
CASE 4 PROJECT CLEAR (A): THE ADVERTISING BRIEF

Objectives

The objectives of this case are:

- to develop an appreciation about the role of research in campaign planning
- to analyse the research information with a view to develop an effective and positioning strategy

Structure

- 4.1 Introduction
- 4.2 The Company
- 4.3 Product
- 4.4 Market Research
- 4.5 Major Findings
- 4.6 Current Product Usage
- 4.7 Areas of Dissatisfaction with Existing Products
- 4.8 Advertising Strategy
- 4.9 Discussion Questions

4.1 INTRODUCTION

On 3rd January 1989, Sangeeta Sharma the young marketing manager of Domestic Products Pvt. Ltd. looked up at the wall clock in her office. It was already 9:30 p. . and she was surrounded by piles of papers on her table. She wanted to finish writing the Advertising Strategy for 'CLEAR', a general purpose household liquid cleaner a new product the company was planning to launch in the market shortly.

4.2 THE COMPANY

Domestic Products Pvt. Ltd. is a new venture started by two young entrepreneurs, both of them recent MBAs from a good Business School in United States of America.

CLEAR is the first product the company was planning to launch in Bombay. Financial constraints did not permit them to go for more cities to begin with. Their philosophy was to carve a niche in the Bombay market and later, on expand the area of operation.

The production set up for CLEAR was achieved through technical assistance from a multinational company. Product was almost identical in attributes to the other two available brands.

Sangeeta Sharma, the marketing manager of the company was a management graduate from a Management Institute in Bombay. She had worked with a multinational company which was operating in consumer non-durables market for about five years before joining Domestic Products Pvt. Ltd. (DPPL) recently.

4.3 PRODUCT

Liquid spray cleaners were the recent introduction in Indian market. Colin and Swipe were the two established brands, mainly available in bigger towns so far.



Unlike other kind of cleaners, these spray cleaners were more convenient to use. Housewife, just had to spray a little liquid on dirty surface and then wipe it off with a cloth. No washing of surface was required. One bottle of cleaner was priced approximately at Rs.17/- for the final consumer. The earlier two brands had faced the task of selling a new product concept in the market. By now, consumers were aware of the product as such.

Swipe and Colin were not perceived as general purpose cleaners by the housewives, as their use was limited to mirrors, glass surfaces, windows, refrigerators and sunmica surfaces only.

4.4 MARKET RESEARCH

To better understand the awareness and usage pattern of available cleaners and to evaluate the product concept of CLEAR, Sangeeta recently carried out a small market survey with the help of her advertising agency who would plan the launch campaign for CLEAR. This was a small study to get a feel about consumers' perceptions about spray cleaners and their buying and usage habits.

In-depth interviews and focused group discussions were carried out with 102 housewives in South Bomaby (Cuffe Parade, Marine Drive, Warden Road, Worli Sea Face) and in Western Suburbs (Vile Park, Juhu, Santacruz, Malad and Khar).

The sample selected was a convenience judgmental sample where housewives with heterogeneous demographic profiles were contacted.

Table-1 gives the classification of sample according to their usage pattern.

Table-1

Classification of Sample on Usage Pattern

Users of Spray Liquid Cleaner	No. of Respondents
- Current Users	42
- Lapsed Users	4
Non Users	
- Aware of Product	24
- Not Aware of Product	32

A limitation of the study was that the respondents were not shown any samples of the products being surveyed. Specially for the DPPL's product CLEAR, only the concept was introduced to respondents as a general purpose household cleaner. In the absence of the cleaner, more detailed findings about their reactions was not possible.

Another major limitation of the sampling methodology was (it being a convenience judgmental sampling), that no definite conclusion could be drawn with confidence across the respondent category. However, Sangeeta felt that the research had yielded valuable information that could be well used by the company. It had also helped in the understanding of consumer profiles and behaviour patterns. From this analysis useful directions could be derived for devising an Advertising Strategy. If required, the company was willing to take up further research of the market. At the same time, they did not want to loose a lot of time and wanted to launch the product if sharp positioning could emerge for CLEAR.

4.5 MAJOR FINDINGS

(i) Who is the typical user?

A housewife/working woman in the age group of 25+, educated, high income (4000++), small family.

In the group 24-40 years, the woman was very likely to be working or actively pursuing a hobby and had 1-2 children (age 0-15 years). Another group of users was in the age group 40+ women not necessarily very educated but at least matriculates or may be graduates. These women typically were housewives. Husbands were mainly businessmen



or at senior executives in companies. These women show high levels of awareness of new products in the market. Income level was high (4000+).

(ii) Where does she. typically buy from ?

Mostly from local provision/grocery store and super market. In some cases, buying was reported from chemists shops and department stores also.

(iii) How much and when does she buy ?

