

PIONEERING A NEW
FABRIC EXPERIENCE





**LAUNCH
STRATEGY**

Reach the right
consumer



meet pam.

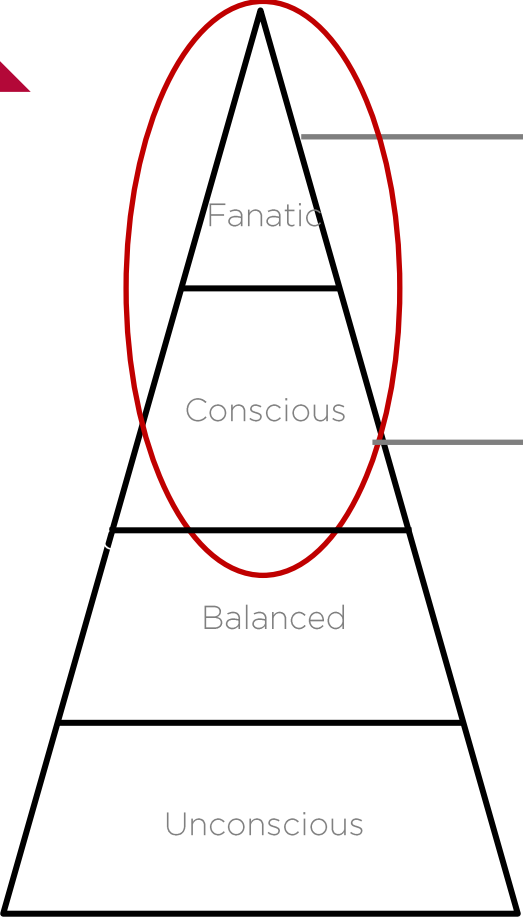
With the right
proposition





**THE HFT
CONSUMER:
behaviour & needs**

Our target consumer in blocks of sustainability / health



meet eve.
Current consumer

A highly involved and educated consumer who actively seeks out green products and has a strong preference for green. The thought leaders and early adopters of green products.

9% of the population



meet pam.
Futur consumer

They state that only "some" of the products they buy are green and are interested in making more green purchases. Pam tends to prioritize attributes that directly benefit them or their family, such as products that will protect their (family's) health.

28% of population of which 5% is actually buying into organic (food) – most responsive group to be making the move into HFT



ECOVER APPEALS TO +/- 59% OF ALL CATEGORY SHOPPERS

MASSIVE POTENTIAL TO BE UNLOCKED THROUGH...

DOWN-TO-EARTH DEFENDER



meet eve.

9% of opportunity

- believes eco = efficient
- prepared to pay more
- buys organic + fair trade

THE ENVIRONMENT IS IMPORTANT



CARES ABOUT STYLE + DESIGN



WILLINGNESS TO CLEAN



DYNAMIC DISCERNER*



meet pam.

28% of opportunity

- aspires a healthy home
- efficacy over eco
- endorsement is important



*There is a core group of practical pams. However, at some point in life, everyone becomes a pam b/o constraints (e.g. time, children, ...)

Other segments: non-believers (16%), priced-outs (13%), confident curators (16%)

Source: Haystack shopper & U+A research, quantitative study conducted in Belgium in 2015





SO IF WE GET A
BROADER
APPEAL,
**WE CAN DOUBLE
OUR FANBASE**

Opportunity to significantly grow our base by sourcing volume from a portion of each segment. Broader universe of potential consumers = 59%



meet eve.

Est size: 9%



meet pam.

Est size: 28%

GREEN

EFFICACY

HEALTH

Both target segments care about healthy living and safety. Shifting to this more relevant territory allows us to reach more consumers.





