



KENGRO CORPORATION

BIO-SORB



AGENCY

MEET THE TEAM



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EXECUTIVE SUMMARY



Image via WordPress

Kengro has been a family owned company based out of Kengro Corporation is a Charleston, Mississippi-based company that has been family-owned since 1997. Kengro grows, processes, and manufactures its own products utilizing cellulose fibers from the kenaf plant. The fibers within the kenaf plant contain oil-absorbing microbes that are effective in cleaning up various short-term and long-term spills. Kengro values its family-oriented attribute and uses this principle as a foundation for its business. However, Kengro currently only markets in the industrial market from B to B (business to business). In order to take its products to the next level, Kengro realized that it must expand its reach to the retail market (B to C) in order to compete with other products on the market.

DRW Agency, a group of five Integrated Marketing Communications seniors at the University of Mississippi, is a marketing agency that focuses on various aspects of product growth such as brand awareness, consumer engagement, media development, brand outreach, product positioning, and more. DRW Agency is dedicated to solving business development problems and expanding the possibilities for brand success in a vastly competitive marketplace.

Kengro requires a specific marketing plan in order for its products to fulfill the retail space desired. DRW Agency's campaign is comprised of research-driven tasks that will be executed to provide Kengro with the best results for its products.

Kengro has endowed their problem with DRW Agency in order to take their products to the next level. DRW Agency has developed a marketing plan that will not only meet, but exceed the expectations that Kengro has for the growth of its brand and absorbent products.

CAMPAIGN OBJECTIVE

The focus of the marketing campaign for EcoKlean is repositioning the product from B to B (business to business) to B to C (business to consumer) over a 6 month period.

1. Establish and retain a retail market for EcoKlean where it is seen as an everyday household cleaner.
2. Promote the versatility of EcoKlean so it is viewed as a common cleaner for both indoor and outdoor spills.
3. Influence consumer perception to make them actively search for products that are environmentally safe because of the health concerns of other common household cleaners.



Image via Wikimedia



SITUATION ANALYSIS

CLIENT ANALYSIS

Background Information

Kengro has been a family owned company based out of Charleston, Mississippi since 1997¹. Kengro grows, produces and manufactures products made from cellulose fibers (plants). They are the only value-added growers of kenaf in the country, which is a warm, seasonal annual fiber crop that is closely related to cotton. Kengro produces a product called Kengro BioSorb which is an organic absorbent used to absorb oil-based products. The objective of Kengro is to be the highest performing organic granular absorbent on the market while proposing to be a low-cost solution for both restoring contamination sites and cleaning land, water, or hard surface spills.

Brand Positioning

Biosorb is defined by being an organic absorbent/bioremediation agent used to absorb oil-based products. They position themselves by being more biodegradable and economically friendly, rather than their ability to clean up different types of stains and spills.

Brand Statement

The Environmentally Friendly Alternative - Not harmful to the environment - No depletion of natural resources. The best granular organic absorbent product available. Superior performance and biodegradable. The lower cost solution for more efficient clean up of land, water or hard surface spills and for restoring contaminated sites.

Social and Media Presence

Kengro Corporations only current form of social media is Facebook. Kengro's page was created in 2012 and currently has 13 likes and 13 followers. The page has 6 total posts that are all updates to their cover photo. These photos do not contain any captions or description of what is pictured. Kengro's current site is very minimalistic and lacks appeal. While it is easy to navigate it is outdated and provides a very simplistic description of each product. There are no video examples of the products use or its potential for other function on than cleaning up oil spills.

¹ "Biosorb." Kengro Corporation, www.kengro.com/.

CURRENT OFFERINGS

Features

Biosorb uses one hundred percent natural products that are environmentally friendly. The features and benefits of Biosorb consist of:

- All natural:** 100% biodegradable; completely renewable resources
- Non-toxic:** no adverse effects on plants or animals
- Ultra-absorbent:** up to 6 times its weight
- Enhances:** bioremediation of petroleum hydrocarbons
- Lower disposal costs:** landfills may accept (disposal subject to federal and local regulations)
- Not soluble in water:** hydrophobic, which allows product to float for long periods of time for easy recovery of spills on water and useful for filtration of liquid contaminants in water
- Weight/bulk density:** 6-7 lbs. per cubic foot
- Particle size:** stands Bin 3 = minus 1/8"
- Color:** Light brown
- Packaging:** 2 or 3 cubic foot plastic or paper bags

Types of Spills

Biosorb can be used to clean spills on a variety of surfaces such as water, land or hard surfaces.

- Hard Surface:** spread Biosorb sparingly on the spill until it is absorbed. Once spill has been absorbed, sweep product up, place in suitable container and dispose according to state regulations.
- Water:** due to the product being hydrophobic Biosorb will remain afloat for long periods of time allow for easy removal. Depending on state regulations Biosorb can be recovered manually, mechanically or left to biodegrade hydrocarbons on water.
- Land:** Carefully till the soil pile with a small garden tractor, rototiller, or other suitable tool. Be sure to break up all large pieces of soil in order to aerate the soil (to provide oxygen) and thoroughly mix the Kengro Biosorb and fertilizer. Moisten the soil pile by spraying water as for a garden (about 15 % moisture); be careful that soils are not saturated or flooded by the spraying, because runoff may occur.

Chemicals Absorbed by BioSorb

Kengro Biosorb currently lists all the chemicals absorbed by Biosorb as:

- Acetone
- Ammonia
- Benzene
- Butanol
- 2-Butanone
- Bromoform
- Carbon Disulfide
- Carbon Tetrachloride
- Chloroform
- Chloromethane
- Chlorobenzene
- Cutting Oils
- Dichlorobenzene
- Diesel Fuels
- Ethanol
- Ethylbenzene
- Ethylene Glycol
- Gasoline
- Glycerine
- Hexane
- Hexachlorobenzene
- Isoprene
- Jet Fuel
- Kerosene
- Methanol
- Methylene Chloride
- Methylphenol
- Motor Oil
- Naphthalene
- Nitrobenzene
- Pentane
- Phenol
- Propanol
- Styrene
- Tetrachloroethane
- Tetrachlorethylene
- Toluene
- Trichloroethylene
- Vinyl Acetate
- Vinyl Chloride

Consumer Perception

Biosorb struggles with a lack of consumer perception. Since they are only available through business to business, many people are not aware of what Biosorb is. The product itself has not been introduced into the retail market and once customers are aware of the product it can be difficult to find information about Biosorb. Biosorb is also perceived to only be an oil based cleaner, although the product itself can be used for multiple clean ups, such as, hard surface, water, and land spills. The direction of the company needs to change into the retail market in order to get the brand name out to the public and bring attention to the future customers of Biosorb.

COMPETITION ANALYSIS

The category of spill cleanup is growing due to the high amount of products trending towards creating a differentiation strategy to make their product more unique than the competitors. There are 4 major competitors that include: Oil-Dri, Spillfix, Moltan or Ultra Sorb and Sphag Sorb.

OIL-DRI

Oil-Dri consists of a large 40 pound unsealable bag with very wordy instructions on the cover². Their features and benefits consists of using both calcium bentonite and attapulgite in their formula to clean spills. Oil-Dri was founded in the early 1900's and has a very experienced persona to their personality. Since they've been a company for a long time, they seem to have well established product features and stick to them. This brand seems much more recognizable than Biosorb due to the longer life of the product. Their tool for communicating Oil-Dri to consumers is through the teaching of their history of their product. People can buy this product at: Walmart, Lowes, Amazon, and many other Hardware stores. What seems to be working for Oil-Dri is capitalizing on their long history and continually sharing this with people. The downside of this product is their confusing ingredients and process. Many people are unaware of how the product actually works – influencing them to try other brands. Oil-Dri's product has an issue with leaching, and is harder for the spill to fully be absorbed. The packaging contains words that can be confusing to a potential buyer and the image on the package indicates that this product only works for oil. It can be looked at as ironic that the name is "Oil" when the first thing you see on the company website is about cat litter. The marketing remains to be a bit confusing for Oil-Dri.



² "Oil-Dri Corporation - Creating Value From Sorbent Minerals." Oil-Dri Corporation of America, www.oildri.com/.

SPILLFIX

SpillFix takes advantage of coconut husks and their keen ability to absorb and encapsulate spills in an eco-friendly way³. SpillFix's packaging has many different product options to choose from — all varying in size and quantity to ensure that the customer can get what he or she wants. SpillFix is in both the Industrial and Retail market, which plays a role as to why they offer a variety of sizes for their product. Being a contender in both markets they are two different types of packaging. The one that is offered in retail space is a 3 liter clear container with a resealable lid. The package offered for industrial use is a 9 liter bag. The benefits of this product include: all natural, non-hazardous, and cost effective. Through observing and researching this product, SpillFix's personality seems to be larger in manufacturing and doesn't put off the family atmosphere that Biosorb does. Through this personality, customers are able to get more options of buying this product, but could be unaware of the materials in the product. SpillFix is a larger company than most in this category that offers many different versions of their product to the consumer. They seem to be advertising very well on social media, mainly through Facebook. SpillFix is communicating a product that is centered around ease to the consumer. They currently are distributing their product to Amazon, Walmart, Lowes, Jags, and Menards. The fact that SpillFix offers various sizes of their product, creates a much easier task for the consumer to store in their household. On the other hand, SpillFix struggles in telling a story and explaining their product like the competitors do. SpillFix's website can be complicated to work because they offer a wide variety of options and it can be confusing to figure out which one you need. The story of SpillFix doesn't contain any home value in it or why the product is special. Amazon has had some negative comments about this product, such as, "did not work", "not what I expected", and "It didn't pull oil out of concrete as advertised." Although, SpillFix has good benefits they desperately need to work on consistency.

