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HOW DYSON SOLD VACUUMS TO CUSTOMERS WHO CAN'T SPEAK.

The niche-targeting strategy
that most brands overlook.

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EVERY VACUUM BRAND SOUNDED THE SAME.

Powerful suction.

Better cleaning.

Premium technology.

SUPERIOR
PERFORMANCE

ADVANCED
FILTRATION

POWERFUL
SUCTION

BETTER
CLEANING

PREMIUM
TECHNOLOGY



BREATHE CLEANER
AIR.

DEEP CLEAN.
EVERY TIME.

CLEAN BETTER.
LIVE BETTER.

POWER. STYLE.
CLEANLINESS.



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PEOPLE DON'T
BUY FEATURES.
THEY BUY

RELIEF.

Especially from problems
they face daily.

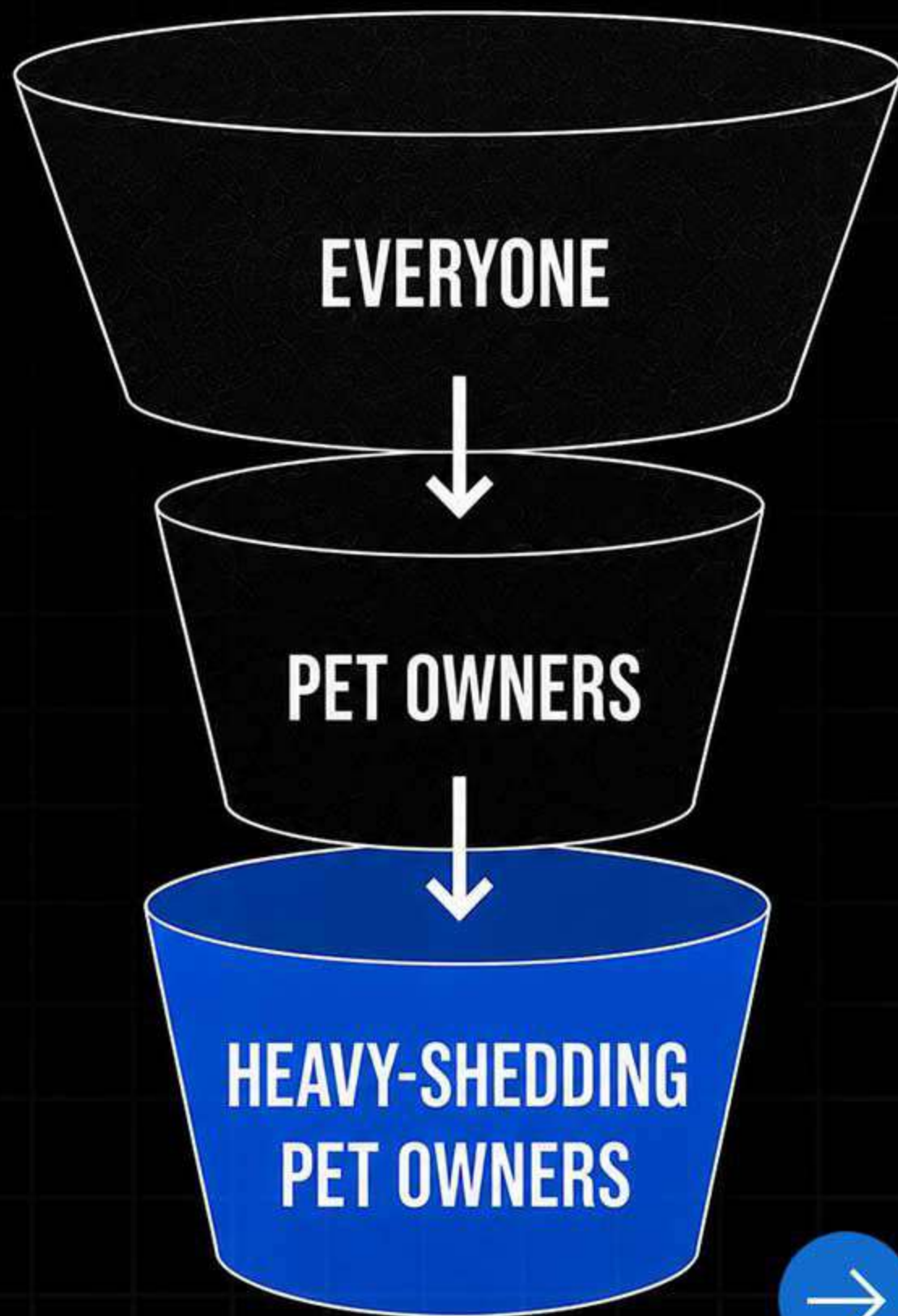
PET HAIR

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DYSON DIDN'T TARGET EVERYONE.

