market. In 2011, as Dyson product prices continued to increase, Dyson rose to 23 percent of the market share.<sup>58</sup>

### *Sales/Profitability*

Dyson Incorporated is a privately owned and operated company, therefore sales and profitability are not public records. It is estimated, based on market share (23% of a \$4 billion vacuum industry), that Dyson vacuum sales are approximately \$920 million each year. Based on market share rising each year, it is predicted that vacuum sales will also continue to rise.<sup>58</sup>

## **Marketing Strategies**

### *Target Market*

Asthma/Allergy Sufferers: Vacuum Cleaner owners with allergies or asthma are more likely to be willing to pay more for extra cleaning capabilities, such as anti-allergen and germ/bacteria killing features (as shown in Table 1). The Asthma and Allergy Foundation of America certify all Dyson upright, canister vacuums are asthma and allergy-friendly.

Table 1:

**Figure 52: Interested and willing to pay more for added features and services, by allergy and asthma suffering, July 2013**

*"Thinking about the next time you purchase a vacuum cleaner, how interested would you be in the following added features and services?"*

	All	Allergy/asthma sufferers in the household	No allergy/asthma sufferers in the household
Base: internet users aged 18+ who own or have interest in owning any vacuum cleaner	1,956	917	1,039
	%	%	%
Extra strong suction power	40	44	37
Germ/bacteria-killing capability	35	42	29
Odor elimination	34	39	30
Greater energy efficiency	33	37	30
Advanced filtration (eg, HEPA or micron)	33	39	28

(<http://academic.mintel.com.ezproxy.lib.usf.edu/display/679322/?highlight=true#hit1>)<sup>57</sup>

Affluent Consumers: Dyson commands a price premium because it differentiates itself based on innovative technology. It primarily markets to affluent customers who can afford the products. Specifically, Dyson targets affluent customers who are interested in cutting-edge technology. In addition, the environmental consciousness embodied by the company and its products attracts affluent customers with a green lifestyle.

### *Brand Image*

Dyson’s innovation is at the forefront of its advertising and marketing, so its positioning is based on the claim that its products are different and better than the competition. Dyson is known for its innovation. The brand is associated with its clean, modern, non-traditional appliances that outperform their competitors.

James Dyson states, “Our mission is simple: solve the obvious problems others seem to ignore.” To reinforce this image, it posts YouTube videos that familiarize the viewer with its different technologies. Dyson leads all other vacuum cleaner brands with a 32% share of voice (SOV) because of its online programs. Share of Voice is the number of conversations about a company relative to its competitors.<sup>59</sup>

Consumers view Dyson products as being high-quality luxury items that are modern, creative, sleek, and sophisticated. Dyson products are established as being so reliable and efficient that customers are willing to pay a premium price.

## Marketing Programs

### *Advertising*

Dyson's advertisements are very informative. It uses magazine and television advertisements to explain its products innovative and unique technology and design. The television commercials demonstrate how the Dyson product works, and the commercials establish credibility by featuring James Dyson, the inventor of Dyson products.

Dyson uses different taglines in its advertising to support its high-quality, high-performing brand image. The company uses "Doesn't lose suction, ever" and "Others clog, ours doesn't" to differentiate its products from competitors. Dyson will also use wordplay in its taglines to catch the reader's attention. For instance, one magazine advertisement reads, "The only vacuum with balls. Another reads, "It Sucks Big Time."<sup>60</sup>

### *Promotion*

Dyson uses different sales promotions to drive sales. There are Dyson coupons and promotional codes that can be used to reduce the sales price of Dyson products. Dyson frequently uses freebies as a promotional tactic. For instance, if consumers purchase a Dyson product from the Dyson website, they can receive free shipping. Dyson will also include free tools or accessories with the purchase of a Dyson product. The purchase of a DC41 Animal comes with a free Multi-Tasker Kit. Dyson also has an outlet where consumers can purchase refurbished or clearance Dyson machines.<sup>61</sup>

### *Social Media*

Dyson has a strong presence in social media. Facebook is its largest platform. Its Facebook page has over 85,000 likes. Dyson encourages interaction with its fans by responding to fans and asking fans for product feedback. To foster expansion in the U.S., the page includes a link for career opportunities within the U.S. The James Dyson Award contest for university and recent graduate students offers a cash prize for an invention that solves a problem, and Dyson uses Facebook to spread awareness of the event. It also has a LinkedIn account, which serves professionals interested in product updates and company news. Dyson's Pinterest page updates fans with sketches of design ideas for



future Dyson products. Its massive YouTube presence includes 63 video uploads and over 4.8 million views that primarily show customers the engineering and innovation process.<sup>61</sup>



