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**Mrs. MEYER'S**  
**CLEAN DAY**

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# Agenda

1. The situation
2. The problem
3. Our strategy
4. Questions

# The Company

- Inspired by Mrs. Thelma Meyer, a midwestern mother of 9
- The founder, her daughter, was frustrated with “conventional ingredients and sterile smells” in the cleaning aisle
- Created a line of aromatherapeutic cleaners to make cleaning your home “feel, and smell, delightful”



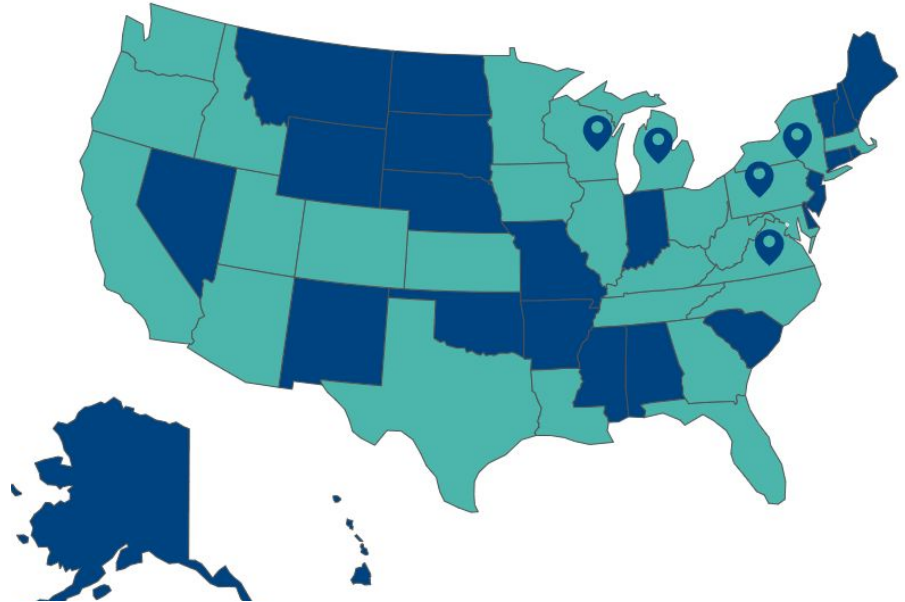
# The Household Cleaning Category

- Category growth: 1.3% per year since 2016
  - Movement within the category as consumer priorities shift to natural cleaning products
- Mrs. Meyer's surface cleaner sales have grown 26.75% per year on average since 2016
  - Biggest competitors: Seventh Generation and Honest Brand



# Research and Methodology

- Secondary Research
  - Mintel, MRI Simmons, Claritas 360, QuantCast
- 16 Qualitative Interviews
  - Conducted via Zoom/Phone
- Online Survey
  - 134 Adult Female Respondents
  - 89% Caucasian
  - 87% Living 2+ person HH
  - 40% Have children in HH



**“If I were to describe a psychographic I’d say Mrs. Meyer’s consumers are informed, healthy moms, or informed, healthy women, in general.”** -CEO Kevin Rutherford