STRENGTHS

- In retail Space
- Recognizable name
- Attractive Packaging and colors
- Variety of packaging sizes
- Appealing website
- Strong social media presence
- Lightweight
- Eco-friendly

WEAKNESS

- No proof of product effectiveness on carpet
- Inconsistency in YouTube Posts

OPPORTUNITY

- Utilize social media platforms to market product
- Offer incentives through social media accounts

THREAT

- Competing with national cleaning agents

SpillFix



MOLTAN

Moltan offers a much more plain and to the point product, attempting to specialize in cleaning up water, oil, and grease⁴. Much like the other brands, Moltan's packaging is in an unattractive, unsealable paper bag. This brand struggles with their online presence, in fact, there is no website that is advertised when you google their product. The only way to find this product online is through Autozone's website. Other than Autozone, the product is retailed in Walmart and smaller hardware stores. Moltan is profiting by being retailed in big stores, such as Wal-Mart and Autozone. On the other hand, their weakness is that they have no real emphasis on the environment.



STRENGTHS

- In retail Space
- Attractive Packaging images
- Proven brand effectiveness

WEAKNESS

- Heavy
- Health risks associated with the product
- Requires more product to clean up spill
- Leaching

OPPORTUNITY

- Use brand reputation to enter retail space
- Gain a Social Media Presence
- Offer incentives through social media accounts



THREAT

- Safer and lighter products available on the market
- Competitors have strong online presence

⁴ "Universal Absorbent, 40 Lb., Bag." Grainger, www.grainger.com.

SPHAG SORB

Sphag Sorb is a heavy scientific product that emphasizes conservation, similar to Biosorb. This product is packaged in an unsealable paper bag that offers natural, organic, biodegradable, and non-toxic features⁵. This brand positions themselves as a Green company and succeeds in a communicating well through their easily navigable website. Sphag Sorb suffers in the retailing and distribution section – only distributing to lesser known hardware websites and small stores. This company’s environmentally conscious approach has resulted in high reviews and great customer feedback.



STRENGTHS

- In retail Space
- Environmentally-safe
- Various packaging sizes

WEAKNESS

- Web design
- Heavy
- Lack in social media presence
- Unattractive packaging

OPPORTUNITY

- Utilize social media
- Use environmentally-safe to market
- Market product as a multi-use product

THREAT

- Competitors attractive packaging
- Competitors have strong social media presence



⁵ "What Is Sphag Sorb?" Earth Care Products | Sphag Sorb Absorbent www.earthcareproducts.com/.



BIOSORB SWOT ANALYSIS

Strengths

Kengro Biosorb can utilize its unique product and its strengths in order to separate it from the competitors' products in the spill cleanup industry. Biosorb, in comparison to several of its competitors, is very lightweight. For the same size bag as its competitors, Biosorb weighs a mere 4 pounds whereas competitors like Moltan oil absorbent, weighs 33 pounds and Oil Dri weighs 40 pounds. Biosorb is also biodegradable, bioremedial, non-abrasive, non-leaching, non-carcinogenic, and it is annually renewable. A lot of these benefits are hard to understand and will need to be conveyed to the consumer using different, simplistic language so that the consumers will understand the benefits of the product more clearly. The benefits of Biosorb are far superior to its competitors and these benefits should be utilized to gather attention from consumers.

Biosorb is also more effective for cleaning up crude oil per pound in comparison to its competition. Per pound of crude oil, Biosorb would only require 1.03 pounds of the product in order to fully absorb the oil. One of Biosorb's competitors, Oil Dri, requires 15.86 pounds of the product in order to absorb 1 pound of crude oil. Another competitor, Moltan Ultrasorb, requires 7.93 pounds of product to successfully absorb a pound of crude oil. So, Biosorb requires far less of the product to cleanup oil spills and it weighs far less than competitors' products.

Biosorb is also a non-toxic and all-natural cleaning agent. Some of Biosorb's competitors are clay-based products and emit toxic fumes when using the product. But with Biosorb, the consumer can be worry-free because the product is non-toxic and has no adverse effects on the environment, plants, or animals that may come in contact with it. This means that it is pet-friendly and won't harm any plants if it needed to be used in a garden oil spill. Biosorb's microbes are nonpathogenic to humans and therefore are safe to the human touch and it is safe for the consumer to use without worrying about toxic fumes that might arise with other products. Biosorb is annually-renewable, which makes it environmentally friendly.

Weaknesses

Kengro Biosorb is a niche product that can be useful for multi-use spill cleanup in both the corporate and household sectors. However, it will be difficult for Biosorb to occupy both these spaces with the weaknesses of the product. One of these weaknesses is that Biosorb is currently only in corporate space selling B2B, or business to business. With Kengro wanting Biosorb to have a presence in the retail market, it will be difficult to break into that space with many of their competitors already being in the retail space. Competitors such as SpillFix, Pig Dri, Oil Dri, and Moltan already have their spill cleaning products in retail space and many consumers recognize the packaging of products that they have previously used as opposed to a new product such as Biosorb. This brings us to the next weakness of Biosorb: the packaging.

The packaging is one of the most outstanding weaknesses for Biosorb because it simply lists some benefits on the packaging and does not have a lot of color or images on the bag. This product was used strictly for corporate use in the past, but the packaging will need to change if Kengro desires to successfully market this product in retail space. Other products such as Oil Dri and Moltan already have attractive packaging and retain retail space. Both of these competitors have images of oil spills on the ground with either a car leaking oil or a man slipping on oil. This conveys the purpose of the product just by looking at the image on the bag. However, Biosorb simply has their name on the product, as well as some benefits. These benefits, from a consumer standpoint, are very difficult to understand. Many consumers do not understand the importance of a product to have a neutral pH level, and will not understand terms such as "hydrophobic", "bioremedial", and "non-leaching". It would be more beneficial for Biosorb to have benefits that are easier to understand and are more relatable to customers such as being easy to cleanup, pet-friendly, non-toxic, etc.

Another weakness for Kengro Biosorb is the name itself. The name "Biosorb" is not easily recognizable and it would require one to read the packaging or research the product before understanding the use. This ties in with the lack of an image on the packaging because not many people would immediately recognize the purpose of the product. When the researchers conducted interviews with employees,

managers, and customers of local Home Depots, Autozone, and Advance Auto Parts, the interviewees could not determine the purpose of the product based on the name itself. A product like SpillFix is more readily-recognizable for its purpose. It fixes spills. But for Biosorb, the name does not imply a specific purpose or meaning of the product. Even other competitors like Oil Dri have easily-recognizable names that would imply that the products cleans or dries up spills.

Biosorb is also currently only marketed as an oil spill cleaning agent. Other competitors' products that are similar to Biosorb are marketed as multi-purpose cleaning agents that can be used on oil spills, grease spills, paint spills, and several other household spills. The fact that the product can be used for several different types of household spills is an asset that should be utilized in order to draw appeal to the product from a consumer standpoint. Utilizing the versatility of the product to signify its multi-purpose use would be beneficial to market the product as an "all-in-one" product rather than just an oil spill cleaning agent.

Lastly, Kengro Biosorb has no social media presence. Although it may appear to be a minor asset to maintain a social media presence, it gives customers a way to connect with the brand and stay in the loop regarding Kengro's current and future products. Competitors, such as SpillFix, have a social media presence and can relay campaigns via Facebook to increase customer engagement with the brand and develop relationship marketing with their customers. In maintaining an active social media presence, it also makes the brand stick out when the customer is shopping for this type of product in retail stores and the online marketplace.

Opportunities

Kengro Biosorb has several unique benefits to offer that its competitors' do not. Utilizing these benefits in the correct way can result in opportunities to increase the market share of the product and increase awareness of the brand as a whole. Biosorb can use its environmental friendliness and economical benefits to attract consumer attention. Many people care about the environment and would rather use a product with no adverse effects than using a product that might involve risks to personal and environmental health. Biosorb needs to use pet-friendliness as a benefit on their packaging to entice consumers to pick their product over the competitors. Many people care about their pets and would hate for their pets to suffer from the products that they use for spill cleanup.

Biosorb needs to utilize its lightweight packaging to its advantage as well. Nobody wants to carry a large, heavy bag into their car or have to hold it up to use it on a certain affected spill area. It would be beneficial for Biosorb to utilize a packaging similar to the container that SpillFix comes in because Biosorb could show what the product looks like without the consumer having to buy the product and open up the bag. With the current packaging, the consumer has to wait until using the product before finding out what the product looks like. With Biosorb being a dry

spill-cleaning agent, it would be beneficial for the consumers to see that through a clear container before buying the product. Many of the other competitors also use the plain bags, which is not as attractive as a clear container because the consumers can feel the weight of the clay-based products in the bag and then would immediately notice the Biosorb container, which would be more appealing to the consumer.

One last opportunity that Biosorb should utilize is the versatility of the product. Many of the competitors' products are marketed as oil-cleaning agents, but it is suggested that Biosorb be marketed as a multi-purpose spill-cleaning agent because it shows the ability of the product to clean up a variety of spills ranging from paint to grease to oil spills and much more. Biosorb can be conveyed to the target audience as a product that can be useful for any spill that may arise in the household. This versatility factor would be very enticing to customers because it would prevent them from having to buy several different products for the many different spills they might encounter in their household. Instead, Biosorb can be that "all-in-one" product that consumers can use for any spill they might face in their home.

Threats

Kengro Biosorb is entering a retail market that has already been established for several of its competitors. Competitors already occupy retail space, which can yield a larger chance of denial of shelf space from Biosorb's target retailers. If Biosorb wishes to enter the retail market and compete with the competition, it must separate itself by utilizing its benefits to persuade the retailers to offer shelf space for the product. Kengro must prove to retailers why it deserves shelf space and how it can offer different benefits than the competitors that can be appealing to consumers.

Another threat to Kengro Biosorb is that many competitors already have recognizable names and have more appealing packaging. For example, the products below have witty images such as a man slipping on an oil spill, or a car leaking oil, signifying the purpose and use of each of the products. SpillFix is also a competitor that appeals to the first glance from a consumer standpoint because the packaging is different. It comes in a clear container with a screw on cap for easy access to the product and has a dripping spill image coming down the middle of the packaging.