SWOT Analysis

**FORM A  
EXTERNAL THREATS/OPPORTUNITIES STATEMENTS  
AND PRIORITIZATION**

Column 1	Column 2					Column 3					Column 4
Statement of External Threats	Likelihood of Occurrence					Seriousness					Threat Index Number
	1= Low	2	3 High	4	5=	1= Low	2	3 High	4	5=	
1 Competitors Designing Similar Products					5					5	25
2 New Allergy Products					5				4		20
3 Competitors Low Prices				4				3			12
4 Consumer Unawareness			3				2				6
5 Economy				4		1					4

1. Leading competitors (Bissell, Shark, Dirt Devil, and Hoover) are developing products that are comparable to the Animal DC41. A Shark Navigation is very comparable to the Animal DC41. So far no other competitor has been able to surpass the technology Dyson uses.
2. New allergy reducing products or vaccinations could greatly reduce the need for an allergy reducing high end vacuum.
3. Leading competitors (Bissell, Shark, Dirt Devil, and Hoover) are charging a lower prices for products that are comparable to the Animal DC41. A Shark Navigation sells for \$300 less than the Animal DC41.
4. Consumers that are unaware of the Animal DC41 or do not research performance prior to purchasing may buy on impulse.
5. Due to the unstable economy in the United States, some customers do not have extra money to spend on luxury items. Customers that do have a higher disposable income are choosing to save rather than spend.



**FORM A (continued)**

Column 5

Column 6

Column 7

Column 8

Statement of External Opportunities	Attractiveness					Success Probability					Opp. Index Number
	1= Low	2	3 High	4	5=	1= Low	2	3 High	4	5=	
1 Pet Store Placement					5					5	25
2 New Silent Hair Dyer					5					5	25
3 New Leaf Blower					5					5	25
4 Expand to Industrial Market					5					5	25
5 Create a More Affordable Line of Dyson Vacuums for Young Adults					5					5	25

1. Placing a wider range of Dyson products at more retail and pet stores will allow customers the option to purchase exactly what they are looking for.
2. Many consumers have a problem with the noise from regular hair dryers, being that Dyson try's to solve problems, Dyson is developing a new silent hair dryer.
3. Creating a new product line will open opportunities in a new market. A powerful cordless leaf blower using the same technology as the bladeless fans that amplifies air flow will attract consumers that perform yard maintenance.
4. Expanding to an industrial market with car wash vacuums, air conditioners, and heaters would open great opportunities
5. Creating a more affordable line of vacuums will attract younger adults that do not have a high disposable income.



**FORM B**

**INTERNAL STRENGTHS/WEAKNESSES STATEMENT AND PRIORITIZATION**

Column 1

Column 2

Column 3

Column 4

Statement of Internal Strengths	Company Performance				Importance					Strength Index Number
	1= Minor	2	3	4	1= Low	2	3	4	5= High	
1 Patent				5					5	25
2 Innovative Design and Technology				5					5	25
3 Environmentally Responsible			4					4		20
4 Management Leadership & Capabilities				5					5	25
5 Home Repairs				5					5	25

1. Dyson has over 1,900 patents worldwide. The patents protect the technology used to create Dyson products (but does not stop competitors from duplicating the idea).
2. Dyson's products are designed and researched by a team of 650 engineers and scientists with backgrounds in acoustics, fluid dynamics, electronics, chemistry and microbiology. Dyson also has competitions for new inventors to develop new ideas for new products and offers \$45,000 to the winner.
3. Dyson products are made with recyclable materials and use very little energy. Dyson employees also do their best to recycle at work and car pool together.
4. James Dyson is the inventor, industrial designer and founder of the Dyson Company. He is also the Directing Manager and CEO.
5. A Dyson repairman will schedule a home to visit to repair a broken Dyson vacuum. Home visits are more convenient and personal for customers.