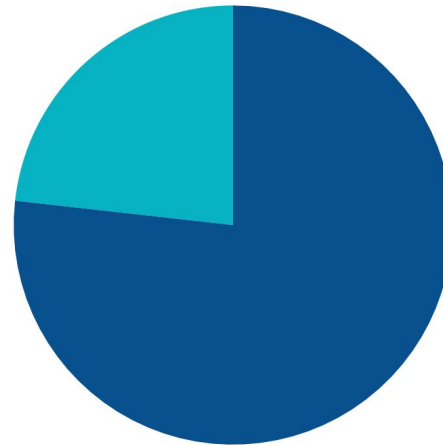


# Women are the primary purchasers and users of cleaning products.

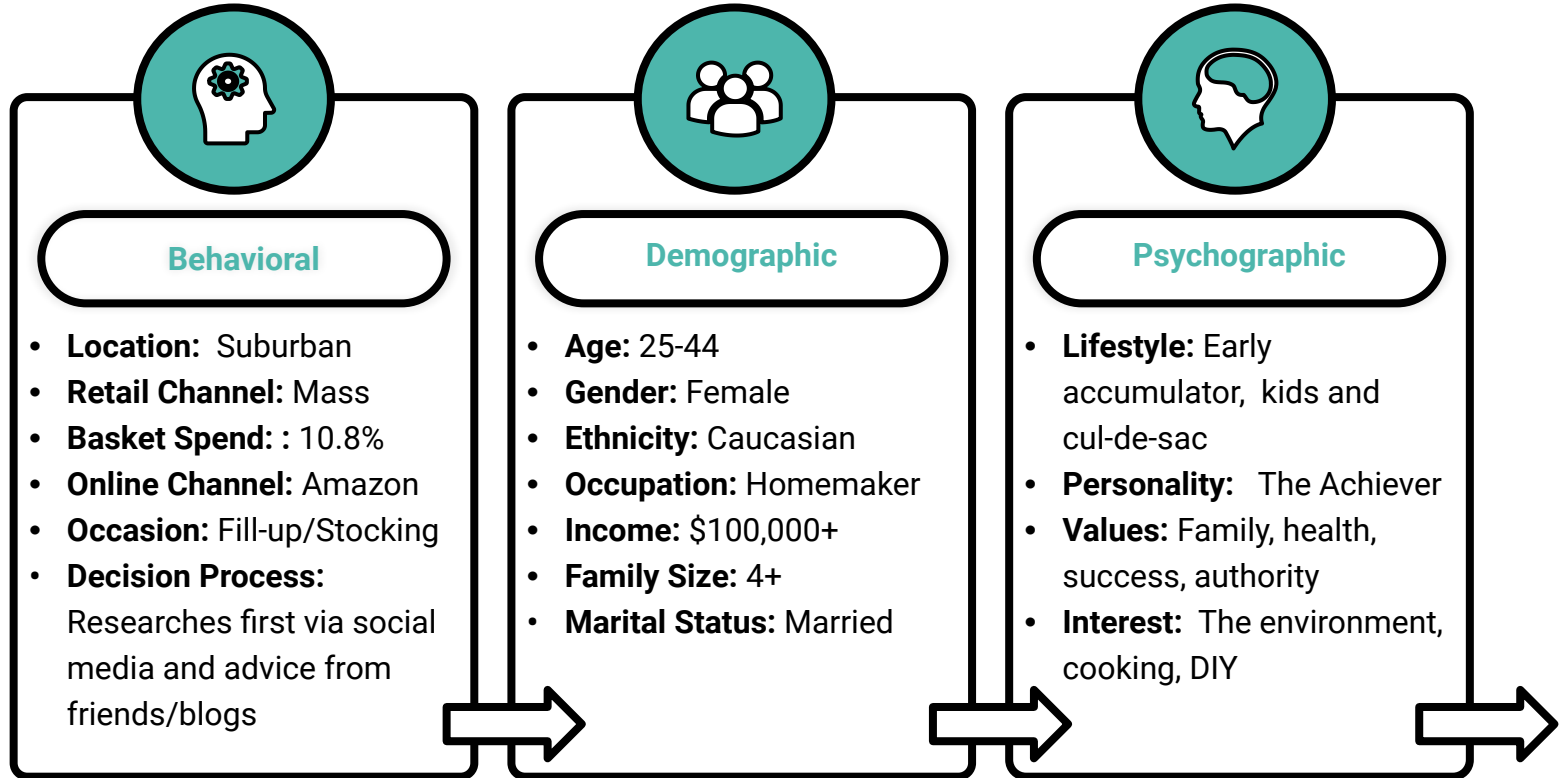
**60% of married women still take sole responsibility for cleaning their homes**



**76% of married women take sole responsibility for buying cleaning products**



# The Consumer: Affluent, Suburban Woman







# Supermom Stephanie



When she's not dropping her kids off at soccer practice or squeezing in a workout at Soulcycle, you can find Stephanie at your local Whole Foods. She's **willing to pay more** for high end cleaning supplies: products that are **safe** and **reliable** for herself, her home, and her family.

