

**KitchenAid®**

# COMMERCIAL RANGE QR CODE EXPERIENCE







In digital, we want consumers to walk away knowing that the new commercial style range is synonymous with color and performance, enabling Makers creativity in the kitchen.

# ASSIGNMENT





# APPROACH

We have our own challenge to bring together the work that has been done thus far in the digital environment and in-store programs, while striking a balance between the two messages that make the commercial range unique in performance and color.

- Bring to life the color language of the new line of commercial-style ranges.
- Show consumers that the performance of our commercial-style ranges is worth the investment.

# **COMMUNICATION STRATEGY**

# SPARK A CONNECTION TO COLOR

Inspire Makers dreaming of their ideal kitchen to explore the curated colors of the commercial range as the centerpiece, highlighting how a colorful range reflects their unique identity.



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# DESIGN THAT DELIVERS

Bring KitchenAid®'s made for Makers performance features and curated color stories to life to set the commercial range apart from category competitors.



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# PERFORMANCE THAT EMPOWERS MAKING

Help Makers commit by showcasing how commercial range's distinct performance features provide power and precision that will elevate and highlight making.



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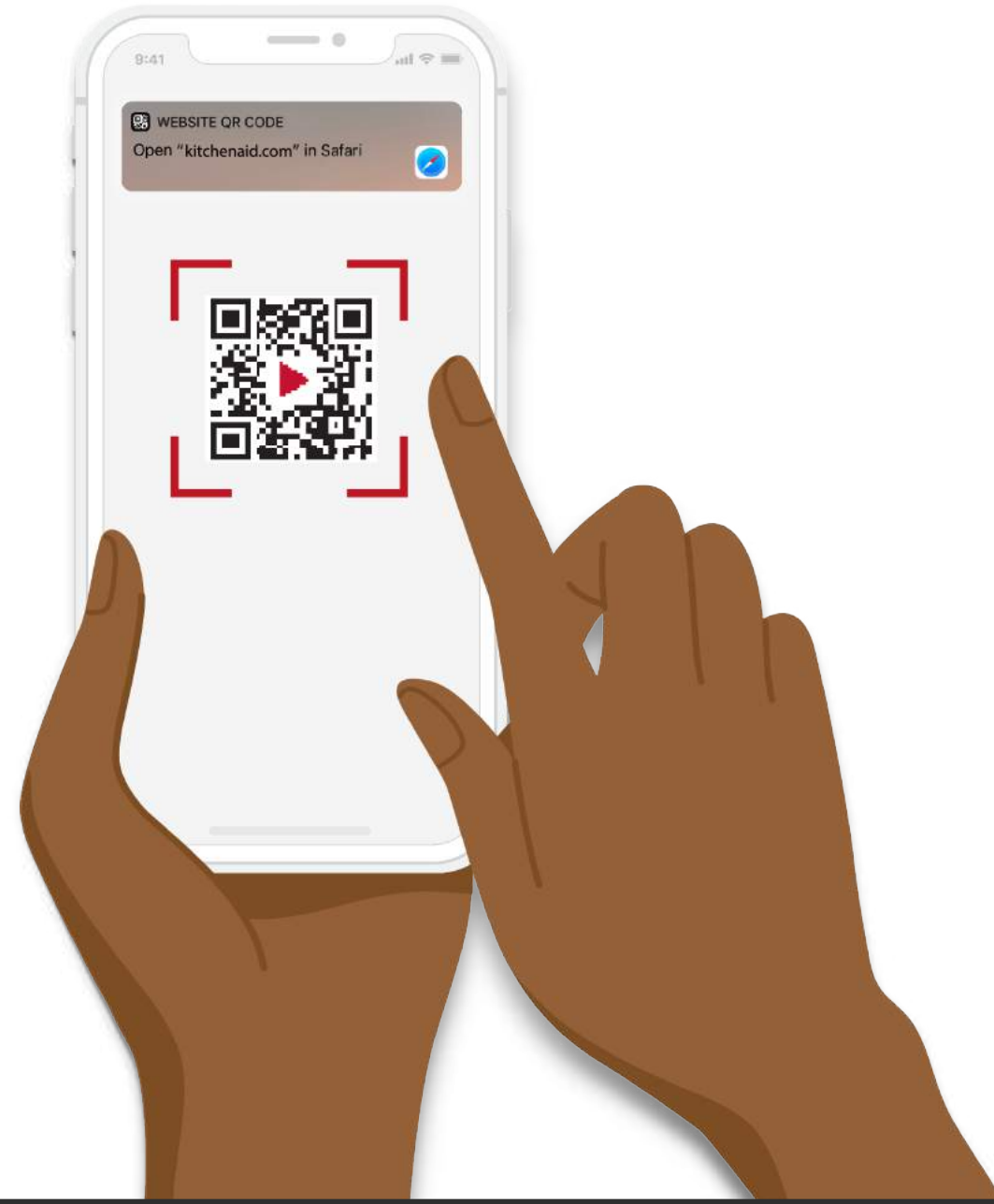
# EXPERIENCE OVERVIEW



# SCAN TO SEE RANGES IN FULL COLOR

A unique QR code will be visible on the product signage layout and placed inside the door of the commercial style ranges.

