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# Method Advertising Campaign



**MKT 339**  
**May 4, 2007**  
**Valerie Lee**

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## Product Description & Research

- **Household cleaning products:**
  - **Innovative, urban, cutting-edge designs**
  - **Fresh, hip, emotionally pleasing aromas**
  - **Non-toxic, biodegradable ingredients**



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## Brand Description & Situation

- Connects with consumers through emotions
- Seeks to transform cleaning into a positive, healthy and fun experience
- Upscale, unique packaging
- Ecologically responsible
- Brand awareness is growing, but not as high as industry giants



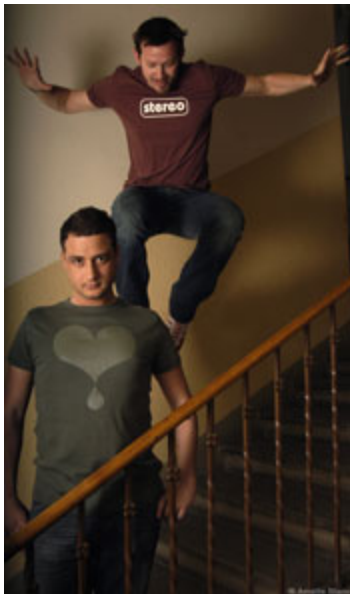
# Current Consumers



- 22 to 30 years old
- Progressive, hip, avant-garde
- Not afraid to try something new
- Live in urban and suburban areas
- Loyal to brands that support who they are

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## Target Market (Progressive Domestics)



- 31 – 45 years old
- Upscale, hip
- Many are parents
- Health-conscious
- Involved with their homes



## Environmental Trends (LOHAS)

- Organic and natural food
- Hybrid cars
- Natural household products
- “An Inconvenient Truth”
- Interested in “authentic” brands

**L**ifestyles  
**O**f  
**H**Health  
**A**nd  
**S**ustainability



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## Strengths & Opportunities

- Strong presence in popular magazines
- Enhances cleaning experience with fun products
- Opportunity to attract “green” consumers



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## Weaknesses & Threats

- Limited distribution channel
- Products are not prevalent
- Have not achieved top of mind awareness
- Weak media coverage
- Many “copy cat” products offered by competitors



Mr. Clean® Antibacterial\*  
Multi-Purpose Cleaner  
Get your whole house  
top-to-bottom clean

\*Ultimate Orange is not Antibacterial



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## Do you think they look similar?

