



CHLORINE-FREE DISINFECTANT RANGE
BRIEF

TRENDS IN HOME CLEANING

Traditionally, cleaning has a strong social anchor:

“Clean home is the mirror of a good housewife”.

Yet, today we assist to 2 important shifts:

1. **Cleanliness is very much related not only to preserving hygiene and health, but also to providing one state of comfort and wellbeing.** Cleaning is no longer only about changing the external aspect (of house/ clothes) but moreover it is a mindset/ mood, a way to get recharged
2. **Cleaning becomes more personal** → less about what other say but more about how it makes me (and my family feel)



TRENDS IN HOME CLEANING

Simplicity and efficiency – more likely to use as many universal products as possible, stronger & effective products in easy to use packages (i.e spray/ trigger, foams etc.)

Looking for infusion of naturalness – from ingredients to more natural smell (fresh, clean rather than intense & strident ones)

Look for nice smelling products to provide a good state of mind (cleanliness smell nice not “hospital” like); products to protect their hands/ skin, lungs etc.

Performance > price (avoid cheap products out of fear of lack of efficacy; a certain price level is a guarantee of quality)



Reducing frequency of cleaning (prefer to do some relaxing activity for self & others than house chores everyday; so even more important to use **simple and effective products with longer lasting effects**)

Products do not focus only on visible sign of cleanliness - i.e. degreasing but also protecting the surface, removing stains but protecting the fabric, cleaning but also disinfecting

Look for non-invasive / less toxic products (tend to reduce frequency of usage or stop using chlorine products or those too abrasive/ containing lot of caustic soda)



IN THIS CONTEXT, DISINFECTION BECOMES MORE AND MORE IMPORTANT

Traditionally, **disinfection is associated with strong and harsh products, chlorine smell, abrasive action, “KILL GERMS” claim on pack**



Nowadays, the chlorine market is starting to lose share in favour of the non-chlorine products.

People are welcoming and integrating in their cleaning routine the non-chlorine products due to the fact that they are less toxic, they disinfect and clean the surfaces without the aid of chlorine while leaving a pleasant smell.

We are witnessing a **switch** from the hard hygiene (chlorine based) to a **soft, mild hygiene** associated with the **non-chlorine** cleaning products.



WHAT YOU HAVE TO DO

Task

You are a Brand Manager and you want to bring on the market a new range of cleaning products under the Savo brand.

As a Brand Manager, you have to launch and position this new range that disinfects the surfaces and it is chlorine-free.

Background

Savo is an existing brand on the Romanian, Serbian and Bulgarian market and it is well known for its very effective anti-mildew products: Savo Anti-mildew Bath and Savo Anti-mildew Universal.

These two products have chlorine on the ingredient list and the consumers are very aware of this attribute.

Differentiation

The purpose of this new product range is to differentiate itself from the Anti-Mildew products and offer consumers the opportunity to have the cleaning expertise of Savo but in a new category: the disinfectant market.

This new product range will clean and disinfect all the washable surfaces you clean but without the aid of chlorine. You are entering a market with a lot of competitors that you need to differentiate from in terms of communication.
Research on competitors.



PORTFOLIO

Savo Chlorine-free disinfectant range will be launched under Savo brand due to **Anti-mildew Sprays** leader position in the market with **70% market share, good reputation** (the product delivers its promise) and **conviction rate among consumers**.

ANTIMILDEW

Already existing range



Savo Anti-mildew
Bathroom
500ml

Savo Anti-mildew
Universal
500ml

CHLORINE-FREE DISINFECTANT

TO BE LAUNCHED



Savo Spray Anti-Limescale
650ml

Savo Spray All in 1
650ml

Savo Floor
Spring Fresh 1l

Savo Floor
Lavender 1l

Savo Floor
Eucalyptus 1l



Savo Wipes
Lavender
30 pcs

Savo Wipes
Spring Fresh
30 pcs





DELIVERABLES

Be creative, bold and think of something that you have not seen before!

TO DO: RANGE LAUNCH CONCEPT

IDEA



BENEFITS



CLAIMS

Cleans and disinfects.
Eliminates bacteria such as Salmonella, Staphylococcus aureus (MRSA), E.coli and Listeria & flu viruses like H1N1.

TARGET



TO DO: 360° COMMUNICATION PLAN

TV



PR



Digital



In-store



INSTRUCTIONS

The solution has to be exhibited in the form of a video (max five min). Please note there will be no additional marks on the image quality of the video.

The video has to be emailed to heroes.of.tomorrow@unilever.com before 23:59 on the **3rd December**.

If the team is selected then they will receive the case for the next round

For Queries/concerns

Please email to heroes.of.tomorrow@unilever.com (along with your contact number) if you have any queries or questions regarding the case.



GOOD LUCK!