



ALLEGRAVITA
北京乐微塔营销咨询有限公司
PR & STRATEGIC COMMUNICATIONS
FOR CHINA AND THE WORLD
公关传媒·专注中国·服务世界

ILIFE

Refresh Your Life



CASE
STUDY

ILIFE
ROBOTIC VACUUMS

ILIFE is a leader in consumer robotics, developing and marketing a wide range of autonomous home vacuum and wet mopping devices. Based in China's tech innovation hotspot of Shenzhen, the company employs 300 engineers and exports its popular home robots to more than 35 countries worldwide.

In 2018, Allegravita was engaged by ILIFE to launch its newest model vacuum robot.

Allegravita developed an innovative KOL strategy in which a panel of popular "mom and dad bloggers" and their kids competed against each other to make the biggest mess in a specially-staged show kitchen in New York City's Chelsea.

Each KOL family won an award in the "Messiest Monster" contest, leading to exceptionally positive brand awareness amongst the KOL's followers.

Consumer robotics are dominated by one powerful and well-known company, whose "Roomba" brand has become synonymous with autonomous vacuum cleaners.

ILIFE, is a manufacturer of a highly-competitive range of products offering much of the market leader's benefits, at a sharply competitive price point.

While the ILIFE brand was widely available on popular ecommerce platforms, the brand had yet to distinguish itself from a number of other OEM brands in its tier.

The challenge and opportunity for ILIFE was to break out of the pack and have its brand name recognized as a reliable, legitimate option when potential buyers are evaluating their next domestic robot purchase.

Allegravita's engagement to launch the new ILIFE V8S wet-and-dry home robot presented just such an opportunity.

Allegravita developed a creative event concept — a game show we called The Messiest Monster. We built online assets and registered *messiestmonster.nyc* as the memorable call-to-action; we rented and set-dressed a popular test kitchen TV studio in Chelsea; and we negotiated with two well-known "mommy bloggers" and one well-known "dad blogger" to join the game show with their kids.

On the day of the event, all three KOL families were treated as VIPs and were shot on multi-camera HD video from the moment they arrived outside the downtown NYC building. The test kitchen was fully decorated for The Messiest Monster game show (with all graphic design and signage created by Allegravita's talented studio), and a vast quantity of messy stuff — colorful cereals, candies and craft materials — were laid out for the game show.

Allegravita's MC welcomed and introduced the KOL families and invited their kids to become the messiest monster. Following 3 minutes of messy mayhem, our multi-camera setup captured the hard-working ILIFE V8S robots cleaning up the mountains of mess.

Awards were presented in front of our green screen and fast post-production gave our KOLs individualized assets to use in their feeds, according to contracted terms.

The ILIFE V8S became the company's best-ever selling robot on Amazon.com within 30 days of the KOL campaign.

At the time of writing, Allegravita is working on creating innovative summer 2019 ILIFE pop-up stores in NYC, Los Angeles and Miami, and we look forward to further elevating awareness of the excellent ILIFE products.