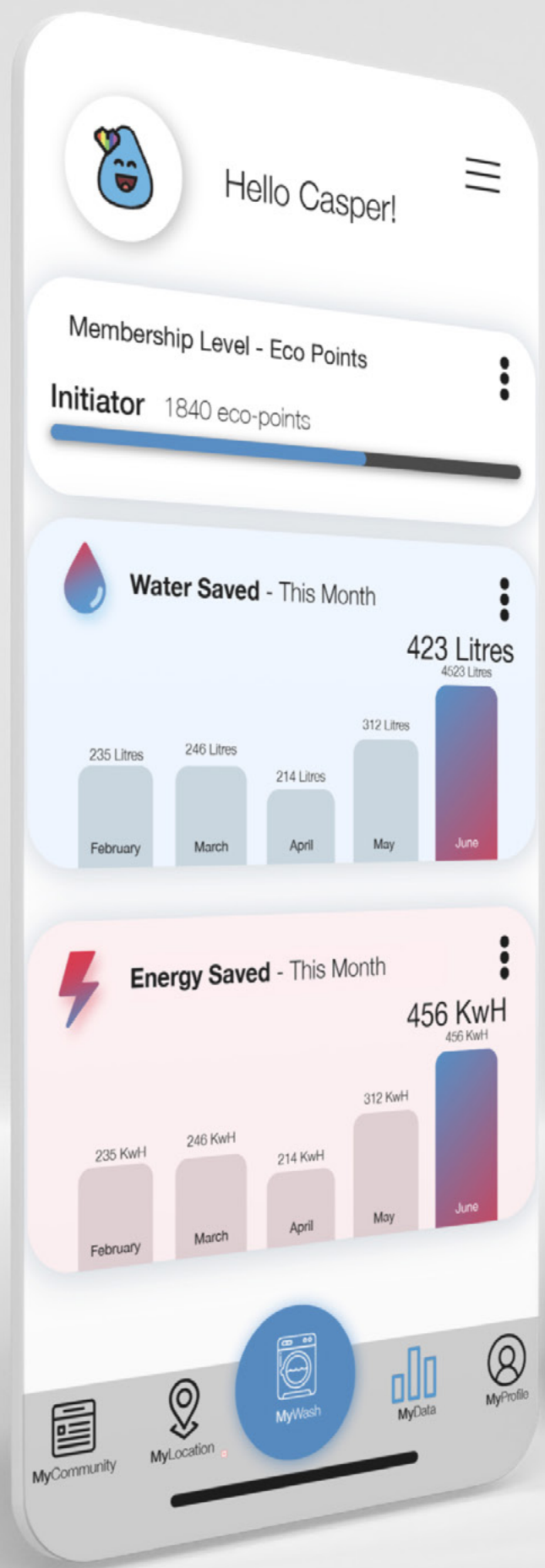


Circular PSS: Increasing Consumer Acceptance through a Rewarding Digital Brand Experience Strategy

A rewarding digital brand experience & strategy to help increase consumer acceptance and engagement towards the circular product service system of washing machines from ASKO”



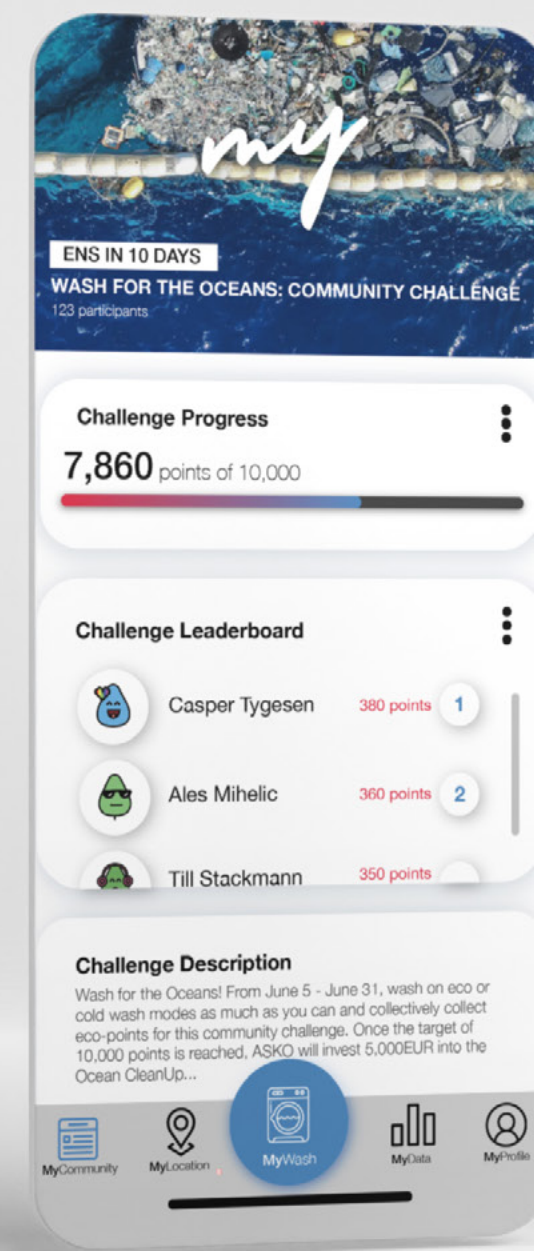
Receive & Track Eco-Points for Membership Level & Gain Rewards