They focused on people
with the biggest frustration.





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THEY SKIPPED HUMAN INFLUENCERS ENTIRELY.

And partnered directly
with pet communities.



lifestyle.co
600K followers



fit.with.tom
1.2M followers



golden.paws
125K followers



meow.adventures
98K followers



frenchie.life
86K followers



pawsome.daily
76K followers



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THE PRODUCT DEMONSTRATION HAPPENED NATURALLY.

Every fur-covered sofa
became proof.

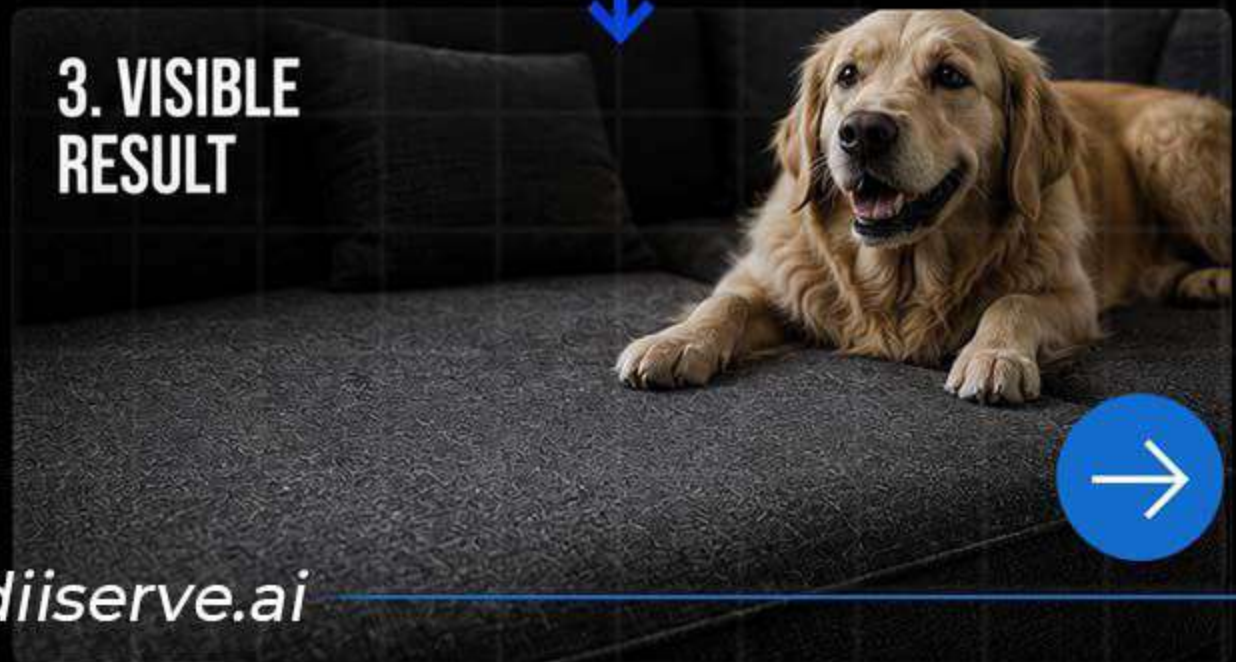
1. PET HAIR
CHAOS



2. DYSON
CLEANUP



3. VISIBLE
RESULT



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BUILT TO LAST. DESIGNED TO STAY AHEAD.

Year after year,
Dyson doesn't just
keep up.
It keeps raising
the standard.



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DYSON. FOR PETS. FOR PEOPLE. FOR YEARS.

Cleaner homes. Happier pets.
Stronger bonds.



CLEANER HOMES

Removes pet hair, dust & dander effectively.



HEALTHIER PETS

Reduces allergens and keeps their space fresh.



DURABLE & RELIABLE

Engineered to handle pet messes, every day.



MADE FOR PET PARENTS

Tools designed for every fur, fluff & mess.



BUILT ON EMPATHY

Because we know pets are family.



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