

dyson

Cyclone Science

TONE ROSARIO-LICERIO

Art Director

TRICHELLE LEE

Copywriter

CREATIVE BRIEF

Dyson is the highest quality and most reliable vacuum brand on the market. But, it's almost the most expensive and millennials are skeptical of high-end brands. Convince them that Dyson vacuums are worth the investment.



Dirt Can't Run Dust Can't Hide

Engineering and design merge to bring you the future of vacuuming. With buttons that allow you to manipulate the weather from home, cyclone technology creates tornadoes that remove dirt faster than a jet. Bring the storm inside with Dyson.



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No Home is Safe From Dirt and Dust

Escape the matrix of dirt and debris with the push of a button on Dyson's state of the art vacuum. Cyclone Technology forms tornado that clean on a molecular level and allow you to manipulate the weather from home. Join the agenda to issue a new order into your world with Dyson.



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Looks Like a Tornado Ran Through Here

Engineering and design merge once again to bring you the future of vacuuming. State of the art Dyson Cinetic™ science forms tiny cyclones that offers unmatched suction power and eliminates dust and debris on a molecular level. Manipulate the weather from inside the house with Dyson.



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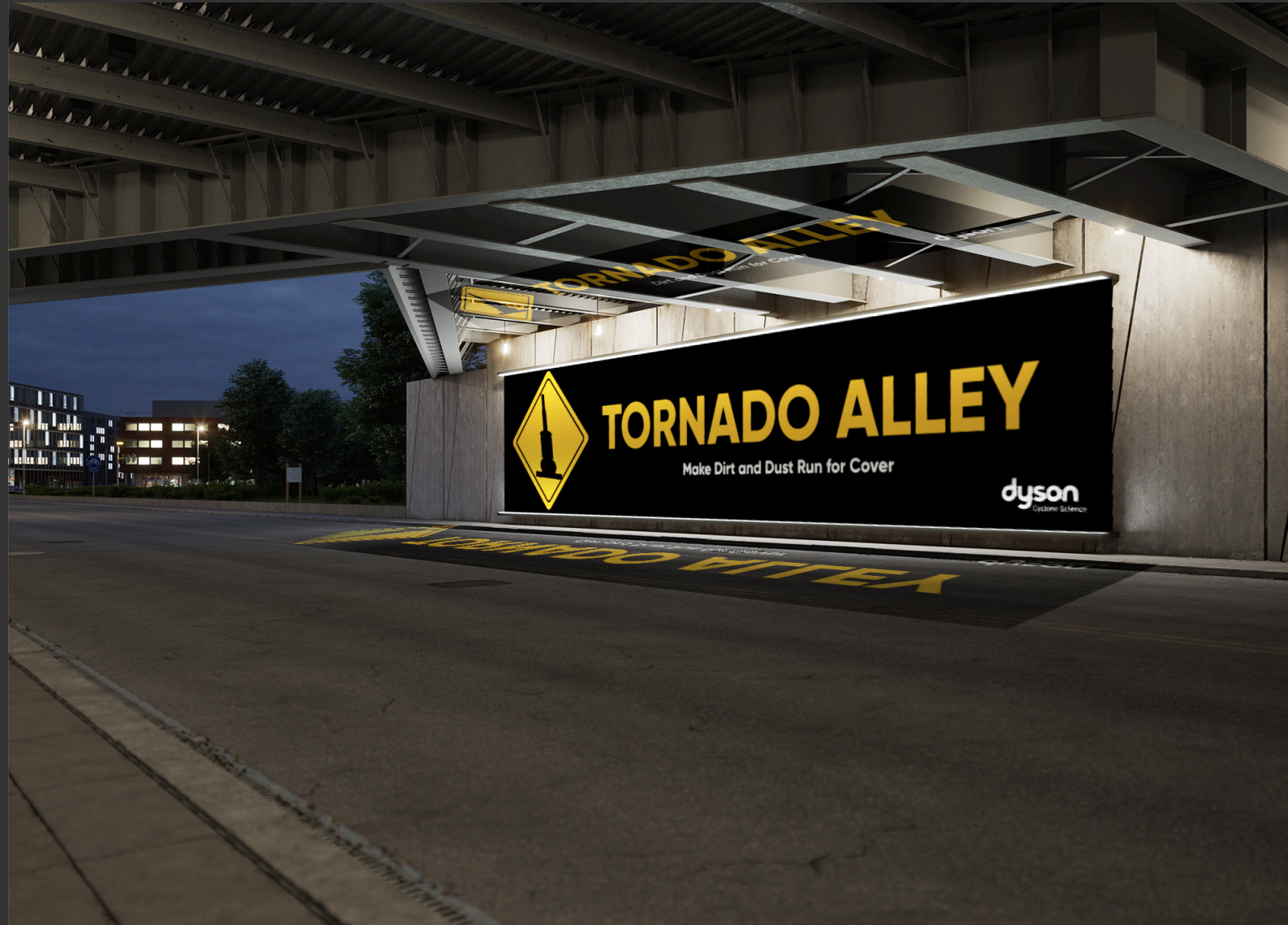
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OUT OF HOME





**DYSON MANIPULATES
THE WEATHER**

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**SEVERE
WEATHER
IMMINENT**

Make Dirt and Dust Seek Shelter

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**DYSON MANIPULATES
THE WEATHER**

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CYCLONE WARNING

Dirt and Dust Seek Shelter

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GUERRILLA



Dyson Emergency Response Team is the Dyson Vacuum Street, their main objective show up in Dirtiest and Dustiest places and get them Dyson Clean.