Good Home

Method Home

Gourmet Kitchen



# Competition



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P&G

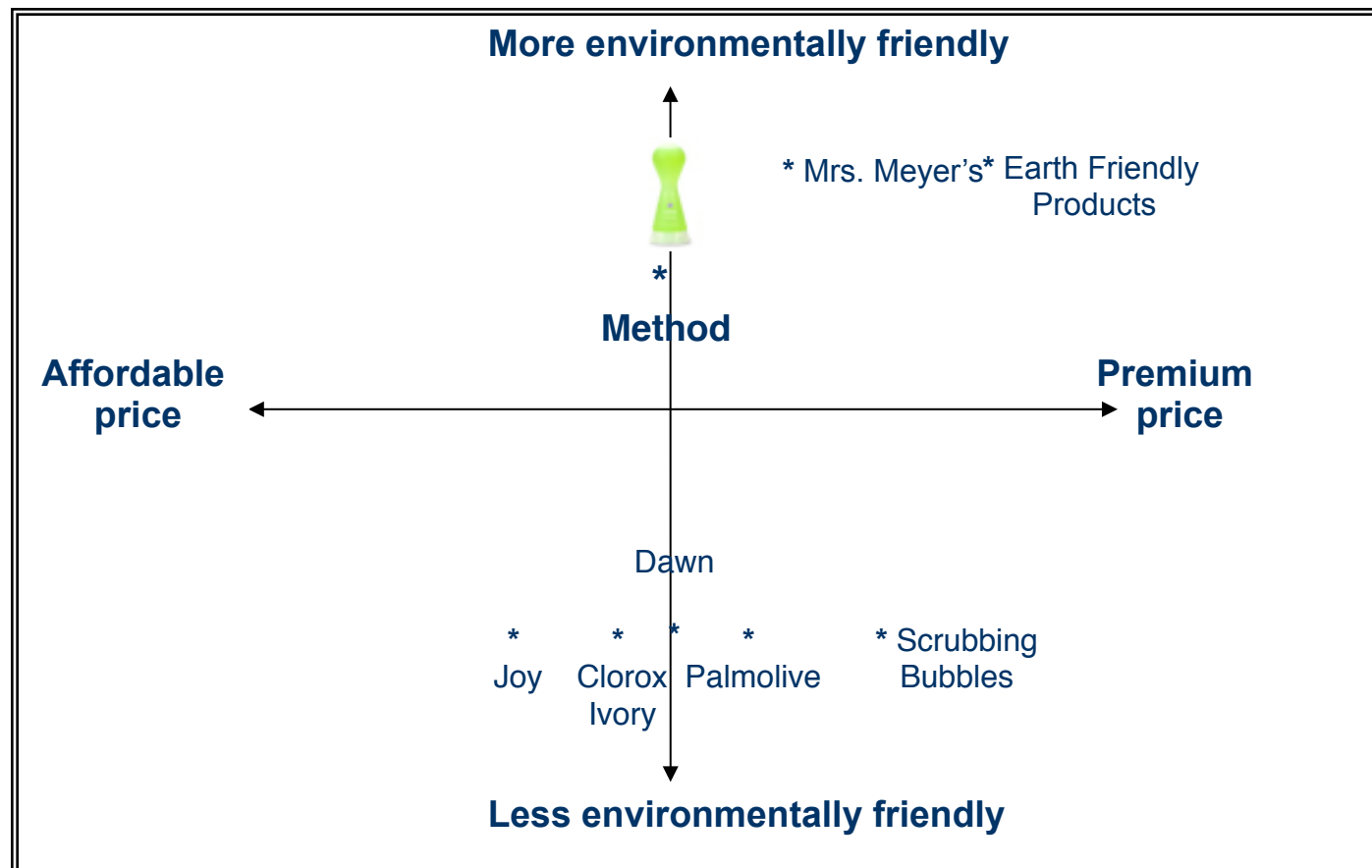


SC Johnson  
A FAMILY COMPANY

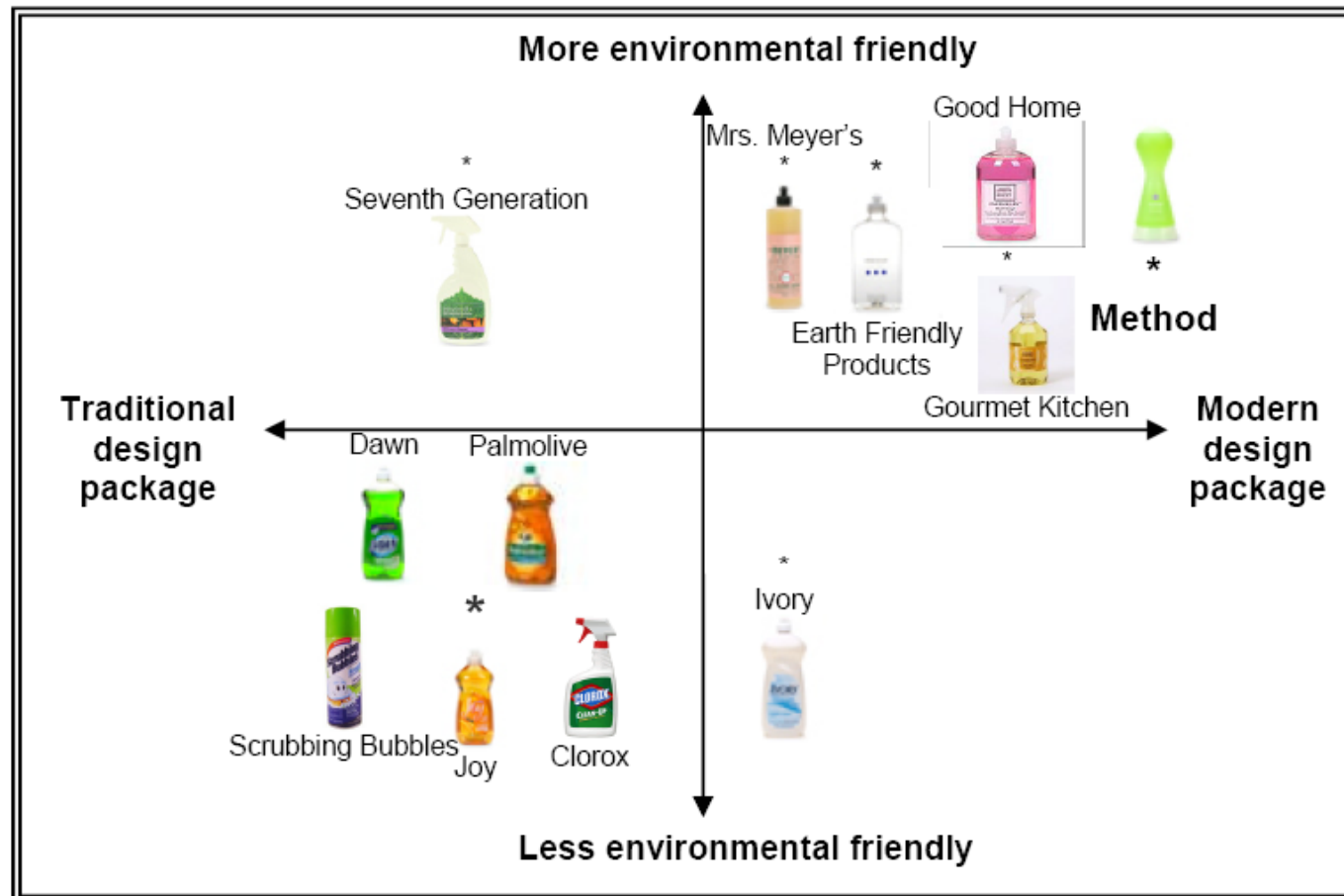
- Massive infrastructures
- Thousands of employees
- Billions in sales
- Many different brands



