

IT'S A HOVERCRAFT, IT'S A VACUUM, IT'S A DANCE PARTNER, ITS FAMILY, IT'S A ROOMBA!



Thanks to a \$10 million ad campaign across media, Web and Television, vacuum, is creating waves again. Shaped like a mini-hovercraft and about the size and looks of large hubcap, it has attained pop-culture status, through thousands of YouTube videos. iRobot's chief executive Colin Angle said, the new campaign is to influence a wider audience and make them aware that the "the era of robots is upon us," and that the Roomba is more than just merely a housecleaning gadget. iRobot, the self-navigating robot cleaning device, has sold 7.5 million units worldwide, in its decade of existence. The Roomba costing between \$300 and \$600 is expected to bring in 65 percent of the company's revenue for the year. To celebrate this accomplishment and obviously, to ensure that they have more such occasions to celebrate, the Roomba owners have started a campaign, where users are encouraged to submit videos of themselves doing the robot dancing, as part of a contest. The branded YouTube page features the Marquese Scott, who took dancing to a new level, with his mechanical but graceful retro dance moves. He challenges all comers to compete in the Dance Robolution contest, with the winners receiving, but of course, Roombas. The video titled "Do You?" features Marquese Scott and other people, going about their daily business, spying their Roomba at work and becoming so stirred as to break into a Robot dance with their electronic friend, or "family member" as Mullen fondly refers to it. The dances are complemented by a really captivating song, whose lyrics go, "Got a robot vacuum cleaning up my life." Brian Tierney, Group Creative Director at Mullen says, "Through research and observation, we discovered that the Roomba isn't just another appliance in the home. Owners name them, talk to them, they become like a pet or member of the family. There's a fun, playful, liberating effect when the Roomba is doing the work for you. We brought it to life, appropriately, with a nod to robot dancing." Karen Jasmin, marketing Director, iRobot says, "iRobot. Do you?' we chose to turn our company name into a statement of something you do. We're highlighting how a robot becomes part of your lifestyle when you own one." The ad comes in the wake of an anticipated fall in purchases by the US military. Angle confirmed, "We are in a speed bump in the military growth area as a result of all the turbulence in Washington."

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