**FORM B (continued)**

Column 5

Column 6

Column 7

Column 8

Statement of Internal Weaknesses	Company Performance					Importance					Weakness Index Number
	1= Minor	2	3 Major	4	5=	1= Low	2	3 High	4	5=	
1 Not Widely Known			3					3		5	15
2 Not Readily Available			3					3			9
3 Geographic Location			3					3			9
4 Costly Products			3					3			9

1. At the current time Dyson is not as widely known as the U.S. brand vacuums such as Hoover and Bissell. Through advertising, promotion, and product distribution consumers are becoming more aware of Dyson products.

2. It is difficult to find Dyson vacuums in many stores; the stores that do carry Dyson products do not carry a wide variety of the Dyson vacuum line.

3. Dyson is not a U.S. based company; Some Americans prefer to buy products made in the United States.

4. In the eyes of most consumers expensive items are viewed as more prestige items that perform above average, however, the price does turn many customers away.

### Issues Analysis

Though Dyson has successfully positioned itself as the innovative technological experts of the vacuum industry, it may encounter problems because competitors are designing similar products. For example, Hoover, Bissell and Eureka all offer pet-hair removing vacuums. In addition, many of these similar vacuums are offered at cheaper prices. Though the target market has a higher income, it may not be willing to allocate that income to vacuums (especially if another product can do the same job just as efficiently as the Dyson DC41). This could lead to brand switching.

Another issue is the growing number of allergy control products and vaccinations. If people are buying other products that reduce allergy issues, they may not be as willing to buy a special vacuum for allergies.

In addition, consumers may be aware of the Dyson brand, but not of the DC41 product. Therefore, they may not be as willing to purchase the product on a casual shopping trip done without research. This unawareness could also be attributed to the fact that Dyson is not a U.S. brand. In addition, some consumers may be more comfortable with familiar U.S. brands such as Hoover and Bissell, so they may be resistant to purchasing a Dyson.

Dyson does include a few product lines in major retailers, but the DC41 is not available in some major retailers. A smaller number of locations could translate to decreased sales (since a customer has to look harder to find one). The easier it is for a consumer to find, the more likely that consumer may be to purchase it.

## Marketing Goals and Objectives

### **Marketing Goals:**

- Use more rigorous marketing strategies, in order to increase profits and target more consumers.
- Place product into pet stores to increase convenience while at the same time creating more impulse purchases.
- Implement more product categories to attract new customers.
- Invest in more television and magazine advertising.
- Invest in integrated media communications.
- Become more involved in local communities by sponsoring multiple, well known, charitable organizations that represent various animal care causes worldwide.

### **Marketing Objectives:**

- Increase the total amount of customers by 20% in 2014.
- Sell one million Dyson DC41 vacuums in 2014 alone.
- Place the product in 50 pet stores in the United States by 2019.
- Invest 10% of total profit made in 2013 into advertising efforts for 2014, including television, magazine ads, and integrated media communications.

## Marketing Strategies

### **Target Market Definition**

The primary target market for the Dyson Animal DC41 vacuum includes two segments. The first uses a lifestyle segmentation to target affluent pet (dog and cat) owners with a household income of \$85,000 or more. According to the U.S. Census Bureau, 43 million American households have dogs as pets and 37.5 million American households have cats as pets. Forty-two percent of those dog owners have an annual income of \$85,000 or more. Thirty-three percent of those cat owners have an annual income of \$85,000 or more. Thus, there are an estimated 30.4 million affluent pet owners in America.<sup>60</sup> The second part uses a benefits sought segmentation, targeting affluent pet (dog and cat) owners seeking vacuums with pet hair removal or allergy-reducing features (HEPA filter, pet hair removal engineering, special pet tools, and allergy certification).

The secondary target market for the Dyson Animal DC41 vacuum is also two-fold. The first segment is demographic, targeting affluent women with a household income of \$75,000 or more. According to the U.S. Census Bureau, 76,449,921 women live in America. Fourteen percent of those women have an annual income of \$75,000 or more. Using these figures, there are an estimated 10.7 million affluent women in America.<sup>61</sup> The second segment is by benefits sought, targeting people who seek vacuums with added convenience features (lightweight, easy to use, easy empty and cleaning, extended reach and powerful suction).

## Strategy Statement

### **Positioning Statement:**

To pet owners who want to have the cleanest homes and floors in the quickest and most efficient way possible, Dyson's DC41 Animal is a high quality vacuum cleaner that out performs all other brands because of its extreme suction power and tangle free turbine tool. With the Dyson DC41 Animal, users can confidently lighten their housework load by easily and efficiently removing unwanted pet hair and dander.