# Brand Perceptual Map 1



# Brand Perceptual Map 2



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## Competitive position of Method



- Great looking bottle design
- Competitive prices
- Environmentally friendly values

# Method's Current Advertising



## why I'm proud to be a "tree hugger"

Adopting an eco-friendly attitude is just as important to your health and well-being as eating right and exercising regularly.

“We’re on the brink of a crisis that could threaten the rivers we love to raft on, the hiking trails that relieve our pent-up stress, and the quality of the air we breathe.”

*Jenni*  
JENNI LATHAM  
EDITOR IN CHIEF  
@SHAPEMAGAZINE.COM



The first time I reminded the *Shape* staff to recycle all their scrap paper, water bottles, and soda cans after a meeting, I got some good-natured ribbing about being a “tree hugger.” (You can only imagine what my husband said when he found out I ordered a composter for our backyard!) All that changed once I sent the entire crew (and my husband!) to see Al Gore’s documentary *An Inconvenient Truth*. An overwhelmingly positive response and flurry of “what can we do to help?” e-mails followed. If you haven’t seen the movie already, I urge you to rent it. No matter what your political bent, it truly will change your perspective on what each one of us has to lose from the consequences of global warming.

This Green Guide issue was born from the numerous brainstorming sessions we had after our screening. We even invited Al Gore to write our One Simple Change column, on page 228. Other must-reads: “It Is Easy Being Green,” on page 174, details the truly simple things you can do to help preserve nature around us (and no, you don’t have to compost your kitchen scraps). There’s also our “Healthy Cooking Secrets of Green Chefs,” on page 158, which highlights delicious recipes from the best eco-minded restaurants around the country. Plus, you’ll find plenty of look-gorgeous tips in our “Live Life as a Natural Beauty,” on page 186. You might be thinking, Come on, can one person really effect any change on the environment? The answer, as Gore writes, is a resounding yes. “Even the smallest things...will make a big difference.” If you still need inspiration, consider this the next time you head outdoors: Everything around us is at stake—those rivers we love to raft on, the hiking trails that relieve our pent-up stress, and the quality of the air we breathe. Write to me and tell me what you’re doing to bring about change.

**THE SHOCKING TRUTH I LEARNED THIS MONTH**  
Almost 80,000 magazines are printed in the United States, and of those, only 100 are printed on some version of recycled paper. *Shape* is proud to be one of those 100—saving, each year, almost 20,000 trees, water equivalent to 26 Olympic-size swimming pools, and energy to power 335 homes. Call me crazy, but it just doesn’t make sense that every magazine isn’t trying to save whenever possible, too. \*Estimates made using the Environmental Defense Paper Calculator ([papercalculator.org](http://papercalculator.org))

### this month

#### Shape wants you to...

✔ **Eat fish.** It can be one of the most nutritious foods. We show you, on page 168, how to choose the healthiest varieties.

✔ **Drizzle on the right oil.** Find olive oil how-tos on page 154 from chef, cookbook author, and *Shape* contributor Mollie Katzen.

✔ **Assess your sneakers.** The right ones can make all the difference in your performance (plus, we tell you how to recycle that old pair), page 132.

✔ **Make your home healthier.** Our recent column, *Shape Your Home*, on page 46, offers advice this month on how to make the air inside your house, apartment, or office better for you—and your family.



