

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:



Their final logo:



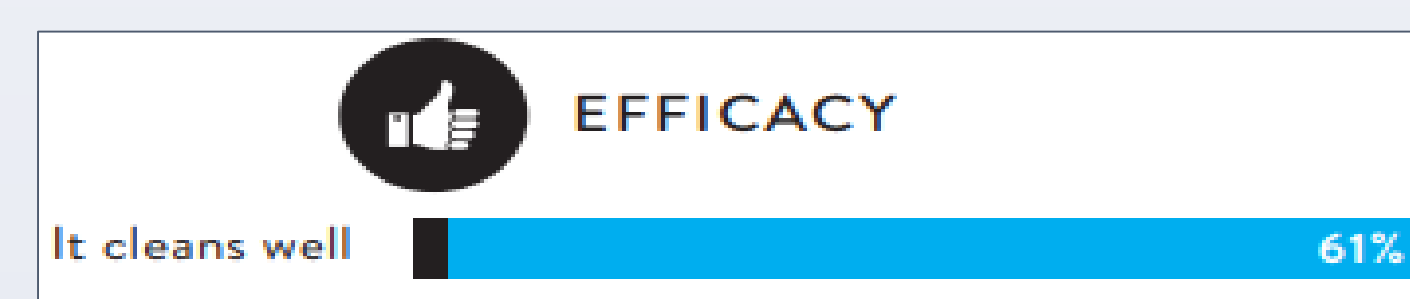
Marketing Research

Consumer demographics/psychographics:

For this product, we targeted the older millennial: Women ages 20-40, with a median age of 30. Our demographic includes first time home buyers who are socially aware and conscientious with their actions and their "footprint". The average age a woman gets married is 27, and they are buying their first homes at 32. We are targeting the 30 year old because they are getting set in their careers, moving into becoming first-time home-buyers, and are in the purchase decision process for home cleaning products.

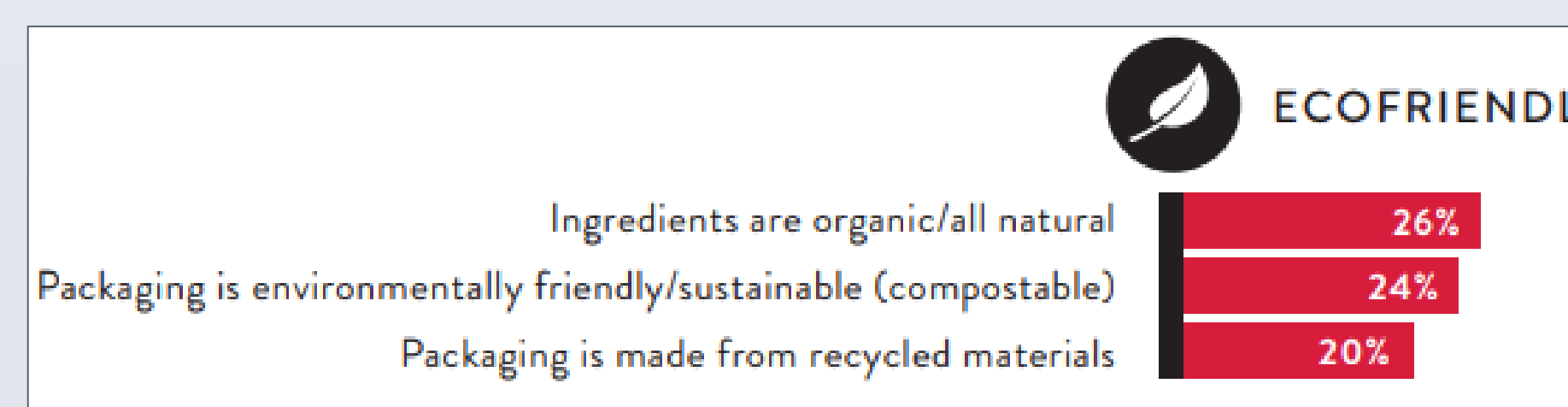
Brand direction:

Through our research and analysis of the company, we chose three main attributes of the product that the company should focus on. The first is effectiveness. In a purchase decision of a consumer, 61% of global consumers value effectiveness first.



The next is convenience. It has been found that 54% of consumer are looking for easy to use products. Also, with more women balancing jobs, child rearing, household responsibilities and social activities, the need for efficient, convenient cleaning tools and supplies is greater than ever—and as disposable incomes rise, there will be more money to pay for the products that best meet their needs.