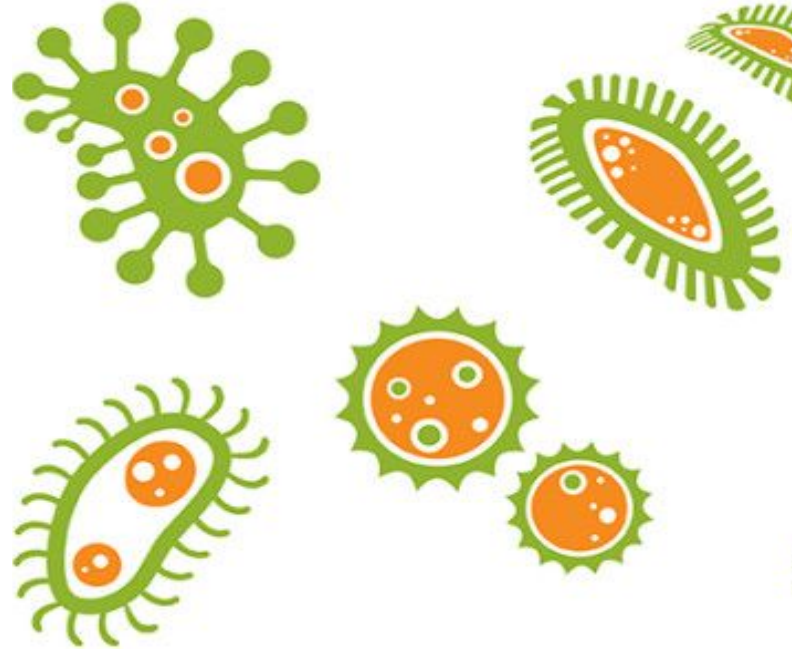
While she might seem a little high-strung, that's just because she is **fiercely protective** of those that she cares about. Stephanie **wants the best** for the people she loves—in their foods, in their cleaning products, and everywhere else in their daily lives.

## Behaviors & Motivations:

- Raising a **healthy family** is her **#1 priority**
- Follows all the latest health food trends
- **Cares about the environment** and will only buy brands that share that belief

# What do consumers like Stephanie look for in a household cleaner?

- Top criteria when purchasing cleaning products:
  - **Creating a germ free environment**
  - **Avoiding exposure to harsh chemicals**
- Traditional disinfectants are inherently harsh, killing 99.9% of bacteria, so these priorities are contradictory.



# Problem:

Covid-19 is disrupting the way that we clean—consumers are more anxious about germs than ever before, and are relying more on chemical cleaners to eliminate them

- 48% of consumers who previously bought natural cleaning products are shifting to traditional chemical disinfectants
- Mrs. Meyer's products do not have disinfecting capabilities, they just deal with “dirt and grime”

# Objective:

To compete more effectively with traditional disinfectants while retaining Mrs. Meyer's image as a natural product

# Strategy:

Show consumers that a healthy home is one that is balanced, not sterilized, and that Mrs. Meyer's is the only brand that fights germs without harming your family, the environment, or your five senses.

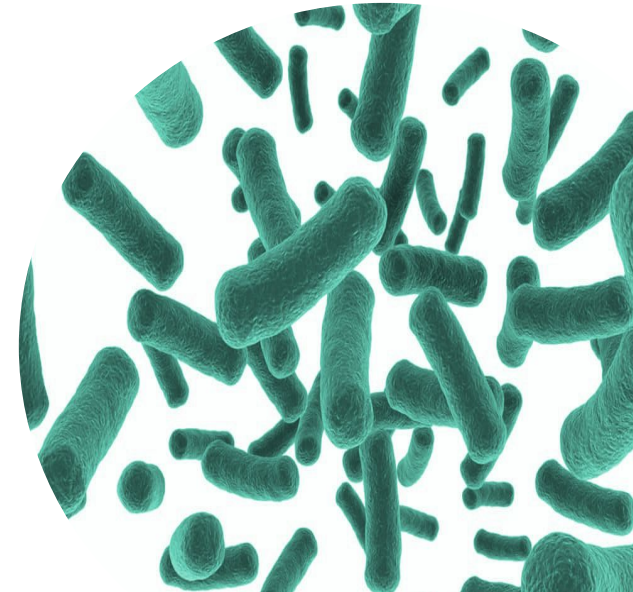
# Recommendation: Introduce a Probiotic Surface Cleaner