These women reported buying household cleaners in their own shopping visits to market. It was rarely put on shopping list by name. They normally bought a 500 ml. bottle which last them for about two months. Buying a cleaner was not a crucial part of Shopping List (unlike soaps/provision) prepared at the beginning of the month.

(iv) Since when were they using Colin/Swipe?

Most users had been using the product for over one and a half years now i.e., they had already used about 5-6 bottles each.

(v) How did she become aware of Colin/Swipe ?

Mainly through shop displays and door to door sales woman, exhibitions where Colin was displayed and demonstrated and through word of mouth (from family friends, shopkeepers).

(vi) Cleaning habits at home

Housewives spent about 35-40 minutes herself in cleaning everyday (slightly lesser for working women). Entire cleaning took about 3 hours. In most households, domestic help (maids) was being used.

(vii) Attributes considered important in a GPHC by users :

- Cleaning ability
- Convenience in buying and ease of handling
- Coverage (quantity used)
- Versatility

Price, brand name, colour, perfume were not high ranking attributes. Price was considered, but not valued high.

(viii) Areas of dissatisfaction (Lapsed Users)

- faulty spray mechanism
- soapy/sticky layer on surface due to prolonged used of product
- clogging of spray
- apprehension about usage on TVs and VCRs.
- sticky on wooden surfaces.

(ix) Recommendations (By Users) for Improvement

- give sponge/brush attachment with the cleaner
- smaller bottle with refill packs
- better spray mechanism

4.6 CURRENT PRODUCT USAGE

- | | | |
|------|-----------------------|--|
| (i) | Powders | <ul style="list-style-type: none"> -like Vim - used for utensils, kitchen area, surfaces, basin -Odopic, Sanifresh - mainly bathrooms and toilets -Surf, Nirma and other detergents - Floor, bathrooms mainly clothes, fridge, glass surface etc. |
| (ii) | Liquids | |
| | Teepol | <ul style="list-style-type: none"> -Fairly widespread use in the sample. Used for expensive/precious crockery, cutlery, glasses, sometimes on floors and marble surfaces. |
| | Phenol/Dis infectants | <ul style="list-style-type: none"> - Floors, bathrooms |
| | Harpic | <ul style="list-style-type: none"> - Bathroom |



Acids/ Bleaches	-- Stained tiles, bathrooms
Colin/Swipe	- Glass windows, fridge doors, sunmica etc.
Speciality	- like head cleaners, shiners, varnishes etc.

Cleaning Frequency

Daily	- Floors, kitchen, bathroom, dusting of furniture, windows, mirrors etc.
Weekly/ Occasionally	-Fans/windows TVs, Tubelights, walls, combinets etc
Rarely	-Lofts, cupboard, jewellery

4.7 AREAS OF DISSATISFACTION WITH EXISTING PRODUCTS

- Specific products for special uses not available (general cleaners not adequate for all surfaces)
- Time consuming/not convenient to handle
- Harsh on hands
- Package gets soggy (Vim)

Information on different categories of Respondents

(i) Aware - non users

Typical responses for not using Colin/Swipe were

- No recommendation by anyone
- Never felt the need
- dissatisfaction with present products not so acute
- never thought of it

(ii) Non aware - non user

- Reaction very favourable to product concept
- Willingness to buy at Rs.11-12/-
- If recommended, I will definitely buy it

(iii) Lapsed users

- Very poor spray
- Does not clean adequately
- Not worth the money

4.8 ADVERTISING STRATEGY

Sangeeta Sharma was wondering how to use this research information .in formulating an advertising strategy for CLEAR. She had to think of possible positioning slots for the product, develop a suitable communication and media strategy so that advertising agency could begin working on creatives (Exhibit-1 gives the media habits of respondents).



Exhibit - 1 PROJECT CLEAR (A)

Media Habits of Respondents

The media habits of the typical users were as follows:

Magazines	Regular readers of women's magazines like Femina, Savy, Eve's Weekly, Sarita. Frequently read film magazines such as Stardust, Filmfare. Occasionally read general magazines like India Today, Reader's Digest, Society and Illustrated Weekly.
Newspapers	Times of India, Indian Express, afternoon and evening papers.
Television	The entire sample regularly watched TV between 8:40 p.m. and 10 p.m. as well as on Sunday morning and evenings. All respondents watched TV daily.
Cinema	Respondents went to the cinema very frequently, usually in two months.
Video	A large majority watched films on video but said that they were not very receptive to the advertisements on video.

Outside her room, it had become quite dark. Office wore a deserted look. Sangeeta began working on her analysis over a cup of black coffee.

5.9 DISCUSSION QUESTIONS

1. What additional information you would have liked to collect and what modifications/ improvements can you suggest in present research?
2. How will you use this information available with Sangeeta to develop an advertising strategy?
3. Attempt formulation of Positioning and Advertising Strategy for CLEAR.