However, when looking at the Biosorb packaging, it is very bland, comes in the same unoriginal packaging as many of the other competitors and does not contain any attractive images or colors to draw attention to it instead of the competitors' products. The names on the other products are easily-recognizable and consumers could determine the uses of the product just from the name. SpillFix fixes spills, Oil Dri dries up oil spills, etc. Biosorb requires a lot more thought to determine the purpose of the product. Some consumers might have to read

the packaging and benefits of the products before being able to even determine what the purpose is. If a consumer has to figure out what the product is and how to use it, they will already have found another product to use by the time they learn how to use Biosorb with its current name and packaging.

Another threat to Biosorb is that it already has been marketed as a oil cleaning agent. Therefore it is going to be more difficult to market the product as a multi-purpose cleaner when there are already nationally-recognized brands that specialize in some of the areas of cleaning that Biosorb wishes to occupy. Windex, Arm & Hammer, Mr. Clean, Clorox, and Ajax are just a few of many cleaning brands that specialize in different areas of household cleanup. Ajax, for example, is a degreasing multi-purpose cleaner. It will be difficult for Biosorb to occupy retail space as a multi-purpose household cleaning agent because many kitchen cleaning agents already occupy the space. Biosorb is an effective cleaning agent for several spills including grease, but with household cleaning products already occupying so much space, it will be a hard task for Biosorb to occupy any retail space in the household spill-cleanup market.



RESEARCH

Primary Research

The purpose of the research was to gather insightful information from the potential consumers to improve Biosorb's message. Our primary objective was to research the consumer's "how" in the cleaning process. Understanding how consumers clean current tough spills gives us clear brand repositioning moving forward. Another key element to our research was finding out what aspect meant most to the consumers. Because buying new cleaning supplies is not a highly sought after purchase, we want to educate and convince consumers how Biosorb's versatility at cleaning inside and outside the house is the best of its competitors.

Approach

The methodology used to uncover insights included both secondary and primary research i.e. one survey and twenty individual interviews. The purpose of these methods together were to reveal what factors were important to customers when purchasing a new cleaning solution and where they encounter their toughest stains. The survey served as a bases for information while the personal interviews allowed researchers to gain more specific, in-depth understanding of the customer.

Summary of Methods

Survey

Researchers sent a 12-question survey to students at the University of Mississippi, as well as to friends and relatives over the age of 18. The survey was distributed to acquire data in regard to where stubborn stains occur in a house, what type of stains they are, how often they occur, and where you may buy cleaning supplies from. The researches received 131 responses from the 4,527 they distributed putting them at a 3% response rate. Specific survey questions can be found in Appendix 1.

Interviews

Twenty in-depth interviews were conducted to determine the motivation behind buying new cleaning products, and what factors play the biggest role in deciding what product to purchase. Specific interview questions can be found in Appendix 1.

Image via Earth Bags

INSIGHTS

PRODUCT EFFECTIVENESS

A product's effectiveness, name and whether the packaging is resealable play the biggest role in influencing potential customer. This theme was uncovered through survey responses and were further reinforced during individual interviews.

Survey respondents were asked to rank the most important factors they consider when purchasing new cleaning products. As the results show below, an overwhelming 85.27% ranked effectiveness as their number 1 facts, followed by 31.78% ranking name as number two and 26.61% ranking if the product was resealable as number three.

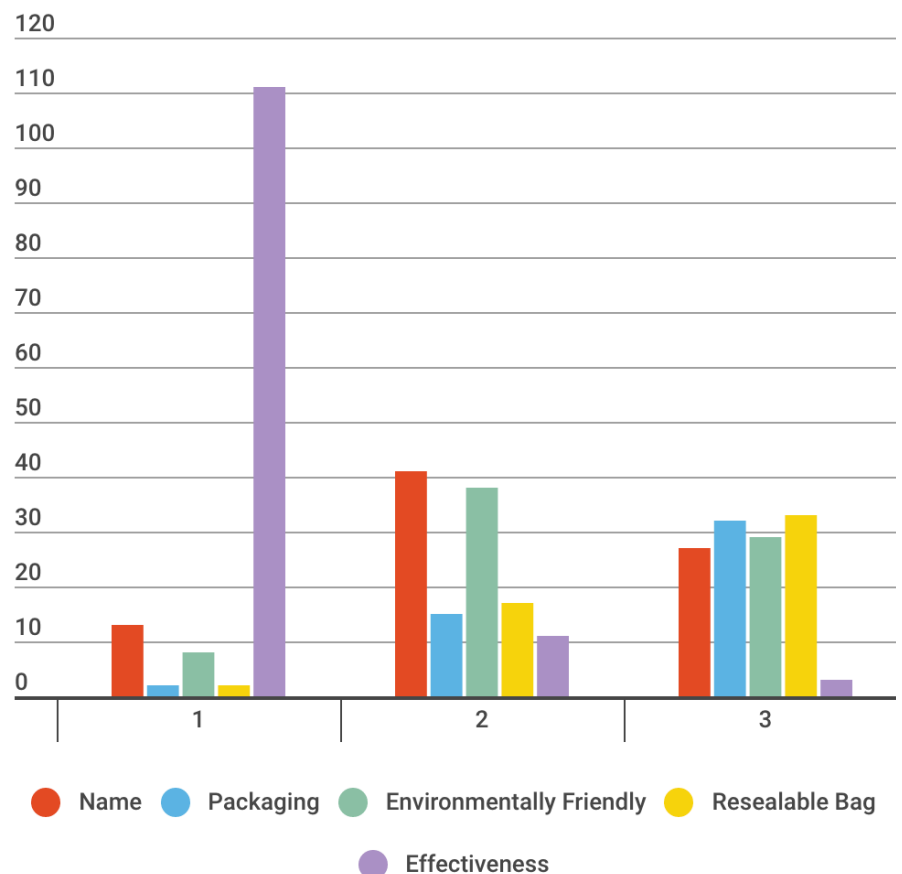


Image via Big Buds magazine

These factors were further enforced during the personal interview. During the interviews respondents were shown the following four pictures of Kengro's packaging as well as some of its competitors packaging and were asked if any of the products appealed to them, and why.

Respondents typically noticed the SpillFix products first due to the color in their design, and then the name. Respondents liked how the name helped them understand what the product did. When probed about why they care about the name, they expressed it gave them a sense of what the product is used for regardless of if they had heard of it or not.

A majority of respondents also expressed their interest in specifically, SpillFix's clear resealable container.

"The plastic container not only looks sleek but also easy to use. Even with resealable bags they tend to be bulky and it is a lot more effort to get the product out."

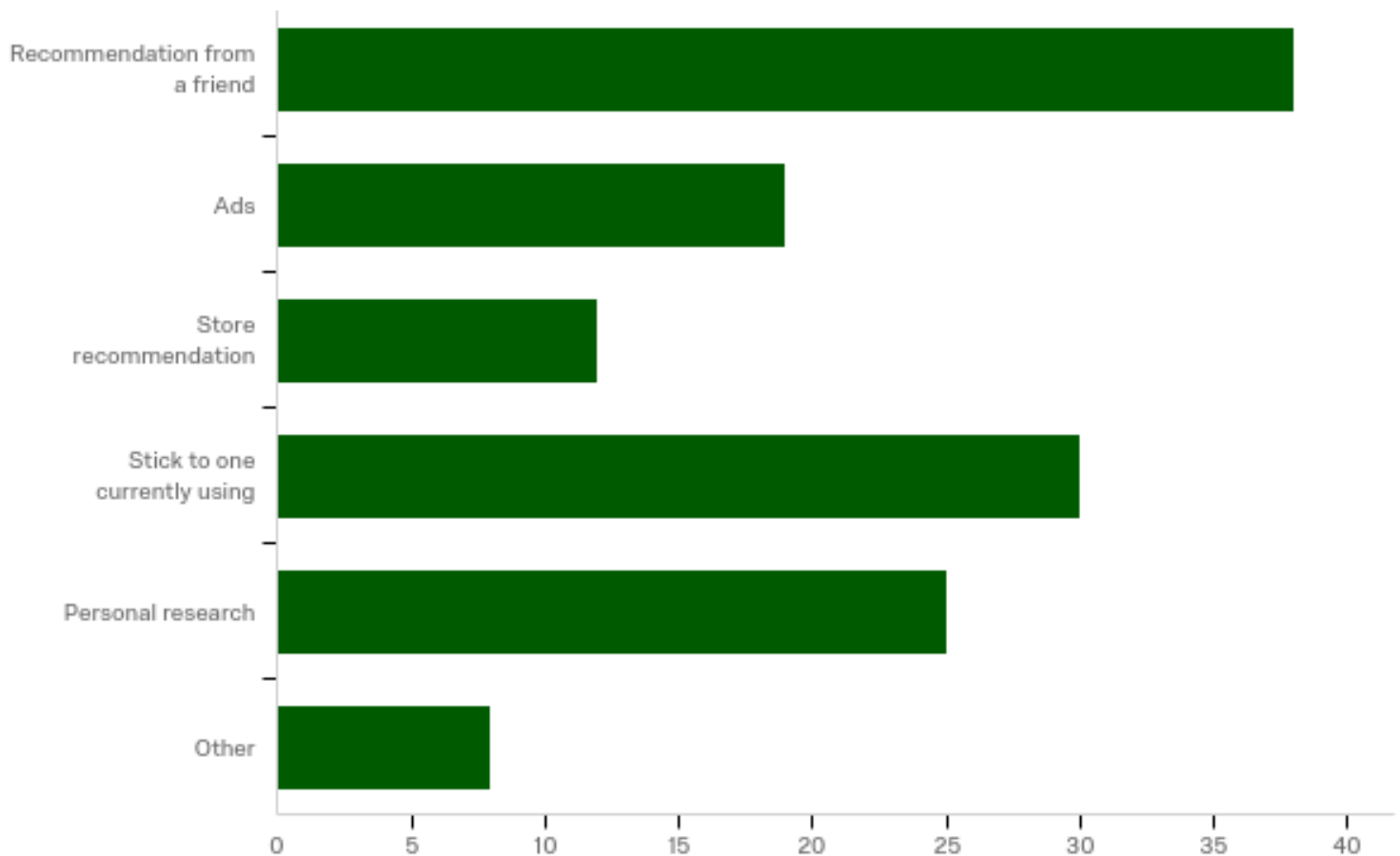
The resealable container also seemed to catch peoples eye because it was different from the rest of the packaging. The jar next to the bags made it seem "unique" which intrigued some of our respondents. Others liked the fact that they were able to see the product inside of the container.

