

CLEAR BRAND PORTFOLIO

Value

Price is the primary consideration



TRADITIONAL WAY

Core

Brand is important, but with a good value for money



UNENGAGED DISCOVERERS



HOME SWEET HOME

Core +

Brand is important with a high level of **features**



QUALITY SEEKER

Premium

Brand is very important with the latest **innovation**



URBAN TECH ENTHUSIASTS



NEW ASPIRATIONAL

CANDY



Haier

Candy entry range

Candy mid/upper range
Hoover entry range

Hoover mid/upper range
Haier entry range

Hoover flagship models
Haier main range