### **Value Proposition:**

Through its patented cyclone technology, the Dyson DC41 Animal offers twice the suction power of any other vacuum at a moderate-premium price.

## Marketing Implementation

### **Action Plan Content:**

1. Dyson DC41 Commercials
2. Pet Store Placement
3. Social Responsibility - For A Cause Campaign
4. Advertising Through Social Media
5. "Take One" Promotional Offer - Veterinarian Practices
6. Direct Mailing List
7. Allergy & Asthma Foundation of America
8. Dyson DC 41 Demonstration Kiosks in Shopping Centers
9. Vendor Demonstrations at Pet Shows within the United States
10. Billboards for Vendor Demonstrations at Pet Shows within the United States

## Action Plans

### **Plan 1**

Title: Dyson DC41 Commercials

Objective: The purpose of this plan is to attract the attention of pet owners by presenting the Dyson DC41 in commercials aired on television channels they normally watch. Since the target market will most likely tune into channels about animals and home care, placing advertisements about the Dyson DC41 (a vacuum that specifically removes pet hair) on selected television channels will expand the target market, increase sales, and raise awareness about the product.

Target Market: This program is aimed at affluent pet (dog and cat) owners living at home.

Description of the Program: The commercials will be aired on channels such as TLC (The Learning Channel), HGTV, and Animal Planet to advertise to the audience that is informative and visually appealing. A description of the product that focuses on its pet hair removal ability will be included in the coordination of the advertisements. The commercial will be aired during two television programs on each channel, giving a two-hour period of market exposure as a trial period.

Who: The Television Advertising Firm will be responsible for negotiating air-time slots in Animal Planet, HGTV, and TLC. The marketing department will be responsible for coordinating the television advertisement.

Timing: The most logical time frame for Animal planet will be from 5pm-7pm. The commercial will be shown from 8pm-10pm on the TLC channel, and from 9pm-11pm on the HGTV channel. With this technique, there will be a total of six hours of exposure throughout the three target television channels.

Budget: \$85,000 slotting fee per commercial x 3 channel slots x 12 months= \$3,060,000.

Measurement: The number of units sold during the whole period will measure the program's effectiveness.

## **Plan 2**

Title: Pet Store Placement

Objective: The purpose of this plan is to attract the attention of pet owners by offering the Dyson DC41 in pet stores they normally shop at. Since the target market will most likely visit a pet store to buy pet supplies, placing the Dyson DC41 (a vacuum that specially removes pet hair) in one can offer them a new way to satisfy their pet hair removal needs.

Target Market: This program is aimed at affluent pet (dog and cat) owners.

Description of the Program: The vacuum would be placed in PetSmart and PETCO stores in a display that is both informational and visually appealing. A description of the product that focuses on its pet hair removal ability will be included in the display design. The product will be placed in ten stores (five PetSmart and five PETCO locations) for a trial period.

Who: The Account Manager will be responsible for negotiating for shelf space in PetSmart and PETCO. The marketing department will be responsible for designing the displays. Merchandisers will be responsible for setting up the displays and shelving the product in each store.

Timing: The product will be placed during the tree pollen allergy season, from February to May.

Budget: \$25,000 slotting fee per unit x 20 units x 10 stores x 4 months=\$20,000,000

Measurement: The program's effectiveness will be measured by the number of units sold during the whole period.



### Plan 3

Title: Social Responsibility – For A Cause Campaign

Objective: Dyson will position itself as a socially responsible, environmentally responsible company by running a cause-marketing campaign with the Clean Air Council.

Target Market: Dyson targets affluent consumers who care for the environment. These customers are aware and educated. They want to buy products that benefit society, help the environment, and are sustainable.

Description of the Program: Dyson will add \$1 to the purchase price of every product sold on its website. This additional dollar will be donated to the Clean Air Council. When a customer purchases a product from the Dyson website, he or she will automatically be donating \$1 to the Clean Air Council. To promote this cause-marketing campaign between Dyson and the Clean Air Council, Dyson will run magazine advertisements in Real Simple magazine and National Geographic. These advertisements will feature the Clean Air Council logo and position Dyson as an environmentally friendly, socially responsible brand.

Who: The legal department will enter into a contractual agreement with the Clean Air Council concerning brand affiliation and the use of logos in marketing materials. The marketing department will create Dyson/Clean Air Council print advertisements that will appeal to the affluent, socially and environmentally conscious consumer. The marketing department will place the advertisements in Real Simple and National Geographic magazines.