This information is significant because it gives insight into what potential customers notice when purchasing a product. Respondents were more willing to purchase the product that had color and stood out with a unique design but they also valued the simplicity and understand of a products name.

TRUST YOUR FRIENDS

Since Biosorb is new to the retail market it is important to know how customers find out about new cleaning supplies. Recommendations from a friend was discovered to be the biggest factor to consumers when looking to buy a new cleaning product. From this, interview questions were used to look more in depth.

When asked in the survey about how consumers find out about a new stain removal product they were given the choices of:



29% of all survey respondents answered they found out about a new product through a recommendation from a friend, 23% of respondents said they stuck to the one they were currently using and 19% said they used personal research to find out about a new product.

While conducting the interviews, they were asked who and what influenced them the most when deciding on which new cleaning product to buy. One woman, Harriet, said:

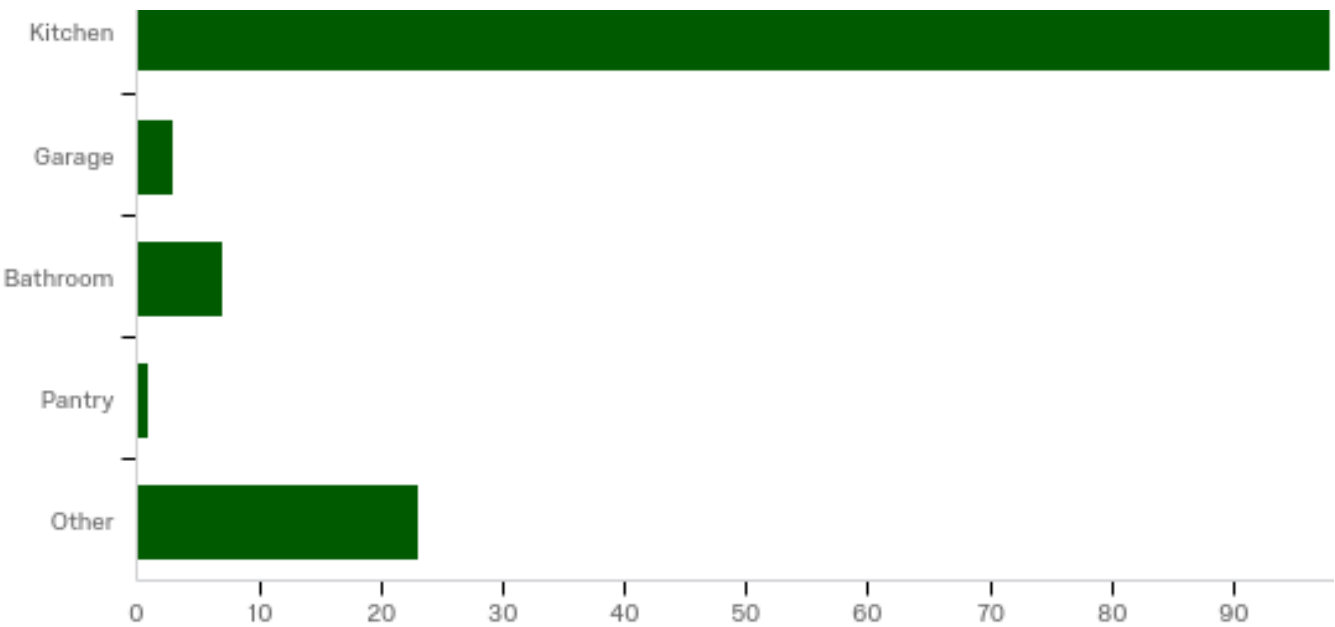
“I usually stick to the products I am currently using, but if I am going to switch I will only switch to something I know works. I would have to have a friend go on and on about the product or see for myself that it works really well.”

Since the second highest people chose is that they stick to the one they are currently using, it is very important to set the product apart from the others and show how it is more beneficial than the others. The third highest selected was through personal research. When looking up Biosorb on the internet, very little information can be found. There needs to be social media accounts running up to date and flooded with videos showing how the product works on a variety of different surfaces. This data shows that people do research the product and want to know that it really works.

HOUSEHOLD ACCIDENTS

Biosorb’s main function that they market focuses on its ability to swiftly clean up oil spills. However, through our research, people encounter more household spills than oil spills, therefore, Biosorb should shift their marketing focus to its versatility of cleaning household spills.

Survey respondents were asked to choose the location where they experience spills the most. Through interpreting the data from the 131 survey responses, undoubtedly, the kitchen area (with 97 of the 131 responses) was the location experiencing spills the most. Besides the kitchen, the living room (with 22 of the 131 responses) was the second highest location experiencing the spills. Understanding these two factors is crucial information to improve Biosorb’s reach.



These two factors were further explored through our team’s personal interviews. During the interviews, our team asked the respondents questions regarding the location of their most frequent spills as well as educating them on Biosorb’s versatility with household cleaning.

Much similar to the surveys, the interviewees agreed that the majority of their spills occur inside the house, especially in the kitchen and common areas. When asked about cleaning spills inside versus outside, one specific customer at Home Depot named Susan said:

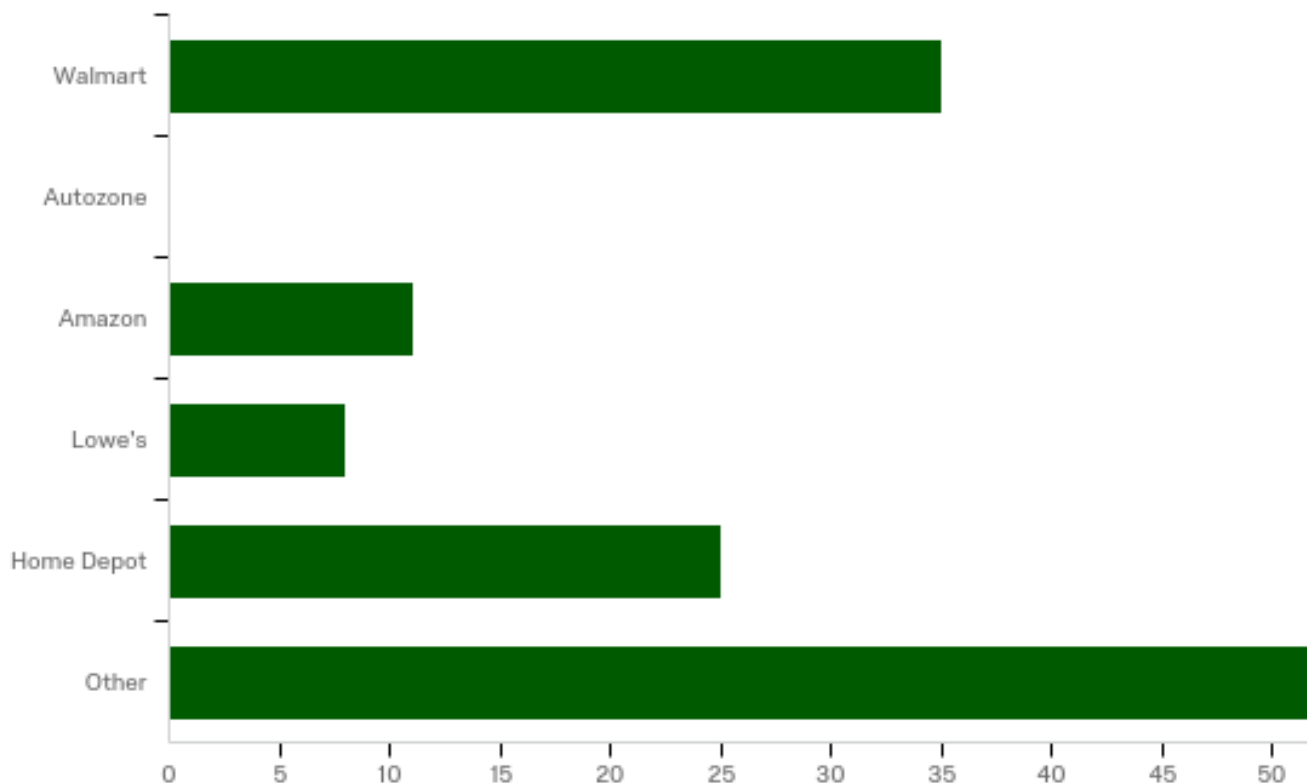
“Well, if my car leaks gas or fluid in the carport, at my age, I will not clean it up. But when it comes to cleaning spills inside the house, for instance the kitchen, I would be inclined to use this product because of its versatility.”

This information is significant because it gives clear insight on how to fill the wants and needs of future customers. It's evident, through marketing Biosorb's unique versatility of cleaning all spills within the household, results in a larger amount of demand for this product.

CONVENIENCE IS KEY

A product that is easy to receive and a location that is accessible is very important for a customer in order for them to purchase the product. Currently, Biosorb is not in any local retail stores and it has been difficult for consumers to know about the product and if they have, they are unaware where to purchase it.

