

# 1/2 Miele MyTime

Want to make laundry enjoyable? Give it a personal benefit!

Miele MyTime  
Why it's great:



You can **wisely use** the laundry time: "no time for me" excuse is gone!



The washing machine will get **another function**: your **personal trainer**.



You won't feel exhausted, **but full of energy** after laundry time!



You will **finally do more fitness** and eagerly wait for the next time the dirty clothes start to pile up.



You will associate MIELE washing machine with **freshness, vitality, fun!**

## Solution

We all complain about not having enough time for ourselves because of house work. Laundry means something that has to be done, not at all enjoyable. How about looking forward to laundry? Why? Because it means YOU TIME.

Mix laundry with fitness and save the time people "waste" on cleaning clothes, turning it into body cleansing.

Introducing Miele MyTime: - 30' laundry? 30' workout! Your washing machine becomes your personal trainer and displays exercises you can make during washing program. - Connect your washing machine to your phone through Wi-Fi and download Miele App. - See in real time the calories you burn and work out on the best motivational music!

Laundry done, fresh clothes. Won't they look great on your toned body?

Bye-bye "wasted" laundry time!

Washful Thinking



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Creative's profile



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Creative's top 5 skills

Graphic Design