BRAND
EXPERIENCE
OBJECTIVES

**DISPEL
PERCEIVED
EFFICACY ISSUES**

- **ESTABLISH
FIRST HEALTH
LINK WITH
FABRIC**



2016
prove Ecover cleans
without compromise



**FUNCTIONAL
RELEVANCE**

Cleans without **Compromise.**

washing-up liquid +
washes up to
+40% more plates



switch

laundry liquid + & color
up to
• 3x better stain removal
• excellent color protection



switch + intro

toilet cleaner +
extra powerful
even without bleach



intro

dish tabs +
leaves your dishes
more sparkling than ever



switch

2017
educate & inspire consumers
to clean healthy



**EMOTIONAL
RELEVANCE**

A healthy world begins at home.

healthy, light + naturally inspired fragrances



Playing in the most emotional category





RELAUNCHING
OUR LAUNDRY
RANGE TO
**REACH THE
RIGHT
CONSUMERS**



meet pam.

ecover



WHO WE'RE TARGETTING **AND WHY**

MATCHING TARGET GROUPS



Who are they?

- (Re-focus from Eve to Pam)
- 35-55 YR, ABC1, WITH KIDS
- Position Ecover as brand that cares for Pam's family and meets her needs for safe, gentle and natural products to help her juggle her good green intentions and family commitments. She doesn't have time for products that don't work so needs reassurance they do. This will also appeal to Eve and Debbie.



What's important to them?

- In general: Pam is concerned with the health and wellbeing of her family and is more likely to be looking for more gentle, natural products with non-toxic ingredients (more like Eve and Debbie)
- For laundry: Trusted brand, skin-kind, natural, lightly fragranced.



Attitudes to Laundry

- Very loyal to their brand
- We know that nearly 50% of Pam's that become mum for the first time reassess their choices based on their new arrival

Relationship to Ecover:

- High awareness but known mostly for Ecological (which alone is not a key purchase driver).
- Some know us for skin-kind through 'natural'. But many have concerns on performance and smell.

Consumer challenge:

- How do we get her to consider Ecover emotionally & rationally?



THE PLAN ON A
PAGE

Reach the right
consumer



meet pam.

With the right
proposition





RELAUNCHING
OUR LAUNDRY
RANGE WITH
**THE RIGHT
PROPOSITION**

AND
BROADEN
APPEAL
**BY
GETTING
THE RIGHT...**



CONCENTRATION



PERFORMANCE



FRAGRANCE



PROPOSITION



RANGE



PRICE/SIZE



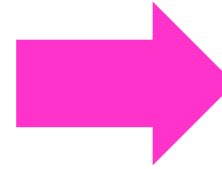
RELAUNCHING
OUR LAUNDRY
RANGE WITH
**THE RIGHT
CONCENTRATION**



CONCENTRATION



100ml



50ml

Our concentrated formula contains 54% less water + 38% less plastic per wash, compared to dilute.