If Biosorb can get into local stores such as Wal-Mart, Target, or Publix, there is a higher chance of Biosorb being purchased and customers being content with only having to go to one place. Throughout the research that has been conducted about 26.15% of people said Wal-Mart was their go-to for cleaning supplies, and 40% of people said "other" which indicated there is another well known or local supermarket. Although, Biosorb is commonly known as an "oil absorbent" convenient places such as Lowe's, Autozone, and Home Depot didn't score relatively high with people.



When asked about buying cleaning supplies one customer at Wal-Mart said *“I come to Wal-Mart for almost everything that I need, including cleaning supplies so if they don’t have it, I might check Publix or just buy something close to what I want at Wal-Mart”* Customers are not willing to go out of their way to purchase one specific product, which is why it is imperative that Biosorb gets into the retail market.

INSIGHTSUMMARY

Through the research team’s information gathered, the findings have shown that Biosorb needs to revamp its approach to reflect an image that resonates with the target audience. The findings show that the effectiveness of the product and the name of the product are the two most influential factors when buying a product. Consumers want to remain content with the product’s performance, knowing that it will get the job done every time or else they might switch to one of the competitors. In addition, the name is an essential part to a product’s marketing efforts because it can infer certain purposes and uses in the product (ie. SpillFix fixes spills) as well as it can be a catchy remembrance in the consumer’s mind that automatically makes them notice the product over others.

Another key finding in the conducted research was the importance of the packaging. Prior to conducting interviews with employees, customers, and survey respondents, it was unknown that the packaging played such a vital role in the decision-making process for consumers. From the information gathered, it was determined that consumers prefer to have more color in the packaging as well as a logo or image that stands out against its competition. Too many of the competitors’ products have plain white bags with subtle text on it that does not persuade a consumer to pick their product over the rest. It was also determined that the consumers preferred a clear container with a screw on cap as opposed to the unoriginal bag that many of the other spill cleaning agents are confined within.

Advertising is another aspect of the marketing spectrum that needs to be addressed for Biosorb to be successful in gaining retail space. Because of the significant amount of benefits that Biosorb offers in comparison to competitors, it is important to convey the benefits in advertising as well as making these benefits aware to consumers. Word of mouth among consumers can play a role in increasing the product’s reach and awareness.

It is also suggested that Kengro Biosorb be repositioned as a multi-purpose cleaning agent as opposed to just an oil spill cleaning product. Although Biosorb is currently only marketed in the corporate space as an oil spill cleaning agent, it would be more beneficial in the retail space if marketed as a multi-purpose

cleaner that has the versatility of cleaning up the several different spills that one might encounter in their home from garage spills, oil spills, grease spills, paint spills, and much more.

Finally, a variety of online and retail space options is important for Biosorb to be successful in the retail space. Currently, Biosorb can only be purchased on Amazon. But many consumers would prefer to have the discretion to go to the store and purchase the item immediately rather than having to wait for an Amazon order to arrive. This is especially true if an unexpected spill occurs in the house and the consumer desires to clean it up immediately. The consumer will want to go to the store to find a product that will do the best job of cleaning up the unexpected spill. Consumers will not want to wait for an Amazon package to arrive when they can go to the store to buy a product to get the job done. Stores like Autozone, Lowe's, Home Depot, Target and Walmart would be good targets for potential retail space because these are national stores that would carry products such as spill cleaning agents. In the same sense, it is important for Biosorb to maintain a strong retail presence in a variety of stores because consumers often choose to go to the store that is closest to their home when searching for a product like Biosorb. If a consumer has a Walmart that is closer to their house than the nearest Home Depot, they will go to Walmart instead. This is why it is vastly important for Biosorb to have a strong retail presence in several different stores.



STRATEGIC PLAN

POSITIONING

The target market is the head of the Household who prioritizes living eco-friendly and purchasing products that are efficient. Both members are eco-friendly conscience and go out of their way to buy organic food, drink, and home cleaning supplies at Whole Foods. Both members of the household maintain jobs and normally have children and pets. Constantly living on the go and experiencing tough spills both inside and outside the home, both members undoubtedly will spend the extra few dollars on cleaning products that are both efficient and organic. Due to their busy schedules, these members spend a significant amount of time keeping up with friends through Facebook. Sometimes too busy to run to the local Whole Foods, the head of the household has a sigh of relief when he or she remembers more cleaning supplies can be delivered to his or her door via Amazon. Encountering spaghetti sauce spills on the kitchen counter, gas leakages from the family minivan, and pet accidents in the house, these household members greatly value a cleaning supply that wipes away all messes.

PACKAGING

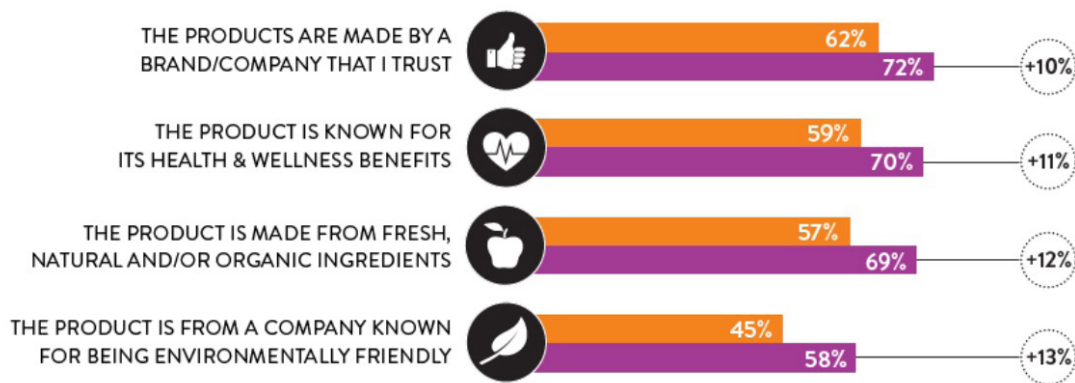
Our agency decided to re image the packaging to exemplify a more consumer-friendly package. Currently, Biosorb's packaging is in a large, 20 liter bag with very little color or eye-catching images; it does however include the benefits of using Biosorb. These benefits are useful when marketing to industrial buyers, but for the everyday consumer, a more appealing package is necessary when marketing in retail space. For our package, we decided to develop 2 different size jars (1 liter and 4 liter), which will be marketed for indoor and outdoor spills in accordance to their size. DRW Agency felt the colors green and blue were best for marketing this type of product because the colors compliment one another and are earth tone colors, giving off an eco-friendly image. Our agency also felt the name "EcoKlean by Biosorb" would resonate best with household consumers. EcoKlean is much easier to recognize and understand at first glance than Biosorb. EcoKlean can be easily interpreted as an eco-friendly product that cleans

Image via textures4photoshop

up messes or spills. The letter “K” in EcoKlean represents the kenaf plant, which is what the product is made up of internally. However, our agency did not want to get rid of the Biosorb name altogether; so we incorporated it in the name of the product because we felt that a consumer would be able to interpret that the product cleaning by absorbing their spills. It is important to stay ahead of the marketing trend, so even though our survey results indicated that consumers care more about other aspects of a product than its eco friendliness, we know that they do and that more consumers will care about that in the future because being green and using eco-friendly products is an increasingly popular trend. This trend holds true through data collected by Nielsen’s insights, which shows the growing reliance of customers on sustainability as an important purchasing factor⁶. Nielsen found information that led our agency to believe that sustainability of products will ultimately become a leading purchase driver in many new products.

TOP SUSTAINABILITY PURCHASING DRIVERS

Global Respondents vs. Those Willing To Pay More*



The product packaging also includes a crest labeled “All-Purpose Absorbent” with other attributes surrounding this crest, including the product being fast-acting and odor eliminating. This crest looks official like a seal of approval, so it yields eye-catching attention from consumers, but does not require approval like a seal does. It is important to label the product as an all-purpose cleaning agent/absorbent because it signifies the comprehensiveness of the product and its ability to take on multiple spills, whether inside or outside one’s home. The package also includes a list of spills that the product effectively absorbs, including motor oil/fluid, grease, pet stains, laundry detergent spills, sauces/condiments, paint, and more. DRW Agency felt it was important to relay these everyday spills to the consumer because it shows the versatility of the product and its ability to clean up a variety of spills.

Lastly, some additional information is located on the sides of the package. On one side of the package, there is information regarding how to use the product, first aid information, and where Kengro Corporation is located. On the opposite side of the package is information about Kengro’s EcoKlean product as well as information about Kengro being a family-oriented business because this is one of the main principles that Kengro prides themselves on.

6 “Green Generation: Millennials Say Sustainability Is a Priority.” What People Watch, Listen To and Buy, www.nielsen.com



EcoKlean will be offered in two different product sizes, 1 Liter and 4 Liters. Both in clear plastic, pinch grip jars, with a plastic top. The pinch grip plastic jars allows customers a comfortable and easy way to pour the product. It will also stand out among its competitors because customers will be able to see that EcoKlean is a dry cleaning solution as opposed to most liquid ones.

The two different product sizes, 1 liter and 4 liters, allows for two different marketing opportunities. The small 1 liter container is the perfect size to store under the sink or in the laundry room. For this reason EcoKlean 1 liter container would be marketed for in-home use, such as kitchen or pet stains. The 4 liter container, being taller and bulkier, is more suitable for garage storage. For this reason it would be marketed for more for outdoor spills such as motor oil, or outside paint spills.

After research, we found The Cary Company would offer the best wholesale price for both the the 1 liter and 4 liter containers, and the appropriate lid for each. The Cary Company offers their container sizes in ounces so we would be purchasing the 32 oz clean PET plastic square grip jars well as the 128 oz clear PVC Plastic Square Pinch Grip Jar. While both of these containers are in ounces we found that you would be able to fit the full 1 and 4 liters of product into these containers. Neither of these containers come with lids so lids would have to be purchased separately. The most cost efficient option for lids would be the White Ribbed Matte top plastic cap.

