



experiential
ideations

brand activations

▶ case study

About Client



Whirlpool is the world's leading global manufacturer of home appliances. While focusing on consumer needs and how the pleasure of using their products fits into everyday life, they exist to create purposeful innovation to keep homes running smoothly.
www.whirlpool.com

Goals of Campaign

- Illustrate Whirlpool's messaging in an experiential manner
- Promote line of dish washers and appliances

Highlights

- One mobile billboard, strategically routed near Navy Pier, raised awareness for Whirlpool's messaging
- One installation of 2,000+ dirty dishes grabbed attention and triggered emotional responses
- One experience team with producers, field manager and four brand ambassadors who educated passersby and encouraged participation in the #CongratsParents sweepstakes

Results

- 900 pictures/selfies taken by installation
- 31,200 estimated impressions
- Countless heartfelt moments

Congrats, Parents!

Whirlpool Celebrates Parents and the 2,700 Loads of Dishes it Takes to Raise a Graduate

The "Congrats, Parents!" messaging resonated with consumers during graduation season across all of Whirlpool's advertising channels. In an effort to bring that messaging to life, we **created a 2,000+ dirty plate installation at Navy Pier** over Father's Day weekend. Passersby were genuinely touched by the sentiment – making them appreciate moms and dads a little bit more.

In addition the **#CongratsParents** hashtag was active on social media, as experience participants entered the Whirlpool sweepstakes for a new dishwasher.

"This has made me want to thank my mom... Like I never pictured it like this."

// Ryan, Cocoa Beach, FL

"This is amazing! It makes me feel good inside. It's a great message to bring awareness to the hard work parents put in."

// Kristy, Willits, CA

"This was a great idea. Take my picture! I'm sending this to my son right now and texting 'You're Welcome!'"

// Ramona, Minneapolis, MN



About dio

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dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



For more campaign information, please visit <http://diousa.com/work/whirlpool/>.