Supercloth

Melissa Ballinger
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Company Background

Company Narrative:
“We are the original manufacturer of the patented SUPERCLOTH. It originated in Italy in 1990, and in 2000, we introduced the SUPERCLOTH to the United States via direct response commercials and QVC Live TV Shopping. For more than 10 years, we were one of the most successful cleaning products in QVC history.”

Vision Statement:
To provide a high-quality and eco-friendly cleaning solution to make cleaning simple, effective and convenient.

Positioning Statement:
Supercloth provides homeowners with a patented cleaning cloth that is unmatched in effectiveness and convenience while also offering an eco-friendly solution to cleaning.

Objectives

Our objective throughout this project was to create an effective marketing initiative for Supercloth. We defined the demographics and psychographics for the product, defined the narrative for the brand, and created a marketing initiative. In creating this marketing initiative, we decided that the most effective method of marketing would be to use inbound marketing. We also provided the necessary information to create a new logo and tagline to go along with the new direction of the brand.

Logos

Original logo:

Our logo design suggestions:

Inbound Marketing:

After deciding what direction to take the brand in, we began to discuss the options for how we would market this product. We came to the conclusion that we will focus on the use of inbound marketing.

Inbound marketing is the process of attracting the attention of prospects, via content creation, before they are even ready to buy. It is one of the best and most cost-effective ways to convert strangers into customers and promoters of your business. Inbound marketing uses content, such as magazine articles or pictures, that appeals to what our demographic would be interested in and use it to bring readers into our website or our social media pages. This way, readers are finding content that they are interested in, while also being exposed to our brand. Time’s Survey, Feelings on Custom Content, states that 90% of respondents like the idea of custom content as a way for brands to engage with them. This shows that consumers react positively to inbound marketing. 88% of consumers believe that custom content offered through inbound marketing is the best way for new brands to reach out to them.

Types of content:

The two types of content are exclusive content and repurposed content. Exclusive content is original content that is created exclusively for our brand that brings in traffic to a specified location. An example of exclusive content could be a new demonstration of a product, inside looks at new products, or exclusive sale opportunities through a desired platform. Companies can hire people to write exclusive content for them or purchase content for only their use. Repurposed content is any content, yours or taken from somewhere else, that is reused, redesigned or recycled to give a new message a new life. Examples of repurposed content includes reusing old videos and making them into shorter media pieces. Lacking onto previously written articles that align with the audience, and providing inspiration through a platform. The type of content used effects a company’s search engine optimization (SEO/SEM).

When looking to redesign the logo for Supercloth, we wanted to make sure that it was representative of the clean and simple. That is why we chose the colors white and blue. White is associated with being pure, clean and fresh. Blue is a calming, calming color that shows creativity and intelligence. It is a color of loyalty, strength, wisdom and trust. Blue is also associated with water, showing that this product is used with water. We chose a font with thin, simple lines for a clean look. We also included a “swoosh” above Supercloth to represent motion.

References


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SHU Team:
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