The Cary Company offers a discount when 2040, 32 ounce containers are purchased and we estimated the total cost of product and packaging to equal \$1.13⁷. Based off competitors, the suggested retail price \$5.99. For the 128 ounce jar a discount is offered when 1280 are purchased. When this discount is offered we estimated that total packaging cost would be \$2.54. The suggested retail price for the 4 liter container is \$19.99



While the packaging cost is over \$1 for the 1 liter we believe that if you contact The Cary Company with a larger quantity of plastic jars EcoKlean could receive a volume discount that allows it to be purchased for less than \$1. Similarly we believe the 4 liter packaging could cost closer to \$2 when a large volume of jars are ordered.

1 Liter Container		4 Liter Container	
.29¢	Product per Liter	1.16¢	Product cost (4x.29)
.685¢	2040, 32 oz Jar	1.151¢	Jars
.164¢	Mattee top	.213¢	lids
<hr/>		<hr/>	
\$1.13 per container		\$2.524 per container	

Size	Wholesale cost per unit	Suggested Retail	Profit Per Unit	Profit Margin
1 Liter	\$1.13	\$5.99	\$4.86	50.9% (\$3.59)
4 Liter	\$2.52	\$19.99	\$17.47	50.9% (\$11.99)

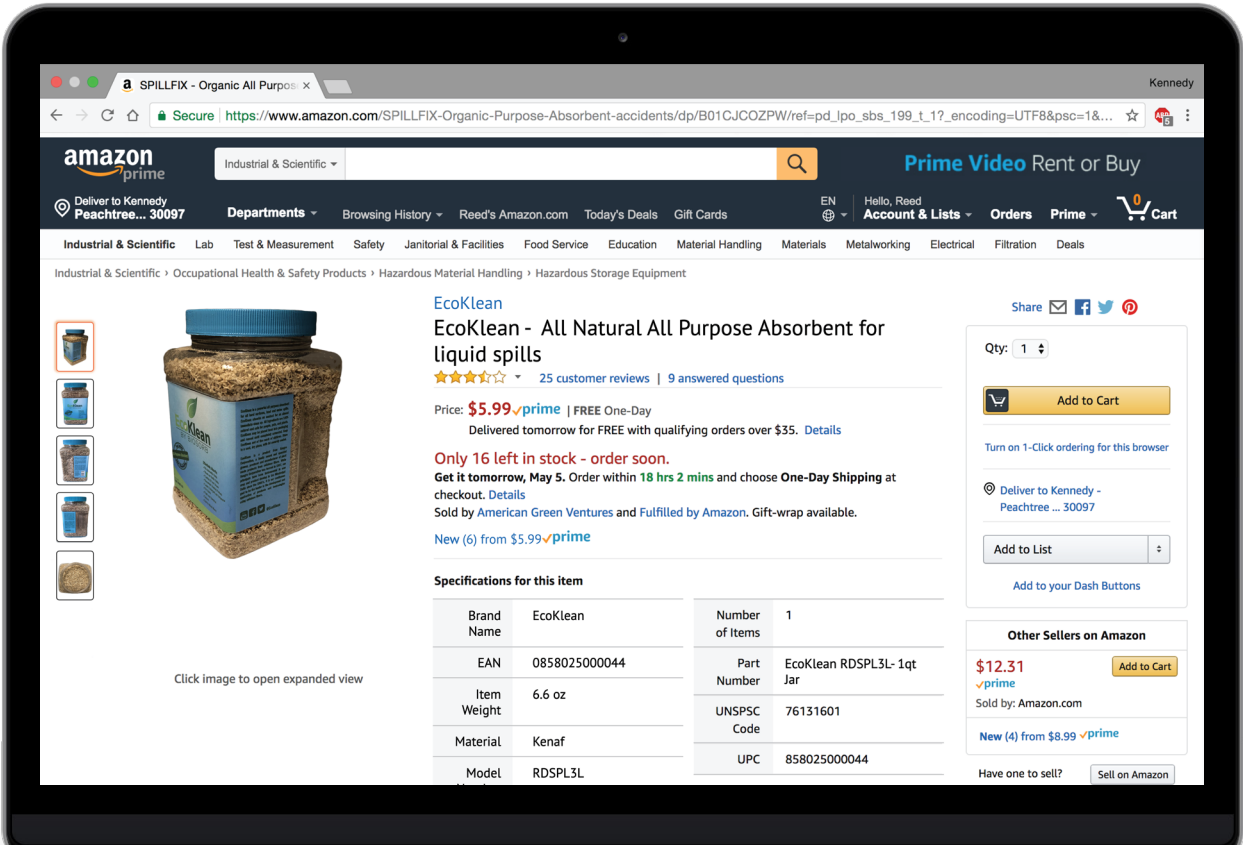
Although in initial stages this new packaging would cost more than the current packaging we believe it is the best way to entice new customers. The clean, sleek design will catch the eye of shoppers when placed next to other organic cleaners. Also, sometimes you have to spend money to make money.

7 “32 Oz. Clear PET Plastic Square Pinch Grip Jar, 89mm 89-400.” The Cary Company, www.thecarycompany.com
8 “128 Oz. Clear PET Plastic Square Pinch Grip Jar, 110mm 110-400.” The Cary Company, www.thecarycompany.com

PLACE

When deciding on retail options for EcoKlean, our team’s most important goal was to find a store that embodied our company’s core values of eco-friendliness and family. Founded in Austin Texas, Whole Foods Market was the clear choice due to the companies values of selling only organic food, drink, and supplies. With over 479 stores in North America, this supermarket chain is a perfect fit for EcoKlean to gain brand awareness. Because of Whole Food’s objective to house local organic matter, it gives each store a sense of family. Our teams main objective was to capitalize on the average Whole Food customer who loves buying only organic matter. We found out through our research that people were more likely to buy organic matter from a store like Whole Foods compared to stores like WalMart. Customers at Whole Foods feel safe about their products their buying due to Whole Food’s in depth Eco-Friendly rating system that ensures every ingredient to be organic.

Secondly, a store who strives to inspire and educate customers to live healthier is Sprouts. Since the companies opening in the early 1940’s, Sprouts is known for only having fresh farm produce throughout their store. Across the country, there are roughly 280 Sprouts stores that all have the mission to educate and persuade people in the area to live healthy with fresh produce. At DRW, we believe that



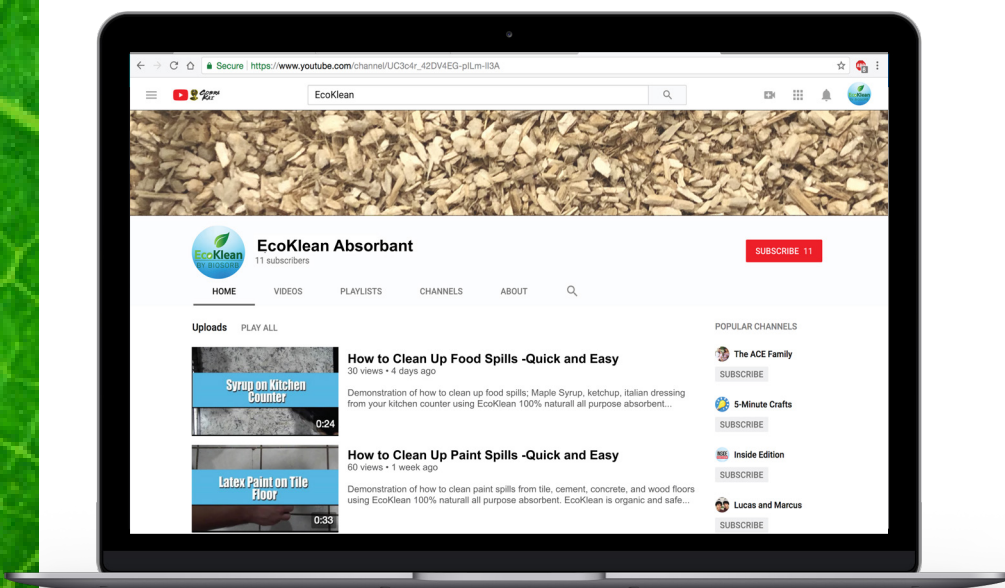
getting into Sprouts' retail space would create more brand awareness and create a loyal following to the brand. Because the mission of this company is to inspire people to live healthy, people would be more inclined to try an all organic cleaning product from this store.

Thirdly, DRW believes that selling EcoKlean on Amazon will be a very profitable decision. Because Amazon has over 300 million active accounts with an average customer buying 625 dollars worth each year, this creates a market that EcoKlean can capitalize on. Because Amazon prides itself on convenience, DRW truly believes that future customers will enjoy the ease of getting more EcoKlean shipped to their front door within two days when they run out.

Lastly, our agency decided that in order for EcoKlean to successfully market in retail, they must also market their product towards the hardworking consumers that experience tough spills outside. Lowe's, predominantly a store known for it's do-it-yourselfer customers, is a perfect company for EcoKlean to attract faithful hardworking customers.

VIDEOS

As of 2017 Facebook has 2.01 billion active monthly user and is the most popular social media platform. 78% of adults 30-49 years old have a Facebook⁹. While Youtube has 1.5 billion monthly active users. With this information in mind DRW believes that usings social media, in particular Facebook and YouTube, would be an extremely effective form of promotion. Our research indicated that effectiveness is one of the most important aspects to customers. We want to make sure they know how our product works, how well it works and how to use it. In order to achieve this we want to produce videos that demonstrates the variety of spills EcoKlean can clean up such as: laundry detergent, cooking oil, milk, latex paint, dish soap, etc. To create a uniform front we suggest integrating all social media platforms and posting these same videos on Facebook as well as Youtube and the products website. This will allow for customers to easily see the effectiveness of the product as well as clarify any confusion on how to use it. The Facebook and Youtube pages should be monitored regularly to answer any questions or take video suggestions from the comment section.