Timing: These advertisements will run in monthly issues of National Geographic and Real Simple magazine from January 2014 to May 2014. This campaign will run for 5 months and may continue if it proves to be successful.

Budget: Real Simple full page advertisement =  $\$196,900 \times 5 \text{ (months)} = \$984,500$   
National Geographic (Worldwide Edition) full page, Black and 1 color  
Advertisement =  $276,245 \times 5 \text{ (months)} = \$1,381,225$   
Total: \$2,365,725

Measurement: Dyson will look at the number of online sales between January 2014 and May 2014 to measure the success of this campaign. Did the advertisements and charity affiliation drive an increase in online sales from consumers who are seeking products that benefit society and contribute to a “greener” environment?

## **Plan 4**

Title: Advertising Through Social Media

Objective: To build brand awareness, create buzz, and engage Dyson customers via social media contest.

Target Market: Dyson customers and potential Dyson customers who own pets.

Description of the Program: Dyson will hold a contest on its Facebook page. The winner of the contest will win a Dyson DC41 Animal. To enter the contest, consumers must first “like” the Dyson Facebook page. Consumers will then share their most creative photos of their pets on the Dyson page. The photo with the most likes, wins a brand new Dyson DC41 Animal vacuum.

Who: The marketing department, particularly the social media manager, will work on running this campaign. The social media manager will add a special contest plugin to the Facebook page where contestants must “like” the page and submit their photo. The social media manager will also create a “Dyson Pet Contest” photo album where fans can like their favorite photo.

Timing: This contest will start on March 1, 2014 and end on April 15, 2014.

Budget: This contest will only be promoted via Dyson’s social media accounts. The cost of this campaign is equal to the cost of a Dyson DC41, plus shipping. It will cost a total of \$620.

Measurement: The effectiveness of this campaign will be measured by Facebook’s analytics. How many new “Likes” does the Dyson Facebook page have? What’s the new number of the Dyson Facebook page reaching since the contest?

## Plan 5

Title: “Take One” Promotional Offer – Veterinarian Practices

Objective: The purpose of this plan is to raise awareness of the benefits of the Dyson DC41 Animal to affluent pet owners, and to increase sales by advertising a “Take One” promotional offer through veterinarian practices in upscale areas nationwide.

Target Market: Affluent pet owners living in upscale areas.

Description of the Program: Place “Take One” placards advertising the benefits of the DC41 Animal in 250 veterinarian practices in upscale areas nationwide. The coupons in the “Take One” placards will offer a 10% discount on the DC41 Animal, and will promote the advantages of using its tangle-free turbine tool with regards to getting rid of unwanted pet hair.

Who: The marketing department at Dyson will design and produce the placards. The marketing department will also be responsible for distributing the placards to the veterinarian practices and negotiating advertising space in those practices.

Timing: The program will run for one year beginning in January 2014.

Budget:

- Design and production of placards = 250 placards x \$25 each = \$6,250
- Cost to package and mail placards = 250 placards x \$6 each = \$1,500
- Negotiated price for counter space = 250 veterinarian practices x \$50 per month x 12 months = \$150,000
- Total Budget = \$157,750

Measurement: The effectiveness of this program will be measured by the number of coupons redeemed from the “Take One” promotional offer.

## **Plan 6**

Title: Direct Mailing List

Objective: The purpose of this plan is to create prospective customers by mailing Dyson DC41 brochures to affluent pet owners. Reaching out to only the people who are most likely to buy the product could increase the volume of purchases.

Target Market: This program is aimed at affluent pet (dog and cat) owners.

Description of the Program: A list of potential affluent pet owners will be created using a database. Dyson would use that list to mail prospects colorful, informative brochures that present why a Dyson DC41 is not only relevant to them, but the best choice for a pet hair removing vacuum. The product will be mailed to 2,000 houses.

Who: The marketing researchers will create the database, while the creative department makes the brochures will arrange for the United States Postal Service to send out the brochures.

Timing: The brochures will be mailed in May.

Budget: \$0.43 Tri-fold brochure cost per unit x \$0.46 per stamp x \$0.16 shipping and handling  
2,000 units=\$2100

Measurement: The program's effectiveness will be measured by monitoring the number of clients from the list who made an online or in-store purchase.