My favorite green cleaning products, page 132

COURTESY FROM @SHAPEMAGAZINE ALAN WATSON/GETTY IMAGES  
GROOMING: MALLORCA/ALAN WATSON/GETTY IMAGES

## Current Advertising Continued

THE GUIDE TO LIVING WITH STYLE

# domino

*beautiful at home!*

TURN YOUR BEDROOM INTO AN OASIS  
gorgeous natural colors  
ROOMS THAT SMELL FRESH AND CLEAN

*the green list*  
**125** seriously cute eco-makeover ideas for every room

Sharon Harlow's tips for all-natural decor

easy kitchen & bath upgrades that save money and energy!

### tidying up

Master the domestic arts with forward-thinking products and machines.

#### come clean



**106. SEVENTH GENERATION PAPER TOWELS**  
It means paying a bit more, but these absorbent, recycled rolls save trees, landfill space and water. Plus, the natural look is kinda cool. \$4.99/ROLL. SEVENTHGENERATION.COM FOR STORES



**SEVENTH GENERATION LAUNDRY DETERGENT**  
Unlike conventional detergents, this has a nonpolluting vegetable base and no artificial dyes. \$7.99 SEVENTHGENERATION.COM FOR STORES



**107. ECOVER HERBAL DISHWASHING LIQUID**  
Have reviews for performance and smell (chamomile and marigold). Hats off to the Belgian company behind it for making healthy products since 1980. \$2.69 ECOVER.COM FOR STORES



#### smartest washer

### 108. LG TROMM

It comes with a laundry list of perks: extra wash-load capacity, a wrinkle-removing steam cycle, superfast spin speed (which reduces drying time)—and one of the highest energy- and water efficiency ratings in the industry. Oh yeah, and it's way handsome. "Tromm Steamster" #806 SL49. BESTBUY.COM FOR STORES

#### suck it up!

energy-efficient vacs



**109. SEBO**  
German-engineered, this industrial-chic upright has flat-to-rotate rollers to get under the sofa. Automate "X" it! \$499 SEBO.US FOR STORES



**110. ELECTROLUX**  
This totally adorable canister has a system to prevent dust from escaping when you change the bag. "Orogen 3 550v" \$499 LOWES.COM FOR STORES

BTW: These fetching gurus get gold stars for superior filtration, which improves indoor air quality.



The pioneering hooster geeks in their mod S.F. office



O-mop starter kit with cleaner \$25 METHOD.HOME.COM

#### great job!

### 111. THE METHOD MEN

Back in 1999, roommates Adam Lowry (a chemist) and Eric Ryan (a business guy) started mixing batches of eco-cleaning products in their kitchen sink. They believed clean and conscientious and good design could all coexist. "The mainstreaming of green is what I'm most proud of today about Method," says Lowry, though he has plenty to crow about. The company is 100 percent carbon neutral, buying Renewable Energy Credits (RECs) to offset pollution from manufacturing. And it just debuted possibly its greenest product yet: The O-mop has a reusable microfiber pad for mopping and a compostable, dry dusting cloth (plus nontoxic, divine-smelling cleaning liquids). Thanks, Method, for worrying about the environment for us.

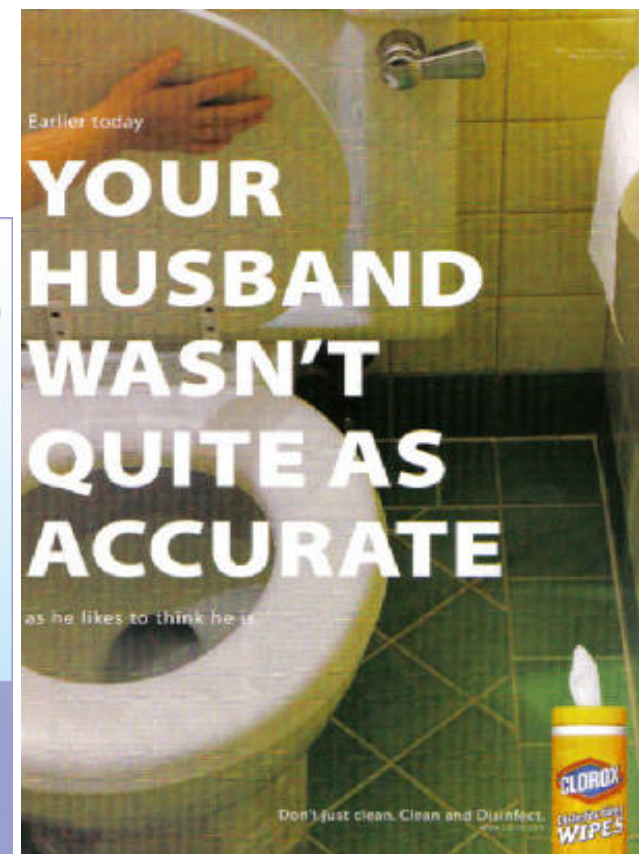
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## Competitors' Advertising

- TV Commercial
- Print Ad



Tide- Print Ad



Clorox- Print Ad



## Advertising Goals

- Increase brand awareness
- Build brand personality

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# Advertising Plan

- Increase brand awareness
- Build brand personality



Color

Design

Fun

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## Internet Ad



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Cleaning has always been a chore.  
Why not use Method to make it more enjoyable!