⁹ <https://www.wordstream.com/blog/ws/2017/11/07/facebook-statistics>

COUPON

While Youtube is an important social media channel we believe that Facebook provides the biggest opportunity and reach for EcoKlean. DRW's secondary research revealed that 81% of customers purchasing decisions are influenced by their friends social media posts¹⁰ and customers are 71% more likely to make a purchase based on social media referral¹¹. Based on that information and the information gathered from our survey that indicated 29% of all respondents answered they found out about a new product through a recommendation from a friend, we believe offering coupons on social media will create a vast amount of exposure for EcoKlean. Customers will be able to share posts from EcoKleans Facebook page, and if they do so they will be emailed a code for a percentage off or a buy one get one free coupon. These codes will only be redeemable through online purchasing forms, such as amazon, lowes online, or the EcoKlean website. When the coupon is emailed to customers a button will be available labeled "Shop now" which will direct them to the EcoKlean website where they can purchase their product immediately. The average facebook user has 155 friends, for every share these posts could be seen by at least 155 people.



THANK YOU FOR SHARING!



Buy One
Get One
FREE



SHOP NOW

When you purchase EcoKlean 1 liter jar ONLINE
Coupon code: **Share**

coupon redeemable for online purchases only at Amazon, Lowes.com or Our Website

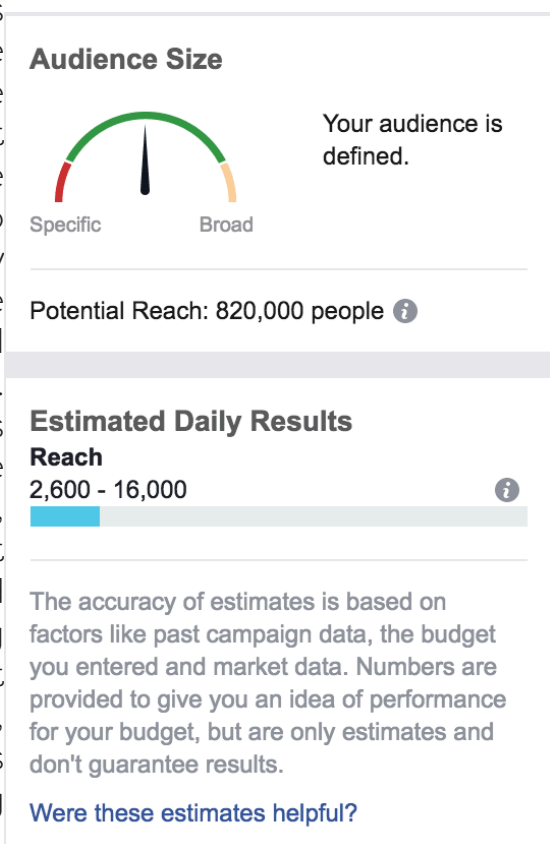
¹⁰ <https://www.wordstream.com/blog/ws/2017/11/07/facebook-statistics>

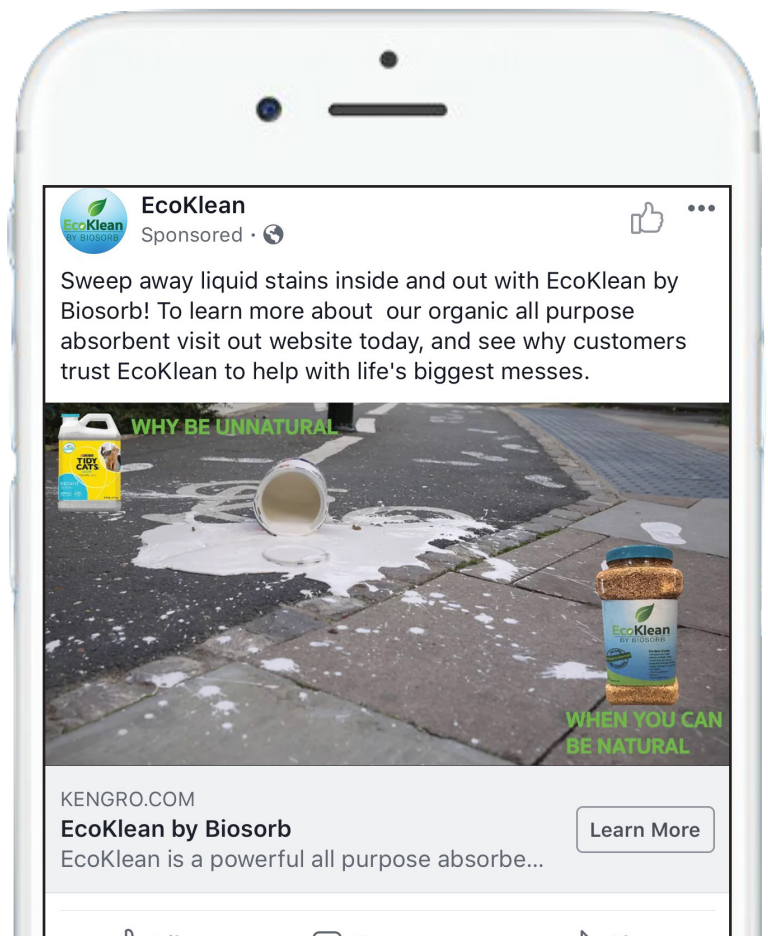
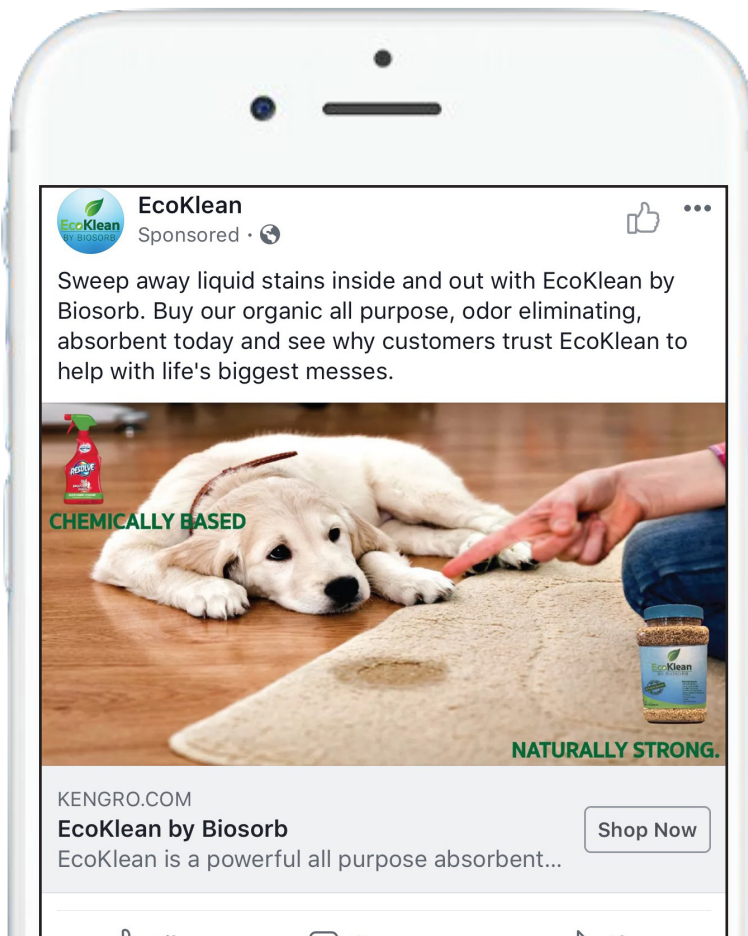
¹¹ Ahmed, Masroor. "Is Social Media the Biggest Influencer of Buying?" Social Media Today, www.socialmediatoday.com