- Mrs. Meyer's needs to introduce a germ-fighting product to meet evolving consumer demands
- Probiotic cleaners use live cultures to promote the growth of healthy bacteria and inhibit the growth of harmful bacteria
- Fight germs naturally, without wiping out 99.9% of microorganisms



# Probiotic Cleaners are a Safer Alternative to Disinfectants

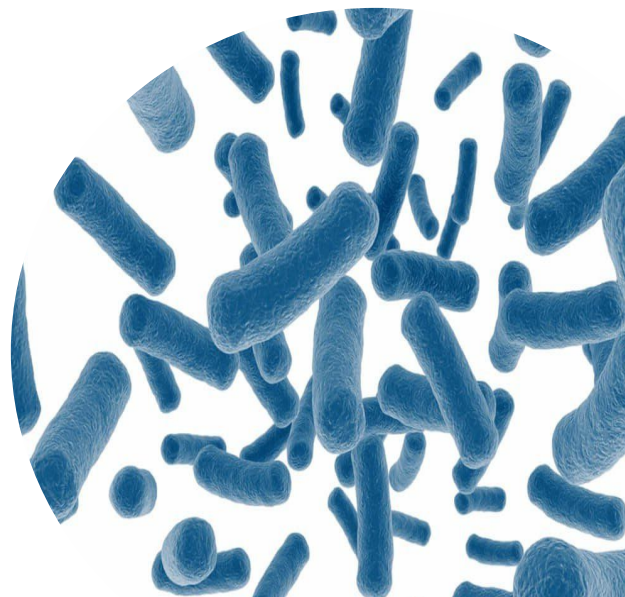
- Children from homes that are regularly cleaned with sterilizing disinfectants had **lower levels of healthy bacteria** in their digestive tracts
- Alterations in the human microbiome have been linked to autoimmune disorders, digestive issues, obesity, and a **number of other health concerns**



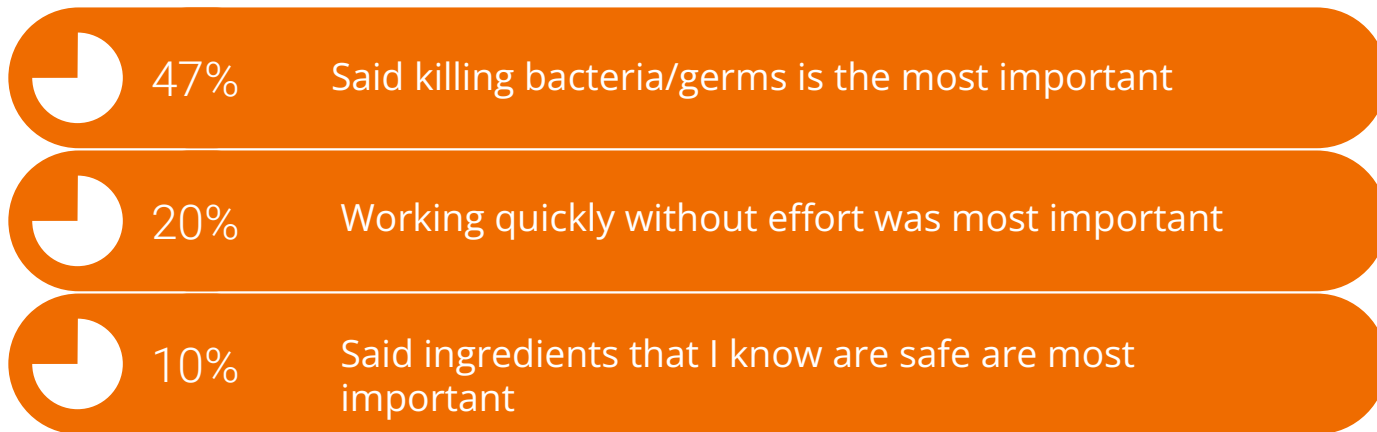


# Probiotic Cleaners Don't Compromise on Effectiveness

- A study in a dental facility showed that probiotic cleaners are not only as good but **potentially more effective** than traditional disinfectant cleaners at inhibiting harmful bacteria growth
- A second study, done in a hospital, showed probiotic cleaners result in **lower levels of drug-resistant bacteria strains**



