

# CAMPAIGN ELECTROLUX LAUNDRY

In 2008, the Group launched new laundry and kitchen products in the premium segment in North America, positioning Electrolux as an innovative and sustainable brand in a substantial and important market. The laundry products offer several key consumer benefits including greater capacity, faster washing and drying cycles, and lower energy and water consumption.



electroluxappliances.com provides consumers with the opportunity to look more closely at the functions of the products in an interactive environment.



The Electrolux strategy of using brand ambassadors for marketing has proved successful in North America. Kelly Ripa, a well-known television personality, is ambassador for the Electrolux brand and the actress Jennifer Garner for the Frigidaire brand.

The products are sold all over North America via independent retailers of household appliances and through the large chains, including Best Buy, Lowe's and Sears. In 2010, several marketing campaigns were conducted that emphasized the products' unique functions and low energy consumption.

## Larger, faster, better