INMAGINE™  
Imagine the difference







**We Make Cleaning More Enjoyable**  
**Visit [www.methodhome.com](http://www.methodhome.com)**  
**for a completely new cleaning experience**



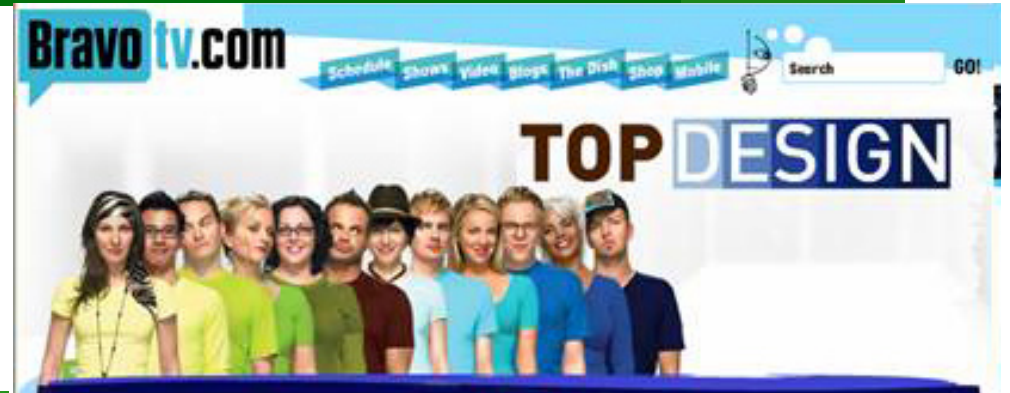
## Media Strategy

- Television
- Magazine
- Internet
- Pulsing schedule

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## Media Strategy- TV

Top Design  
Bravo TV (NBC)



American's Next Top Model  
The CW (CBS)

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## Media Strategy- Magazine

DOMINO (guide to living with style)

Reader median age: 34.2

Lucky (America's ultimate shopping magazine)

Reader median age: 29.5



## Media Strategy- Internet

- Daily Candy, Ideal Bite, and HGTV



- 95% are females
- 67% are under 35
- 92% are college grads or hold graduate degrees
- 30 years (median age)
- \$75,000 (median income)



### *Subscriber demographic information:*

- Median age: 35
- 82/18% women/men: with many of these women making purchases on behalf of men
- Median household income: \$82,000
- 79% attended college
- 70% professional/post professional degree

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## Media Strategy- Internet

The screenshot shows the HGTV website interface. At the top, there is a Method cleaning product advertisement with the text: "method™ Cleaning has always been a chore. why don't we find a Method to make it more enjoyable?". Below this is the HGTV logo and the tagline "START AT HOME". A navigation bar includes a search box and links for "On TV", "Decorating", "Gardening", "Kitchens", "Baths", "At Home", "Remodeling", "Crafts", "Dream Home", and "Products".

The main content area is divided into three columns. The left column is a sidebar menu with categories like "Antiques / Collectibles", "Books / Videos", "Cleaning", "Carpets / Floors", "Clothing / Accessories", "Furniture / Furnishings", "Kitchen / Bathroom", "Organic Products", "Seasonal", "Tips / Hints", "Other", "Entertaining", "Hobbies / Interests", "Kids / Family", "Moneysaving Ideas", "Organizing", "Personal Care / Health", "Pets", "Real Estate", "Recipes", "Shopping", and "Tips / Techniques".

The middle column features a "At Home: Cleaning" section with three sub-sections: "CARPETS / FLOORS", "CLOTHING / ACCESSORIES", and "FURNITURE / FURNISHINGS". Each sub-section lists related articles and includes a "More >" link.

The right column contains a large advertisement for Colorado Technical University Online, titled "EARN YOUR MASTER'S DEGREE ONLINE IN 15 MONTHS". It includes a "MORE INFO" button and the university's logo with the tagline "TAKE YOUR CAREER TO NEW HEIGHTS™".

At the bottom right, there is a small advertisement for "House Cleaner Secrets" by Retzed House Cleaners, with the text "Ads by Google" and "Retzed House Cleaners Tells All".

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**Thank you! Any questions?**