# Killing Bacteria is of Utmost Importance



# 89% of Surveyed Consumers aren't Happy with their Current Cleaner



20%

Were frustrated with their products taking a lot of “elbow grease” to get stains out



19%

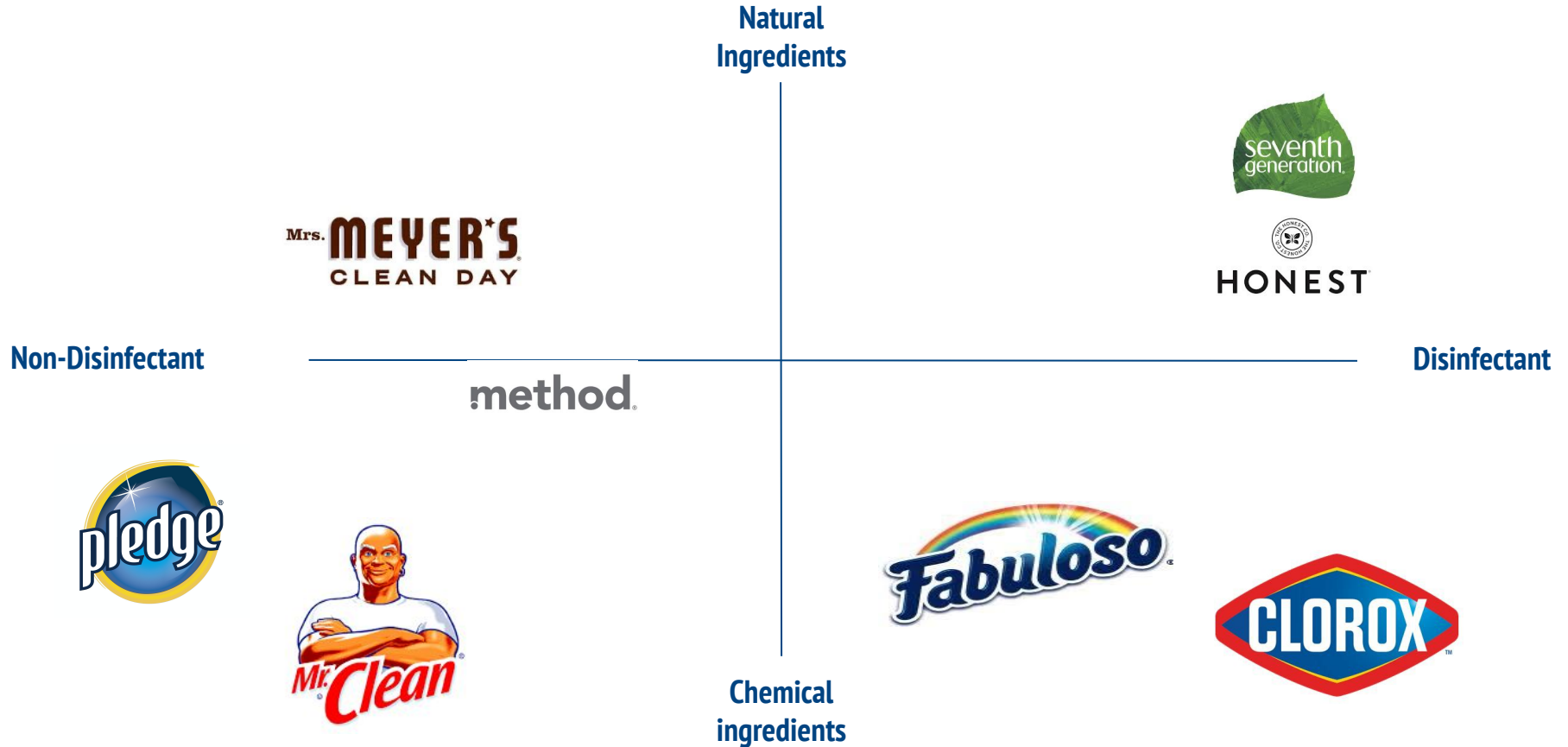
Said they didn't understand what ingredients were in their current cleaner