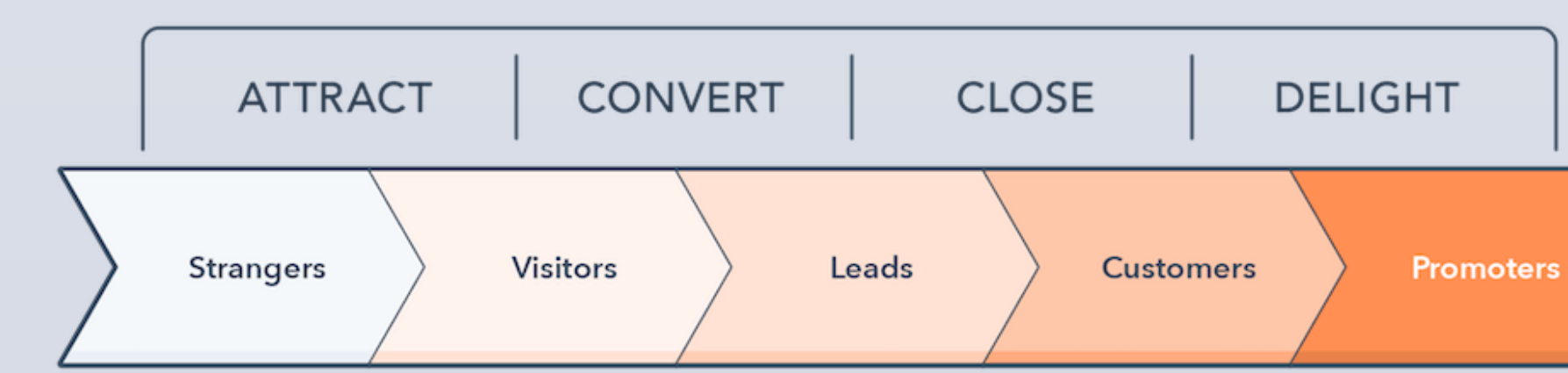
The last brand direction is ecofriendly/conscious. One aspect that the Supercloth really focuses on is that it is used for chemical free cleaning. 26% of global respondents say organic and all natural ingredients are very important when they are making purchasing decisions. The interest in ecofriendly cleaning products may reflect a larger move toward simpler, more natural-living attitudes occurring around the world. Consumers are looking for healthier, safer choices in the foods they eat and the products they use in their homes, and it goes beyond mass-marketed sustainable options. In fact, some consumers are relying on cleaning solutions that are basic products found in most homes.



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 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 or by a 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 an old message a new life. Examples of repurposed content includes reusing old videos and making them into shorter media pieces, tacking onto previously written articles that align with the audience, and providing inspiration through a platform. The type of content used effects a companies search engine optimization (SEO/SEM).

Logos

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 cooling, 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.

Marketing Plan

The first step posting content for inbound marketing would be to identify your target audience. The company needs to determine who it is that they are talking to and what this group would be interested in. For Supercloth, the demographic we are talking to is women ages 20-40 who have an interest in cleaning.

The next step is to determine the unique and compelling story of the company. This is then used to determine what kind of content the company will use. This story must be in line with the narrative of the brand. For Supercloth, the narrative we chose to use is to be user friendly and conversational. Through being user friendly and conversational, we can then choose to post content that is jovial, serious, or informational. All of this will fit into the narrative, or story, that the brand portrays.

Then, the company must choose which delivery platform to use. They must determine if they will be posting a blog, a Facebook post, a tweet, or any other form of content. We decided to use blog posts, and social media posts on Instagram and Facebook.

The last step is to create and execute a content calendar. It is important to set up an outline of what will be posted when and why it will be effective. This will help a company to keep up with its social media marketing and make sure that everything being posted has a purpose and sticks to the ideas and image of the brand.

References

Green Industry Analysis 2018 - Cost & Trends, www.franchisehelp.com/industry-reports/green-industry-report/.
 "What Is Inbound Marketing?" HubSpot, www.hubspot.com/inbound-marketing.
 Marketo. "What Is Inbound Marketing? Overview & Tools - Marketo." Marketo.com, 21 Jan. 2016, www.marketo.com/inbound-marketing/.
 "Less Is More: Eco-Friendly Trends Report #3." Movaglobes, 14 Sept. 2016, movainternational.com/eco-friendly-trends-report-3/.
 Delventhal, Shoshanna. "Study Shows Surge in Demand for 'Natural' Products." Investopedia, 23 Feb. 2017, www.investopedia.com/articles/investing/022217/study-shows-surge-demand-natural-products.asp.
 "Blue Color Meaning - The Color Blue." Color-Meanings.com, 2 Mar. 2018, www.color-meanings.com/blue-color-meaning-the-color-blue/.
 Kolomatsky, Michael. "Who's Buying a First Home?" The New York Times, 21 Apr. 2017, www.nytimes.com/2017/04/21/realestate/first-time-home-buyers-statistics.html.
 "The Dirt on Cleaning." Nielsen, www.nielsen.com/content/dam/nielsen-global/eu/docs/pdf/Nielsen%20Global%20Home%20Care%20Report.pdf.

Acknowledgements

Supercloth Client:

Joseph Mezzina: President
 Jeff Aiello: Sales, Marketing & Project Manager
 Caitlyn Reddy: Director of Marketing, Operations, & QA

SHU Team:

Melissa Ballinger
 Ben Field
 Elena Burke
 Anna Leone
 Professor Goldstein