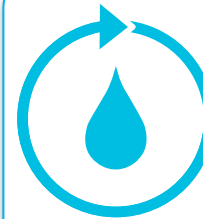
Reduce plastic by 38%

→ 918 kg less plastic per year

**COMPASS
SCORE**



*based on 93g plastic per bottle



Reduce water by 54%

→ 16m³ less water per year

**WATER
USAGE**

→ equivalent to 162 bath tubs per year



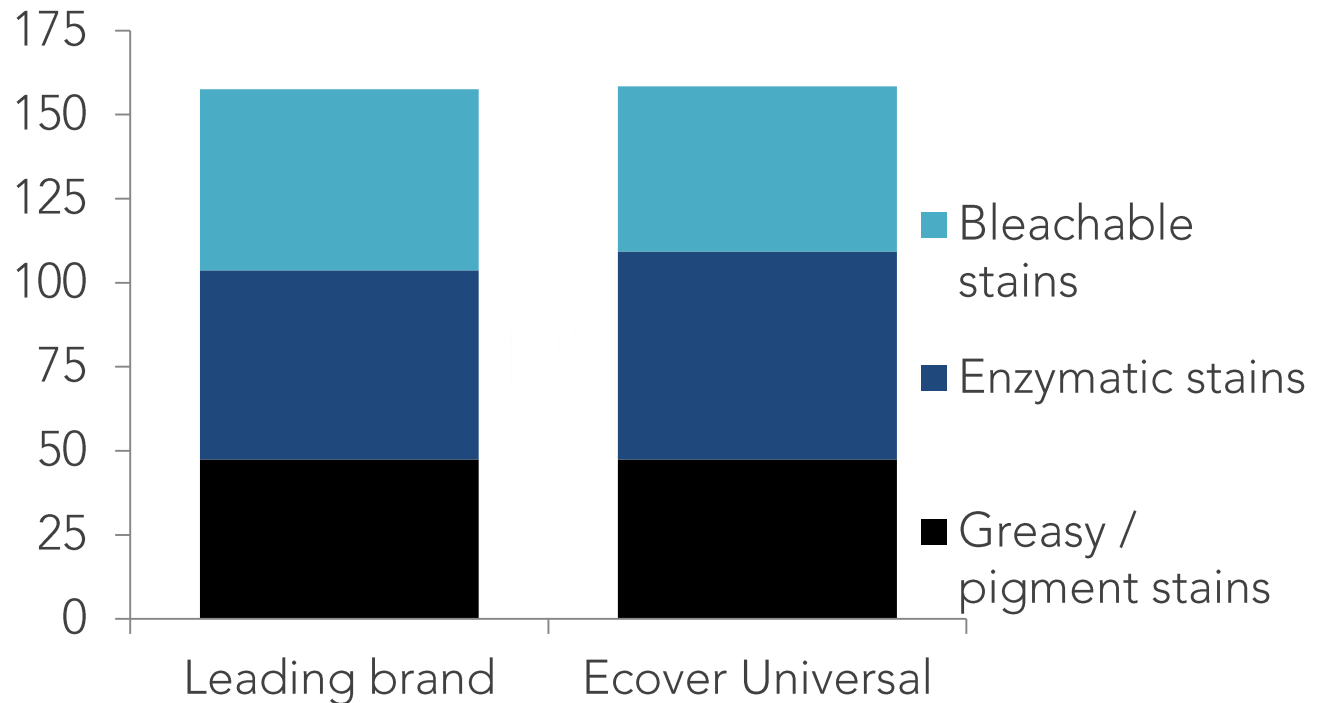
*based on 0.1m³ water per bath tub

ecover



PERFORMANCE

RELAUNCHING
OUR LAUNDRY
RANGE WITH
**THE RIGHT
PERFORMANCE**



- As performing as leading A-Brand
- more than 2x tougher on enzymatic stains +33% brighter on whites*



RELAUNCHING
OUR LAUNDRY
RANGE WITH
**THE RIGHT
FRAGRANCE**



FRAGRANCE

COLOUR



Apple Blossom
& Freesia

Caring + gentle but with a brighter vibrancy for colours.

Top Notes -
Apple, Citrus, Green Leaves
Mid Notes -
Lily of the Valley, Jasmine, Rose
Dry Notes -
Musk, Amber, Peach

UNIVERSAL



Honeysuckle
& Jasmine

Fresh + mild with a clean facet and efficacy signal.

Top Notes -
Blackcurrant, Orange, Green Leaves
Mid Notes -
Lilac, Lily, Jasmine, Watery
Dry Notes -
Cedarwood, Peach



RELAUNCHING
OUR LAUNDRY
RANGE WITH
**THE RIGHT
PROPOSITION**



PROPOSITION



'The seducer'

écover



RELAUNCHING
OUR LAUNDRY
RANGE WITH
THE RIGHT PRICE



PRICE/SIZE



9,00€
1,5L
15d.

0,60€/d.



9,00€
1,5L
15d.



0,85L
17d.

8,90€

0,52€/d.