## **Plan 7**

Title: Allergy & Asthma Foundation of America

Objective: The purpose of this plan is to bring awareness of the benefits of the Dyson DC41 Animal to consumers and pet owners who suffer from asthma and allergies.

Target Market: Consumers and pet owners who suffer from asthma and allergies

Description of the Program: Advertise and promote the Dyson DC41 Animal through the sponsorship of FreshAAIR. FreshAAIR is a national, quarterly newsletter published and distributed by the Allergy and Asthma Foundation of America. The sponsorship will include a full page add on the back of the newsletter describing the benefits of the DC41 Animal which is certified by Allergy and Asthma Foundation of America. The ad will also contain a 10% off coupon that can be redeemed at retail stores or on-line.

Who: The advertising department at Dyson will work with the Allergy and Asthma Foundation of America to set up the full page add and coupon offer. The legal department will be responsible for handling the sponsorship and agreement to the terms.

Timing: The newsletter is published quarterly and the sponsorship will start in January 2014. The newsletter will reach consumers throughout all allergy seasons. Dyson will sponsor the newsletter for one year.

Budget: Sponsorship = \$5,000 per year (Full page ad included in sponsorship fee)

Measurement: The effectiveness of this program will be measured by the number of coupons redeemed from the newsletter.

## **Plan 8**

Title: Dyson DC41 Demonstration Kiosks in Shopping Centers

Objective: The purpose of this plan is to attract the attention of pet owners by demonstrating the Dyson DC41 in kiosks located near pet accessories stores they normally shop at. Since the target market will most likely visit a pet accessories store in shopping centers, placing a kiosk about the Dyson DC41 (a vacuum that specifically removes pet hair) near selected stores can expand the target market, increase sales, and raise awareness about the product.

Target Market: This program is aimed at affluent pet (dog and cat) owners.

Description of the Program: The kiosks will be placed near stores such as Brookstone and Tumi, where the target audience will find luggage customized for pets (cats and dogs) and electronics pertaining to pets (dogs and cats) in the International Plaza and Bay Street of Tampa, Florida. Kiosks will be available to the audience informative and visually appealing demonstrations of the Dyson DC41. A description of the product that focuses on its pet hair removal ability will be included in the demonstration of the vacuum. The kiosks will be on placed near the two selected stores, Brookstone and Tumi, for a trial period.

Who: The Account Manager will be responsible for negotiating for kiosk placements in the International Plaza near Brookstone and Tumi. The Marketing Department will be responsible for designing the kiosks' displays. Merchandisers will be responsible for setting up the kiosks and demonstrating the product in each location.

Timing: The kiosks will be placed throughout the whole year of 2014.

Budget: \$50,000 slotting fee per kiosk x 2 kiosk locations x 12 months= \$1,200,000.

Measurement: The number of units sold during the whole period will measure the program's effectiveness.

## Plan 9

Title: Vendor Demonstration at Pet Shows within the United States

Objective: The purpose of this proposal is to set up booths at six pet shows and events in the United States in 2014 to advertise the Dyson Animal DC41 to animal friendly consumers. Having the product set up in the booths for pet owners to see a product demonstration and try it first-hand will promote customer awareness of the product.

Target Market: Pet owners who have a high disposal income and regard their pets as a part of their families.

Description: Dyson employees will set up vendor booths at pet shows all over the United States and demonstrate how user-friendly the Animal DC41 is and all of the benefits it can offer pet owners. Dyson employees are very knowledgeable about the product and will be there to answer questions, have 10 vacuums available in the booths for immediate sales, and have computers set up to assist with on-line ordering. Assisting with on-line orders will increase the chance of sales due to the customer not having to transport it home on their own from the show.

Who: The Executive Chief of Marketing will lead a team of four associates to assist with set up, tear down, and assisting customers at the events.

Timing:      Event: Global Pet Expo  
                    Date: March 12-14, 2014  
                    Location: Orlando, FL

                    Event: Americas Family Pet Expo  
                    Date: April 25-27, 2014  
                    Location: Costa Mesa, CA

                    Event: Animal Care Expo  
                    Date: May 20-23, 2014  
                    Location: Daytona Beach, FL

                    Event: SuperZoo 2014  
                    Date: July 22-24, 2014  
                    Location: Las Vegas, NV

                    Event: Pet Industry Christmas Trade Show-Rosemont  
                    Date: September 19-21, 2014  
                    Location: Chicago, IL

