



Consumer Care Book Air Humidifier

Tadpole



Approved by:

Author: John Li
Date: Oct-08-2013
AKB: SHW-01-001-13006R02
Version: CR

CMM: Jonathan Yu

(Please place a signature)

Date: Jonathan Yu
2013.10.14

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Product Introduction

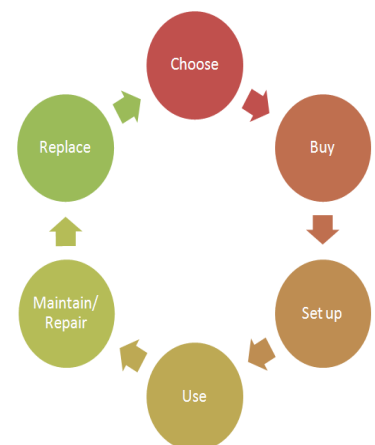
VPH

PHILIPS VPH Air humidifier (Tadpole) sense and simplicity		
1. Target - Females (75%) worried about health implications of breathing dry air - Communication focused on: female 25-45 yrs aged - Wanting to improve indoor air Q (70%) - Income mid to high (above 50k RMB/yr) - Living in urban area	2. Consumer Insight Maintaining a healthy life is important for me, but often the air in the office is dry causing skin allergy, a sore throat or an itchy nose. To increase the humidity level, I have a humidifier. However, it is difficult to clean the whole device properly as I can not remove the white dust from the water tank and I can not clean the internal parts to make it germ-free. As a result, I am concerned about the germs and white dust that can be spread into the air. I wish there was a solution that could give me the confidence that the humidified air is really healthy.	3. Competitive Environment Leading (regional) brands offering both air purification and humidification like: -Yadu: market leader in humidification (+49% MS) -Midea: Nr 2 in humidification (+17% MS, vol) Majority of technology used is ultrasonic evaporation (86%) with an average RSP price point of 238RMB YTD Nov 12. Evaporation humidification (12% MS) has an average RSP around 1016RMB YTD Nov 12
4. Benefits Only a Philips humidifier guarantees healthy humidified air	5. Reasons to Believe - Hygienically safer, 99.93% less bacteria spreading into your room due to cold evaporation tech compared with ultra sonic humidifiers - Effective personal humidification - Zero white dust emission and no wet desk due to cold evaporation technology - Has a HealthyAirProtect lock, which will shut down automatically when the water tank is empty to keep optimal performance. - With easy cleaning concept design for easily and properly cleaning of the water tank and the internal parts.	6. Discriminator Only Philips guarantees a healthy humidified air
Brand positioning : Healthy air guaranteed		
Designed around you: - TBC - Target refer to Frog SKU1	Easy to Experience: - TBC - Target refer to Frog SKU1	Advanced: - TBC - Target refer to Frog SKU1
Name owner document CMD	Final version approved on date 25 Jan 2013	Name approver document Category Leader/ Innovation Leader

Consumer care focus

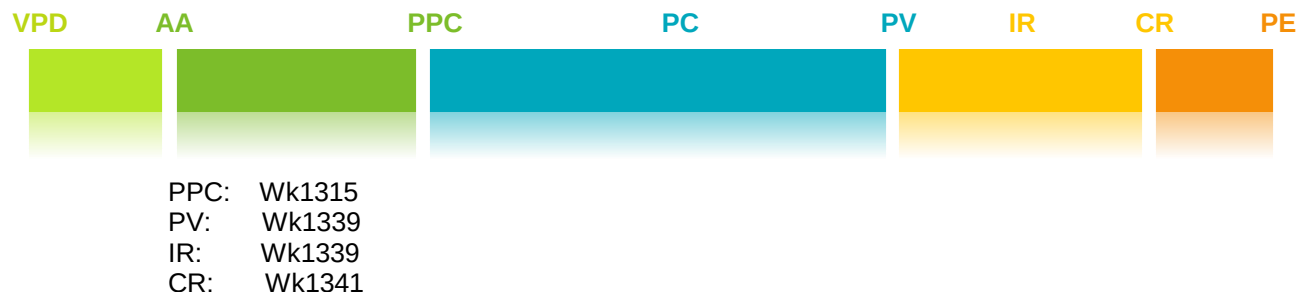
For this product we carry out the standard consumer care package

- Choose:
 - Clear functional description product
 - FAQs
- Buy: FAQs
- Setup: Quick start guide
- Use:
 - How to refill water, cleaning. (DFU/recipe book inbox/online)
 - Consumer Feedback loop. (Call center/Web)
- Maintain/repair: service manual
- Replace: Quick start guide



Sales introduction and IPD milestone planning

Model	Region	Launch date	2013	2014	2015	2016	2017	Total
Tadpole 1 (HU4706/01)	China	Nov-2013	12.5	53	71	71	50	257.5
Tadpole 2 (HU4706/02)			10.5	51	68	68	48	245.5
Tadpole 3 (HU4706/03)			4	12	13	13	11	53



Warranty and service policy

- 2 Years warranty
- Carry in, repair by component swap.

Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
Humidifier wick	Y	Y

Consumer touch points for consumer care

China	• In-box • Web (.com / .care) • Call Center • Service Centers
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Fast Feedback Program

N/A

CoNQ prediction & cost driver assumption

CoNQ as % of sales: **0.81%**

FCR: **1.5%** worst case @CR

CPI: **7.06** EUR

Call center cost as % of sales: **0.22%**

Consumer care package

Item	Detail	Applicability	Availability timing	Owner	Cost (T.I.C) / Marcom budget
	In-box				
	User Manual	Y	PV (text) IR (final)	PRC/CMM	
	Quick Start Guide	Y	IR	PRC/CMM	
	Warranty card	Y	IR	CMM	
	Web				
	Leaflet and Photo's	Y	CR	CMM	
	Technical info on leaflet (size, dimensions, weight etc.)	Y	CR	CMM	
	Accessory information linked to CTN's / online	Y	CR	CMM	
	Pre-purchase FAQ's	Y	CR	CC	
	Post-purchase FAQ's	Y	CR	CC	
	Call Center				
	Training package - technical and soft skills	Y	IR	CC	\
	Training execution (on site)	Y	CR	CC	\
	Commercial Product samples	Y	IR	CC	\
	Call center Feedback	Y	CR	CC	\
	Service Centers				
	Service Manual	Y	CR - 2WK	CC	
	Service Bill of Material, incl. spare parts Purchasing Master data	Y	CR - 2WK	CC	
	Training package diagnostics & repair	Y	CR	CC	