

1/2 **WashApp -- Updated 18 April -- Final**

Connecting the dots for tomorrow's laundry experience

Solution

Laundry is unstoppably evolving into a social experience. It makes no economic sense for tomorrow's society, where we will see more and more singles, that each individual will purchase all top quality appliances. On the other hand, the individual's drive for high quality and the willingness to pay for the exclusive experience will expand with economic growth and purchase power. WashApp is a total concept that sets the tone for tomorrow's laundry and appliance experience. Bringing together providers and users of a new social appliance sharing platform. Allowing Miele to grow marketshare through new sources of revenue.

Status: 15.06.2018

Washful Thinking



2/2

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Creative's profile



Laden Baden

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Creative's top 5 skills

Copy Writing

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jovoto

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