

International Marketing

Say 'Goodbye' to big corded vacuums.

Company Overview

Dyson is a private technology company best known for manufacturing vacuum cleaners, air purifiers, and hair dryers. In 2017 it was announced that Dyson would invest £2.5 billion developing a battery powered electric vehicle to go on public sale in 2020.

Commercial Function Overview

The marketing and creative teams launch Dyson's latest machines to the world, bringing the problem-solving-technology to life in engaging ways. Dyson doesn't use marketing gimmicks or clichés but fact and engineering superiority. At the HQ, the in-house creative teams ensure consistency in brand, advertisements, packaging, retail, events and digital media across all global markets.

dyson

Jack Bradbury



Figure 1: Dyson Cyclone V10™ vacuums

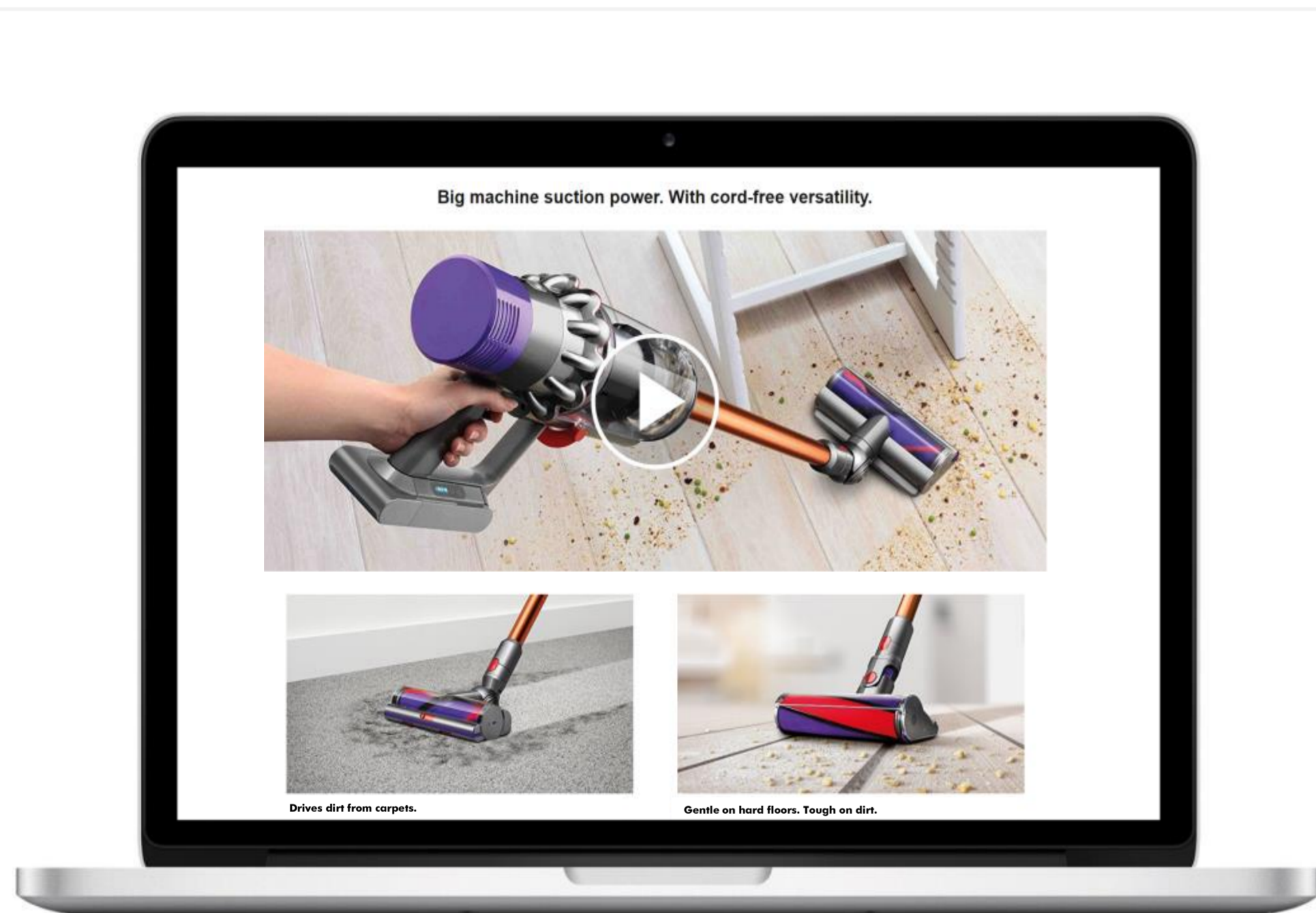


Figure 2: Example of well-executed content displayed on an Amazon.com product page

First rotation - Global e-commerce team

Perfect Product Pages

Dyson is a premium brand which means it is vital to correctly merchandise the technology, clearly explaining its advantages. Unlike on dyson.com, third party e-retail sites are more limited in the format and amount of creative content that can be displayed. New guidelines for creative content per e-retailer were developed, informed by global strategy per product category and local market teams (to ensure local cultural considerations are met). These guidelines were then embedded into the business process so that all relevant content will be produced for new product launches and all content added into a central location.

Second rotation - Global floorcare team

Account manager for South East Asian markets

Global marketing campaigns created at the HQ were reviewed for optimisation based on local market requirements. Bespoke local projects were supported to ensure they were produced on time and to budget.



Figure 3: Highlighted in blue are markets which sell Dyson products



Figure 4: Dyson Supersonic™ hair dryer

Benefits

The global HQ is located on one campus in the Cotswolds with over 3000 employees, a free on-site gym and subsidised cafes.

Future Opportunities

Possibility of graduate employment offer.