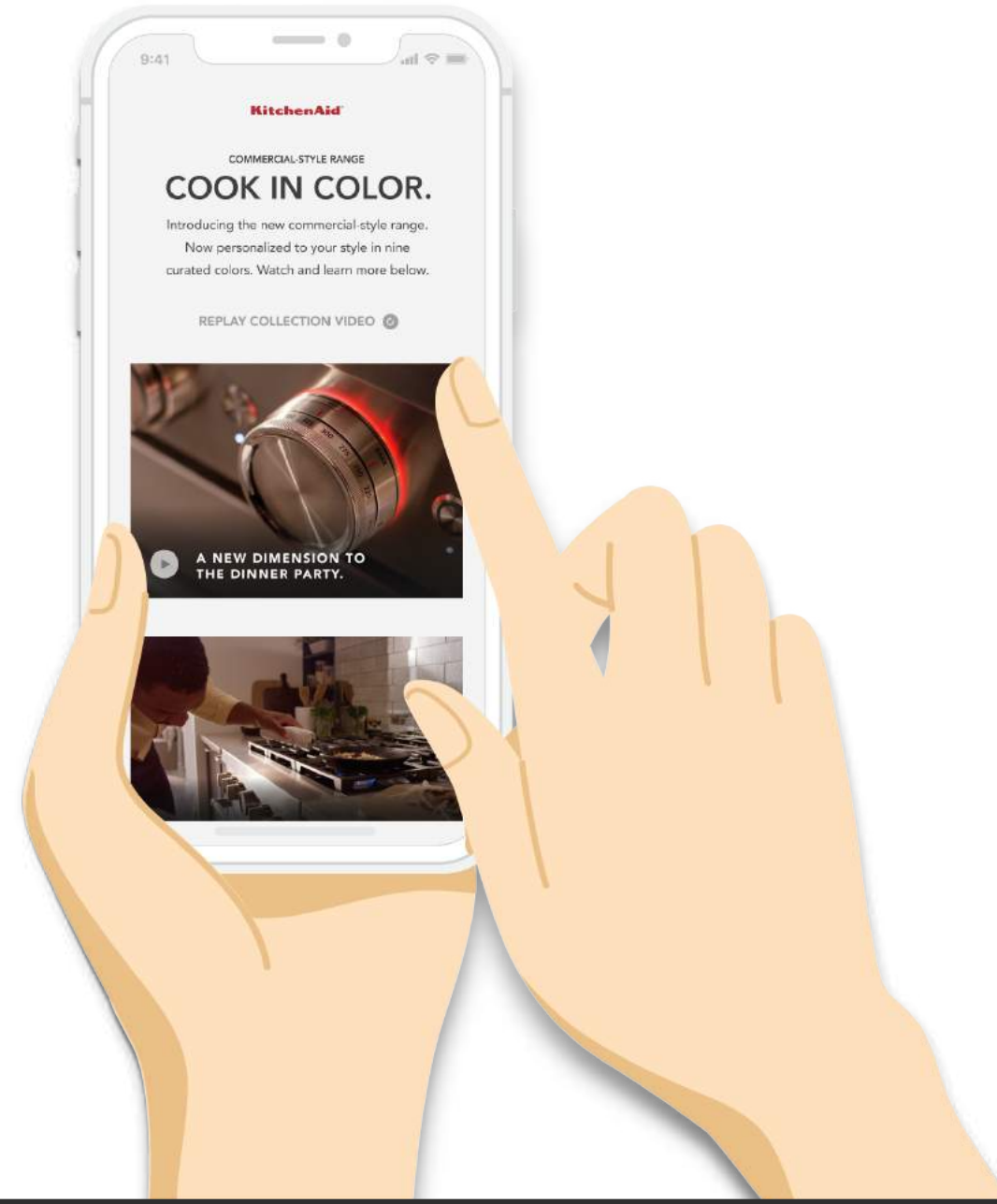
When you scan the code with your smartphone, you will be redirected to the mobile landing page experience.



# CREATIVE BEFORE THE COOKING EVEN BEGINS

Explore the mobile landing page from top to bottom, with thoughtfully curated videos that feature its design and performance.

Feel and see the difference restaurant-inspired design makes, with design decisions that enable the best form and functionality.



# COLOR OPTIONS AT HOME

Compare and contrast with curated colors plus accents to mix and match – it's time to express yourself in a whole new way.

True Makers are perfectionists, so we make it easy to pick and choose. Request color samples and explore your ideal match.



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A modern kitchen with dark cabinetry, a large range hood, and built-in ovens. The text "THANK YOU" is overlaid in the center. The kitchen features a large range hood, a double oven, and a countertop with various kitchen items. The background shows a window with a view of a city.

**THANK YOU**