

The Idea

Kenmore curates the best features, technology, products and innovations from it's partners. In essence, they can do it the best because they work with the best.

The destination experience of Home Works emulates that same philosophy, offering a dialogue-driving platform, sourcing ideas from the crowd. Real people sharing real ideas, centered around making the home work.

Bold, simple interactions that payoff instantly, coupled with a comprehensive library of meaningful, relevant, quality content

Utility App Component, that provides opportunities for instant engagement anywhere

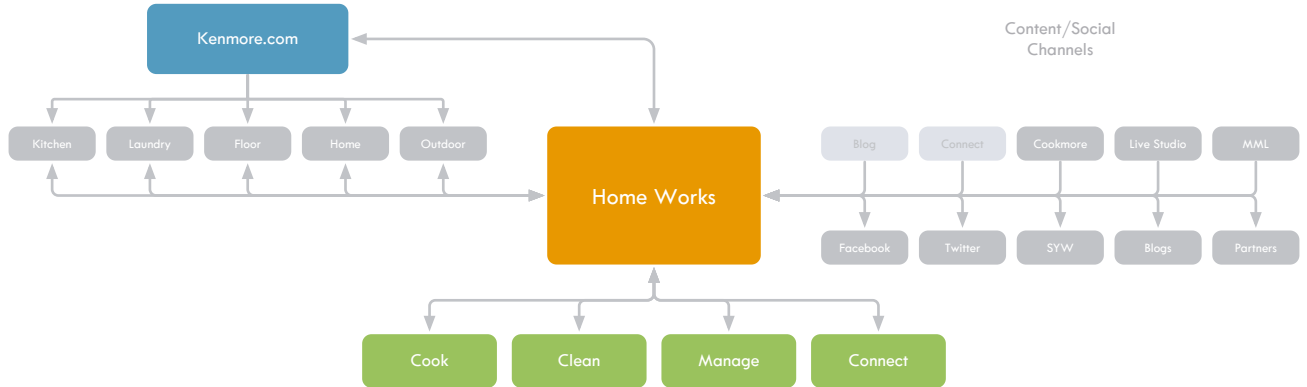
Behind the scenes, is a loyalty scoring system, where every interaction/event can be measured and rewarded

A dashboard where activity can be monitored and measured in realtime

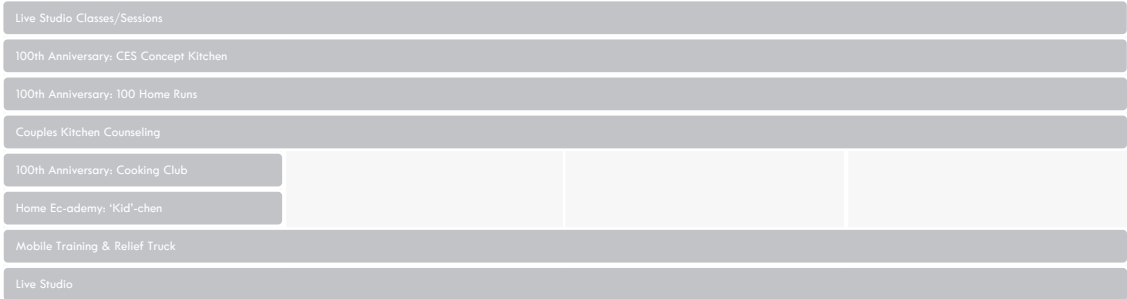
Phased rollout, with activation programs centered around holidays and key category seasons to build momentum

Absorbs the current blog and Kenmore Connect into the new aggregate experience

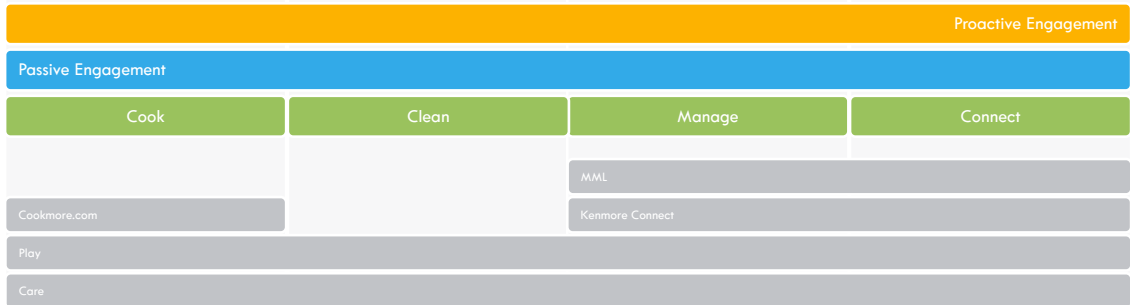
The screenshot shows a web browser window displaying the Kenmore website. The browser's address bar is empty, and the page title is "Home Works". The website header includes the Kenmore logo, a navigation menu with categories like "kitchen", "laundry", "floor", "home", "outdoor", and "home works", a search bar, and a shopping cart icon showing "2" items. The main content area features a large image of a glass bowl filled with fresh green salad and sliced radishes, set against a background of a refrigerator. Overlaid on the right side of the image is the text "breathe easy" in a large, blue, sans-serif font, with "The CleanFlow™ Air Filter" in a smaller, black font below it. At the bottom of the page, there is a promotional banner that says "beat the heat" in a bold, red font, followed by an image of three air conditioning units and a red button with the text "shop air conditioners >".



Proactive Engagement
(Tactics)



"Home Works"
Platform



Passive Engagement
(Existing Channels)

