

Product development based on consumer insight

Energy-efficiency, speed, simplicity and individual solutions are some of the needs identified by Electrolux through interviews and home visits to users of household appliances. Consumer insight is at the core of all product development at Electrolux, and in 2010 a large number of households were visited worldwide.

All new Electrolux products are born out of the Group's process for consumer-driven product development, which is a holistic process for managing products – from the cradle to the grave. The time to market (TTM) differs between regions. For example, TTM in Brazil is only about 18 months. Electrolux focuses on developing products within profitable segments and for markets displaying strong growth. The products are primarily aimed at customers in the premium segments.

In 2010, Electrolux invested approximately 1.9% of Group sales in product development. Product development is based on global collaboration and coordination of launches between various product categories. The number of new products generated by consumer-driven product development has grown rapidly in recent years, providing an improved product offering and a growing number of successful launches.

Electrolux RealLife® is a dishwasher designed for the 21st century. Below you can read more about the underlying process and the successful launch of the product.

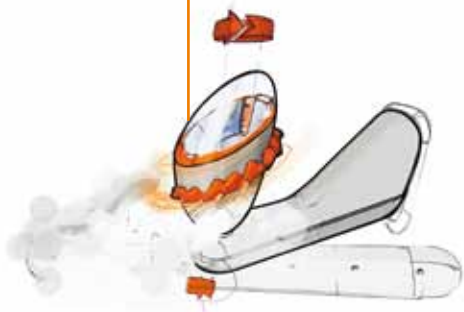


The consumer insights from the market surveys were translated into three main consumer needs:

- more loadable space; consumers want the machine to fit all types of dishware, such as big pots, plates and delicate glasses
- perfect cleaning, no matter how you load
- baskets to fit items of any size and shape



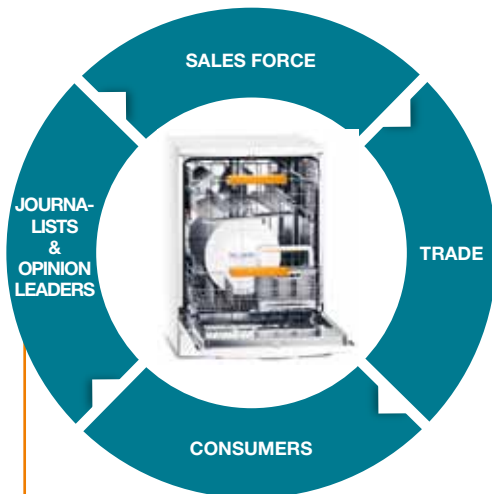
Several consumer market surveys were conducted to understand the most important factors when buying a dishwasher. An important conclusion was that nobody loads their dishwasher in the same way.



Concepts to address the identified unmet needs were generated by a cross functional team and tested by consumers.



The winning concepts were translated into features and functions such as FlexiSpray™ Arm and RealLife® Baskets to fit and clean items of any size and shape.



Different marketing tools have been activated to reach four key target groups.

The RealLife® dishwasher is developed for the “real life” in a modern household, where consumers want to be able to fit everything into the dishwasher and get everything properly cleaned, no matter how the machine is loaded. RealLife® was launched in March 2010.



LAUNCH
EXECUTION

RANGE
MANAGEMENT

PHASE-OUT

All market communication is designed to create a powerful image of Electrolux, irrespective of product or market. Marketing plans are integrated in product development at an early stage, and all activities are coordinated in order to maximize impact.



The launch of the RealLife® dishwasher was prepared in a consistent and integrated way through several consumer touch points, including point-of-sale support, web campaigns, advertisements and TV.