                    Event: To the Rescue! Benefit: Saving Animal Lives  
                    Date: November 15, 2013  
                    Location: New York City, NY

Budget: Price of booth design (\$1,000 per booth \* 6 = Total of \$6,000); vendor fees/location rental (\$300 per show \* 6 shows = Total of \$1,800); Dyson employee salary and traveling expenses (12 days, 8 hrs per day of regular pay at \$31.25 per hour = \$3,000; 2 days of travel for 6 shows = 12 days of per diem at \$100 per day = \$12,000; 24 days of lodging at \$150 per day = \$3,600; Price per employee= \$18,600 \* 5 = Total of \$93,000), 2 rental cars at each event location (\$200 per day for 4 days \* 6 events = 24 \* 200 = Total of \$4,800), shipping 10 Animal DC41 to 6 separate event locations (\$25 \* 60 = Total of \$1,500); Total overall cost of \$107,100.

Measurement: Reach will be difficult to measure accurately. Each booth vendor will ask consumers to fill out Questionnaires' on the product, service, and how they heard about the event.



## Plan 10

Title: Billboards for Vendor Demonstration at Pet Shows within the United States

Objective: This proposal is to advertise on four billboards in six separate cities for pet shows and events in the United States in 2014. A Dyson road show team will have vendor booths that will be set up at each event. The purpose to attract animal friendly consumers to the events in order to promote consumer awareness on the Dyson Animal DC41.

Target Market: Pet owners that will attend animal shows and events in the local areas of the events.

Description: One Billboard will be located on each side of the most traveled on highway within city limits of each event (one entering the city and one exiting the city). The remaining two billboards will be located with the closest proximity of pet stores to the pet show events.

Who: The Marketing and Research Departments will work together research most traveled on highways within each city of the events and aim to advertise on billboards that are close to where traffic builds up at rush hour(s). The Marketing Department will take lead on coordinating the appearance of the billboard for each specific event.

Timing: 4 Billboards in each of the following cities to start advertising 1 month prior to each event:

Event: Global Pet Expo  
Date: March 12-14, 2014  
Location: Orlando, FL

Event: Americas Family Pet Expo  
Date: April 25-27, 2014  
Location: Costa Mesa, CA

Event: Animal Care Expo  
Date: May 20-23, 2014  
Location: Daytona Beach, FL

Event: SuperZoo 2014  
Date: July 22-24, 2014  
Location: Las Vegas, NV

Event: Pet Industry Christmas Trade Show-Rosemont  
Date: September 19-21, 2014  
Location: Chicago, IL



Event: To the Rescue! Benefit: Saving Animal Lives  
Date: November 15, 2013  
Location: New York City, NY

Budget: Total billboard rental cost will be \$60,000; breakdown is as follows: \$2,500 for 1 month rental for 24 billboards (4 billboards in 6 cities).

Measurement: Reach will be difficult to measure accurately. Each booth vendor will ask consumers to fill out Questionnaires' on the product, service, and how they heard about the event.

Budget



**Marketing Budget**

<b>Plan</b>	<b>Action</b>	<b>Budget</b>
1.	Dyson DC41 Commercials	\$3,060,000.00
2.	Pet Store Placement	\$20,000,000.0
3.	Social Responsibility - For A Cause Campaign	\$2,365,725.00
4.	Advertising Through Social Media	\$620.00
5.	"Take One" Promotional Offer - Veterinarian Practices	\$157,750.00
6.	Direct Mailing List	\$2,100.00
7.	Allergy & Asthma Foundation of America	\$5,000.00
8.	Dyson DC 41 Demonstration Kiosks in Shopping Centers	\$1,200,000.00
9.	Vendor Demonstrations at Pet Shows within the United States	\$107,100.00
10.	Billboards for Vendor Demonstrations at Pet Shows within the United States	<u>\$60,000.00</u>
<b>Total</b>		<b>\$26,958,295.0</b>

Dyson spent approximately \$67 million on U.S. measured media in 2012, and generated approximately \$920 million in total sales.<sup>62</sup> The total proposed budget of \$26,958,295 accounts for 2.9% of Dyson’s total annual sales and 40.2% of Dyson’s total U.S. marketing budget. These marketing plans will place the Dyson DC41 in more stores, increase sales, and create more customers with only one third of the total budget. By implementing these action plans, it is projected that Dyson will see a potential increase of 10% in total annual sales in 2014.<sup>63</sup>

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