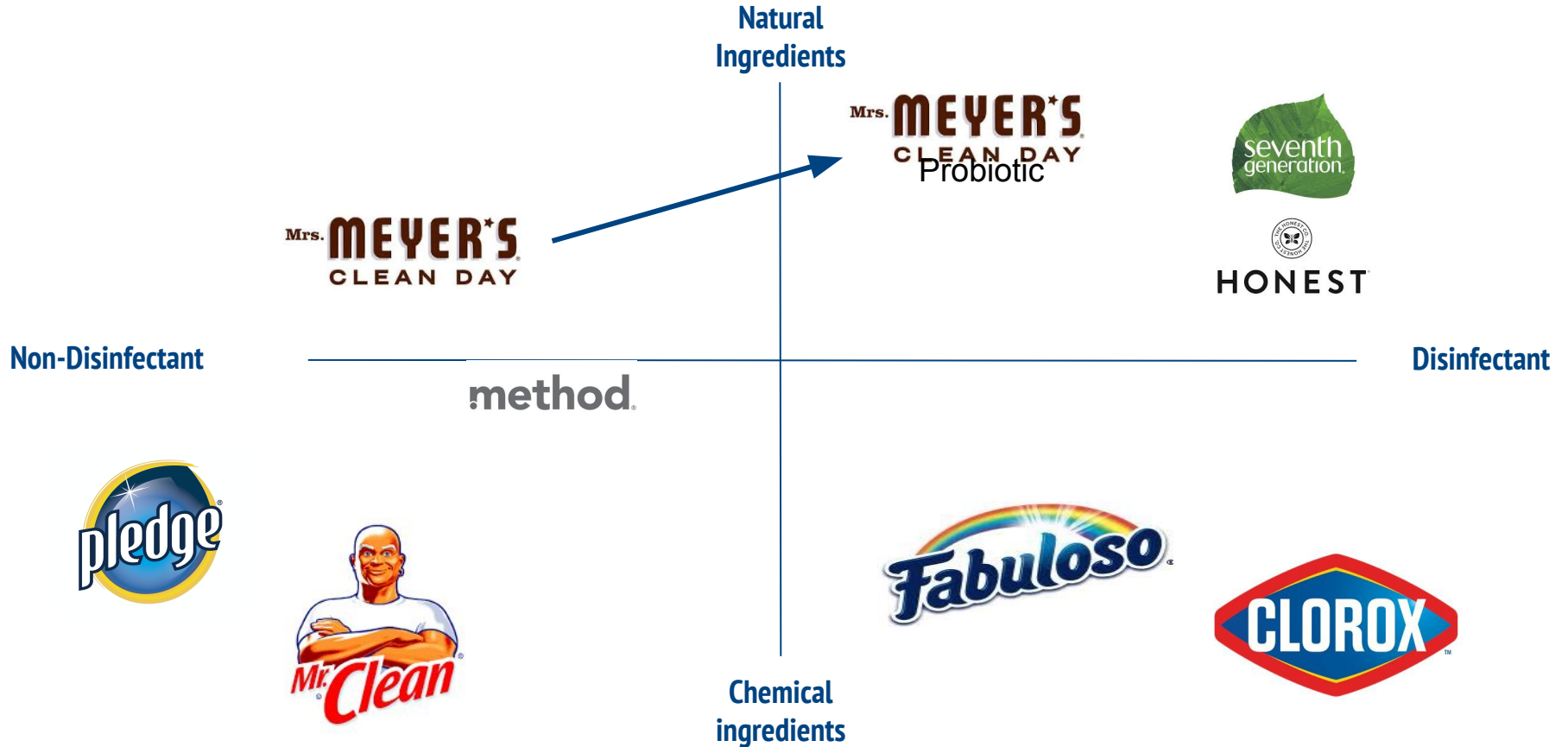
13%

Were primarily concerned with potential environmental damage

# Current Positioning



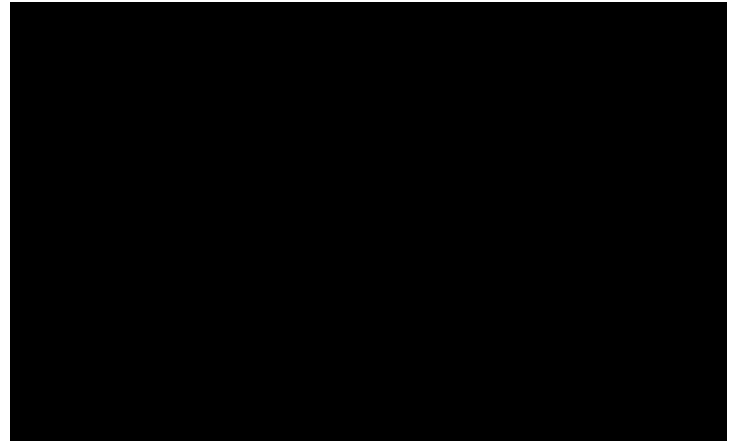
# Probiotic Positioning



# How Consumers Perceive Bacteria vs. Probiotics

- We need to encourage consumers to embrace probiotics as a form of germ-fighting
- Consumers view bacteria negatively in the context of cleaning, but associate probiotics with health—we want to build on that to show consumers that balance, not sterilization, makes a healthy home

*Elizabeth, 52*

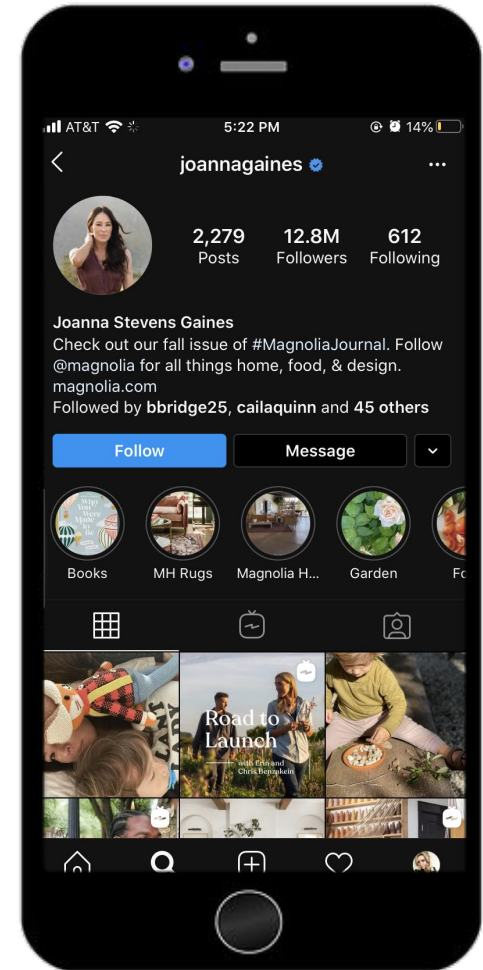


# Tactics

- Introduce a Spokeswoman
  - Educate via Branded Content
  - Spread the Word on Social
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# Spokesperson: Joanna Gaines

- Meyer's biggest competition, Seventh Generation and The Honest Company, have both seen success with spokespeople
- Joanna Gaines is a prominent figure on HGTV
- The average viewer of HGTV is an affluent caucasian suburban woman whose age ranges from 18-50.





# Branded Content

- Sponsored articles to inform consumers about the benefits of probiotics
- “Listicle” format, clickbait title
- Placement on high-engagement digital platforms that are trusted by the target market (as identified by QuantCast)

*The* **MOMBEAT**

HAPPY STRONG

*home*



hometalk

# Social Media

- Meyer's largest social media platform is Facebook, with over 750,000 followers
- Create a targeted social media campaign for Facebook that shows benefits of Probiotic cleaners vs Chemical disinfectant
- Deliverables: Print ads, short videos, and infographics that showcase the values of probiotics vs chemical cleaners



# Measurement Plan

**KPIs**

**Revenue and Market Share**



**Customer Usage Over Time (Retention)**



**Promo Channel Metrics (CTR, Bounce Rate)**

**Feedback**

**Online Purchase Surveys (Amazon)**



**Internal Review (Retail Buyers)**



**Follow-up Survey of Market**

# Questions?

# Sources

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