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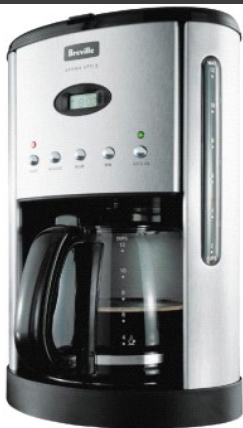
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Nilfisk targets Gen Y in YouTube campaign

Written by admin on December 12, 2010 – 10:12 pm -

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By Lorna Brett

Nilfisk has embarked on a fresh advertising campaign targeting a demographic generally ignored by vacuum manufacturers, as it attempts to gain traction with a great number of Generation Y consumers.

Nilfisk has produced a 3-minute YouTube video titled 'How to clean in the modern times – Spring Cleaning,' which stars two young male contestants from the hit TV show 'So You Think You Can Dance.'



The video is a hidden camera set-up, in which one housemate is caught on video dancing around the lounge room with the Nilfisk Extreme X300 vacuum cleaner. He is then able to make light work of a messy kitchen, thanks to his Nilfisk vacuum.

The YouTube video has been designed to highlight that vacuuming need not be a boring job, and is directed at a generation who may not be aware of Nilfisk as a floorcare brand.

"Boring old vacuuming days are in the past! Vacuuming can be a fun and enjoyable experience!" Nilfisk's description of the video said.

"Listening to music, dancing or even singing are just a few ideas that can make you enjoy it more so why not try? But if you do, make sure you are not recorded!" the blurb added.

Watch Nilfisk's YouTube video here: <http://www.youtube.com/watch?v=WbDTAzw-xnY>

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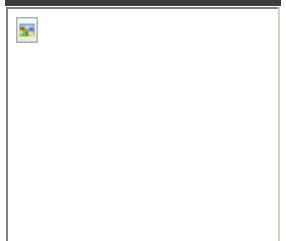
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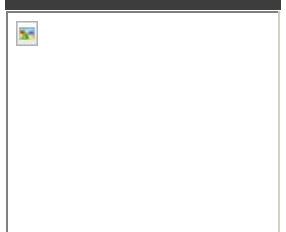
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