-13%





...AND HERE
THEY ARE





...WHERE WE
WANT TO GO

OUR CURRENT OFFERING

UNIVERSAL



15 washes

COLOUR



15 washes

WHERE WE WANT TO GO



17 washes



17 washes



**...SO THE RIGHT
OFFER TO
CONVINCE OUR
PAMS**



Seduce new PAMs and loyalize 'current' PAMs by:

- **Match A-brand performance**
- **Offering a more healthy/sensitive alternative that is also better for the and my environment**
- **Offering a more drastically more affordable price**

and at the same time bring value to the category!



INTRODUCING
OUR NEW PIONEERING
FABRIC SOFTENING EXPERIENCE

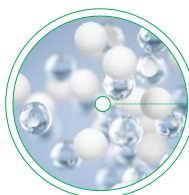


A **PIONEERING**
FORMULA
FULL OF **SMART**
GREEN SCIENCE



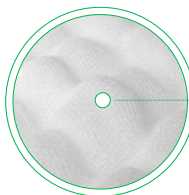
PIONEERING INGREDIENT

Pioneering the use of **lecithin**, a biodegradable creamy emulsifier which is **naturally derived from soybeans**.



GREEN SCIENCE

Lecithin allows naturally derived conditioning actives to **finely disperse in water** and **more efficiently adhere to the textiles**.



PROVEN RESULTS

These conditioning actives smooth, protect and finely coat fibres to make them **luxuriously soft** and **kind next to skin**.



FEATURING
**RESPONSIBLY
SOURCED**
FABRIC
SOFTENING
AGENTS

Pioneering the use of
fabric softening agents
derived from **rapeseed oil**
(not palm oil)

Locally sourced
in **France**





A NEW SOFTENER
FRAGRANCE
THAT WILL
DELIGHT
YOUR SENSES

ecover



Apple Blossom & Almond

Fruity/Floral

Top Notes -

Apple Blossom, Citrus, Leafy

Mid Notes -

Jasmine, Lily of the Valley

Dry Notes -

Musk, Amber, Almond



NEW

EXTRA-SOFT
NEW FORMULA

FULL OF
SMART
GREEN
SCIENCE





MEET OUR
NEW WINNING
**SOFTENING
EXPERIENCE**



NEW ECOVER FABRIC SOFTENER



EFFECTIVE FORMULATION

Introducing our **new extra-soft formula** with pioneering naturally derived ingredients which **boost softness** and **care for your clothes**.



DELIGHTFUL FRAGRANCES

A new range of **three differentiated, healthy new fragrances**. Beautiful, gentle scents designed to compliment our detergents.



PIONEERING SUSTAINABILITY

Pioneering new **fabric softening agents derived from rapeseed oil** and **soybean-derived lecithin** as powerful emulsifier.



HEALTH MISSION

Made with **the softest, gentlest plant based ingredients** we can find. **Dermatologically tested** to be suitable even for sensitive skin.

PIONEERING A NEW FABRIC EXPERIENCE



ecover



ALWAYS
FEATURING
**ALL THE BEST
FROM ECOVER**



At Ecover, we choose **renewable plant-based and mineral ingredients** which are effective, reduce pollution and lessen the burden on our planet's resources. Thanks nature.



Ecover's clean green factory is energy efficient, sustainably built and clean running bringing Ecover products from our green home to yours.



Recycle, re-use, reduce. That's Ecover's motto when it comes to plastics which is why our bottles are made from an innovative mix of recycled plastic and Plantplastic manufactured using sustainable sugarcane.



Ecover's products are great for sensitive skin. They are **dermatologically tested** so you can rest assured that using them will help to keep your skin healthy and soft..



Since the beginning **we have never tested finished products or ingredients on animals**, and we have never ordered such tests by third parties either. We love animals, just like you do !



Ecover products are perfect for use with a septic tank with **fully biodegradable ingredients**. Their formula don't contain any nasty chemicals which could upset the anaerobic environment which decomposes waste.



B Corp is to business what Fair Trade is to coffee. It's a certification set up by the not-for-profit B Lab that rates companies on their social and environmental performance, accountability and transparency.





Thank
you
Ecover