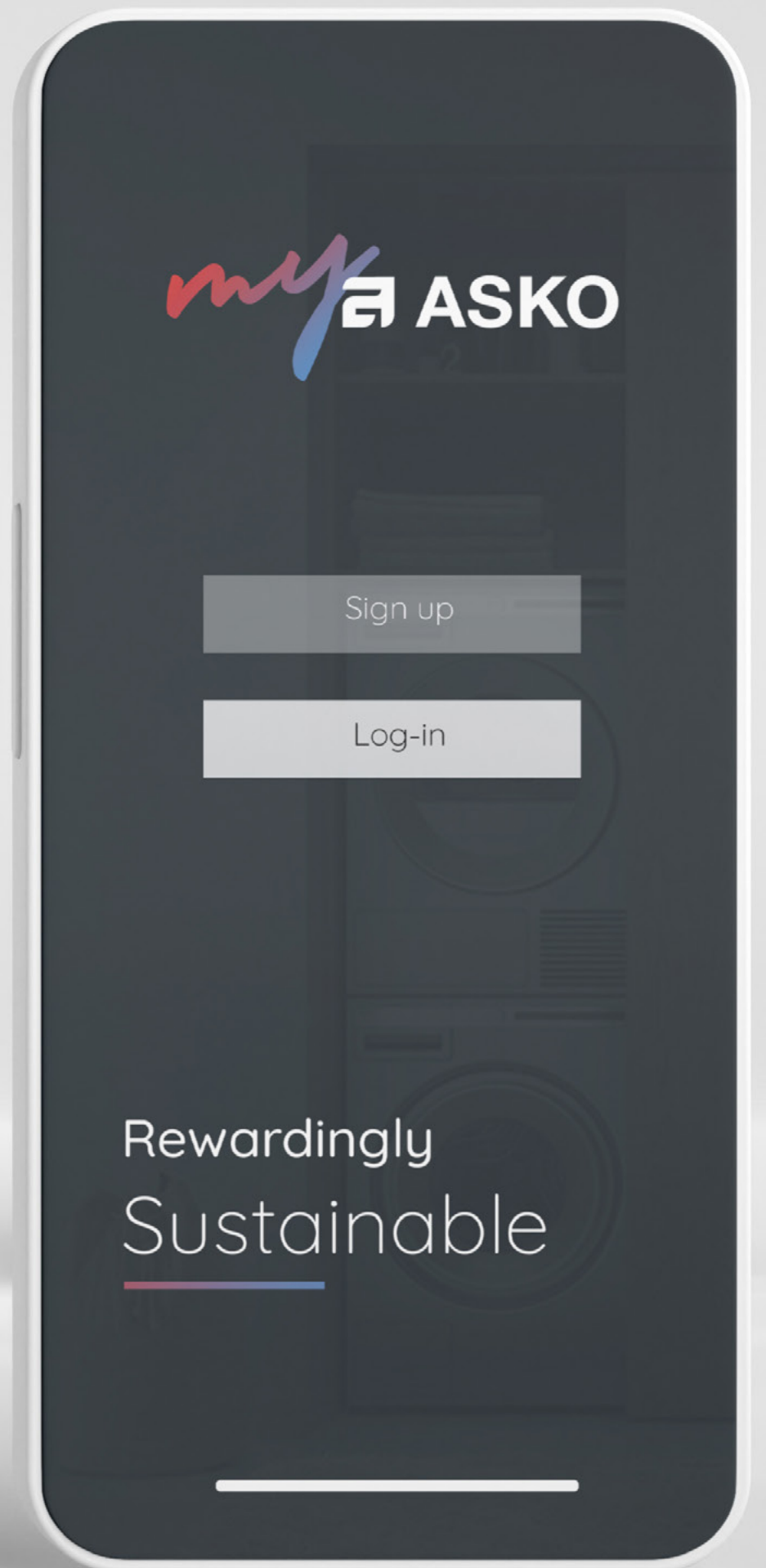
Choose to Wash on Eco-Washing Modes and Collect Eco-Points



Track and Configure your Personal Washing Cycles



Engage within Communal Challenges to collectively contribute towards Sustainable Initiatives



MyASKO Membership Sign-Up (shared washing rooms & pontial private domestic homes)

Problem

One of the key business models Gorenje and ASKO have researched upon is a service model of circular washing machine under a pay per use (PPU) business model. PPU business models are currently mostly used within shared washing rooms, which is also the segment in which ASKO will enter with their first circular washing machines. However, even though PPU business models help nudge sustainable consumer behaviour, it can also have negative effects on consumer acceptance towards PSS and create negative emotional connections towards the brand itself.

Opportunity

Key competitors currently offer circular products under PPU or leasing business models, but lack differentiation and clear unique selling points. To date, most competitors in the market struggle to offer new experiences with a circular product launch and seem to solely meet the requirements of potential regulations. However, this also offers an opportunity towards ASKO, as they have a chance to reposition their brand towards a broader target market and create new and unique brand experiences which set themselves apart from competition.

Solution

MyASKO is a sub-brand and brand extension of ASKO which is targeted towards “aware millennials” who are using shared washing rooms within student accommodations, serviced apartments or communal homes. MyASKO also offers a digital brand experience which is rewarding and gives members the opportunity to proactively contribute towards local & global sustainable initiatives by choosing to wash on sustainable modes. By making the experience more rewarding and by engaging with local communities through sustainable initiatives, MyASKO increased the chance to create brand loyalty and potentially keep members for future circular washing machines for the private domestic market.

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MSc Strategic Product Design (IDE)

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