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Whirlpool Brand Challenges Industry Marketing Norms; Champions The Importance Of Daily Tasks

Brand transforms cold machine mentality into acts of love with new Every day, care™ campaign

BENTON HARBOR, Mich., Oct. 7, 2014 /PRNewswire/ -- In a departure from the long-held industry tradition of feature wars, Whirlpool brand today announced the launch of **Every day, care™** campaign about changing the perception of how people view the daily chores necessary to care for one's family. Too often these simple acts of cooking, cleaning and washing feel tedious and insignificant, when in fact they play a huge role in shaping the people we love and the world we live in.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/players/English/7318751-whirlpool-announced-launch-of-every-day-take-the-chore-out-of-household-responsibilities/>

It's a common misperception that chores are a necessary evil, but studies show chores are a catalyst for academic achievement, decreased truancy rates, and even building stronger family bonds. Studies confirm that pervasive negative attitudes of chores not only cause stress in the household but also may negatively affect future participation.

Tapping into consumer and cultural insights, the brand saw a deeper meaning to the role appliances play in family care. It wasn't only about the best working machine, the latest features, and the desire for saved time; what mattered most was caring for their family. The new campaign departs from the 'feature wars' and 'one-upmanship' common in the industry. Instead, it gets to the heart of what it takes to care every day - the effort, the sacrifice, the tenacity, the repetition, and a true human insight - that behind every chore is an act of love.

"The campaign is about people, real modern families, and the impact of the care they give and receive every day. It's about proving how often thankless tasks are so important - they are part of the emotional glue holding families together," said William Beck, Senior Director of Mass Brands and Channel Marketing for Whirlpool. "It's a higher purpose that's driving our brand and a natural space for Whirlpool, because we've been a part of these daily moments of care that have taken place in American homes for over 100 years."

Integrated Marketing Campaign: Every day, care™

The multi-million dollar **Every day, care™** campaign is the biggest campaign for the Whirlpool brand to-date. Not only will it communicate the importance and value of this care via national television, print and digital advertising, but also prove how these seemingly insignificant acts can affect real change through a series of social acts with the **Every day, care™** Project Platform, a scientific study, and through the appliances themselves. Whirlpool brand's approach is uniquely inspired by families who have been caring for each other generation after generation, capturing raw moments, not just aspirational perfection.

According to Beck, "In this campaign, you will see how we draw inspiration from our consumers. It's why we develop the products we do. We are proud to be an American company with a hundred-year legacy of designing home appliances inspired by how families give and get the care they need, and always driving the latest technologies and innovations that fit seamlessly into their lives."

As part of the campaign launch, Whirlpool brand will be fueling public discourse around the topic, supported by a national survey, academic white paper findings and multi-media content across all digital platforms, including Whirlpool brand's website at Whirlpool.com/everydaycare. The public is invited to join the conversation on social media with #EveryDayCare.

About Whirlpool Brand

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations that make their experience effortless, intuitive, and easy - whether that means most flexible refrigerator storage for all types of family needs, induction technology for efficient cooking and easier cleaning or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand is part of Whirlpool Corporation (NYSE: WHR), the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of

Habitat for Humanity's largest corporate partners for 15 years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand, please visit whirlpool.com/everydaycare or find us on Facebook at facebook.com/whirlpoolusa or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at whirlpoolcorp.com.



#EveryDayCare is demanding.



#EveryDayCare is messy.



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