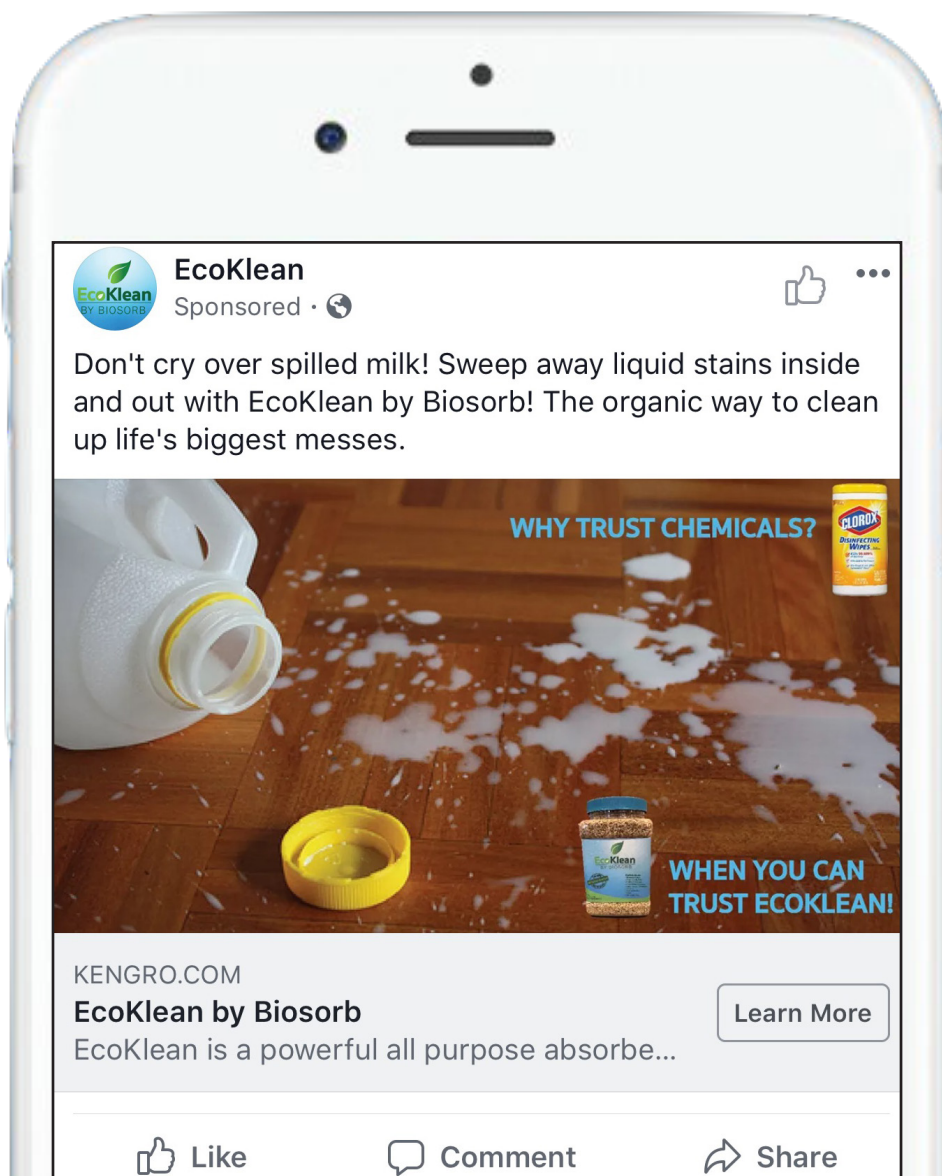
FACEBOOK ADVERTISEMENTS

Facebook also offers Power editor, a bulk ad creation and management tool that creates Facebook ads based on customers purchase history and lifestyle. Power editor allows its user to customize who sees their advertisements and as well as the view the traffic these ads are bringing in. These ads can direct potential customers to your website, facebook page, youtube or any other destination of your choosing. DRW suggests conducting a six month ad campaign with six different Facebook advertisements. Two ads would be running for two months at a time with the goal of creating brand awareness. Half of the advertisements would encourage customers to learn more about EcoKlean and its benefits by directing them to the EcoKlean website where they could browse videos and information regarding the product. The remaining ads would promote viewer to shop EcoKlean and would direct them to the shop tab of the EcoKlean website. Through these advertisements facebook users would also be able to like the EcoKlean page, as well as like or share the ads itself.

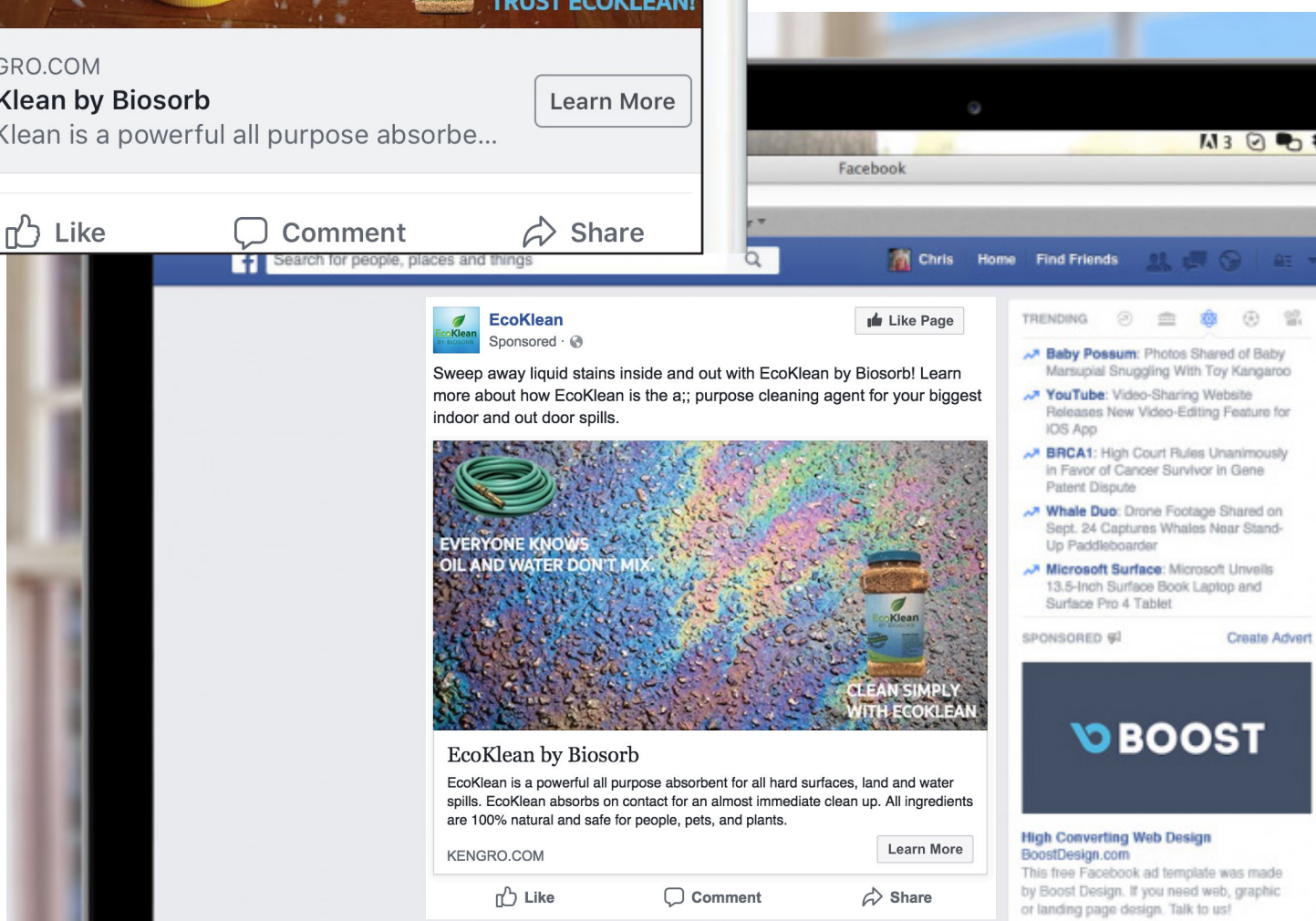
For all 6 of the advertisements DRW advises they target Atlanta, Nashville and the 30 mile radius surrounding both, as well as the entire state of Mississippi. Mississippi is an important state to focus on because it is where the product is made and produced and we want to insure that people in the home state are away of the product. Atlanta and Nashville were chosen because of their volume of people and proximity to Whole Foods, Sprouts and Lowes. Georgia alone has ten Whole Foods Markets seventeen Sprouts and sixty-tree lowes. While Tennessee has six Whole Foods, six Sprouts, and sixty Lowes. We also wanted to target people between the age of 30-40 (maybe find a statistic about households with 2 working parents) . Then specifically wanted to target those whose interest allied with: Sustainability, Green Living Ideas, Eco Friendly Living, Pets at Home, Sustainable Brands, Green cleaning or Cleaning, Behaviors: Engaged Shoppers, Parents: Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) or Parents with early school-age children (06-08 years). DRW wanted to appeal to our target market of eco-friendly conscience, families that had children and pets who could cause extra mess's in the household.

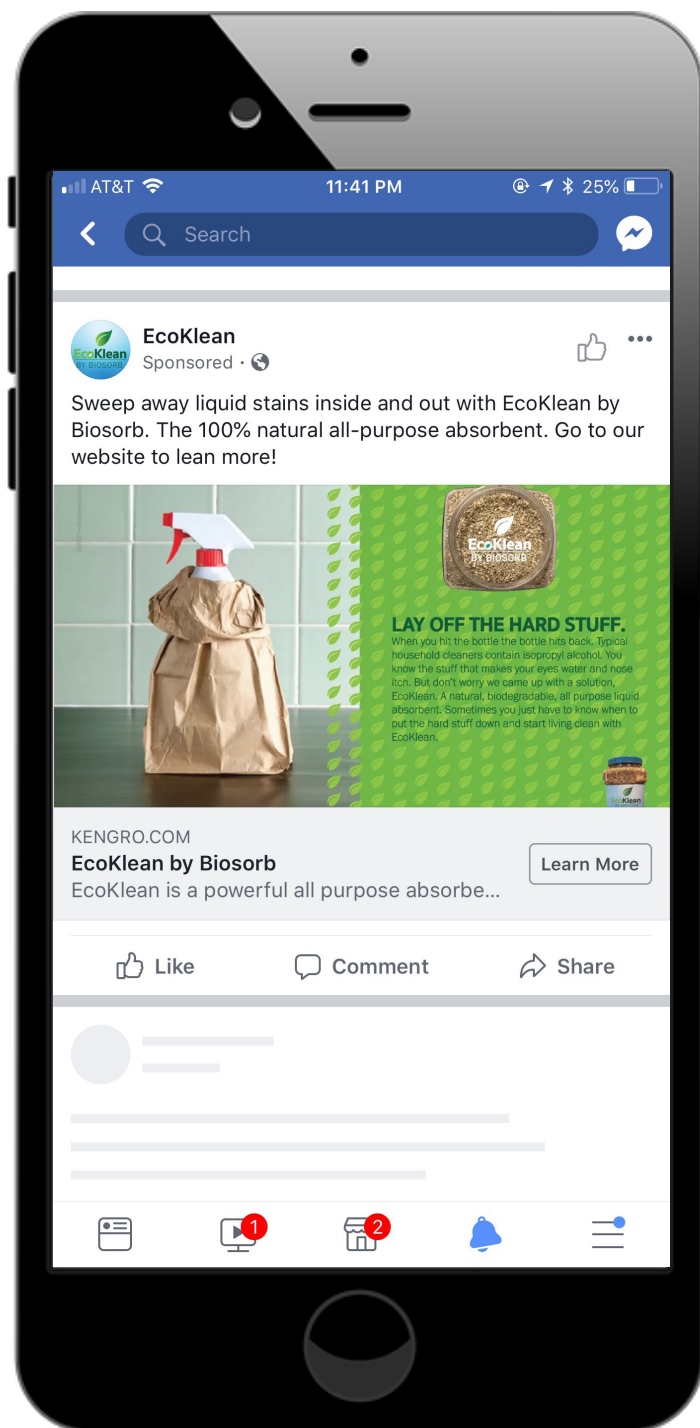
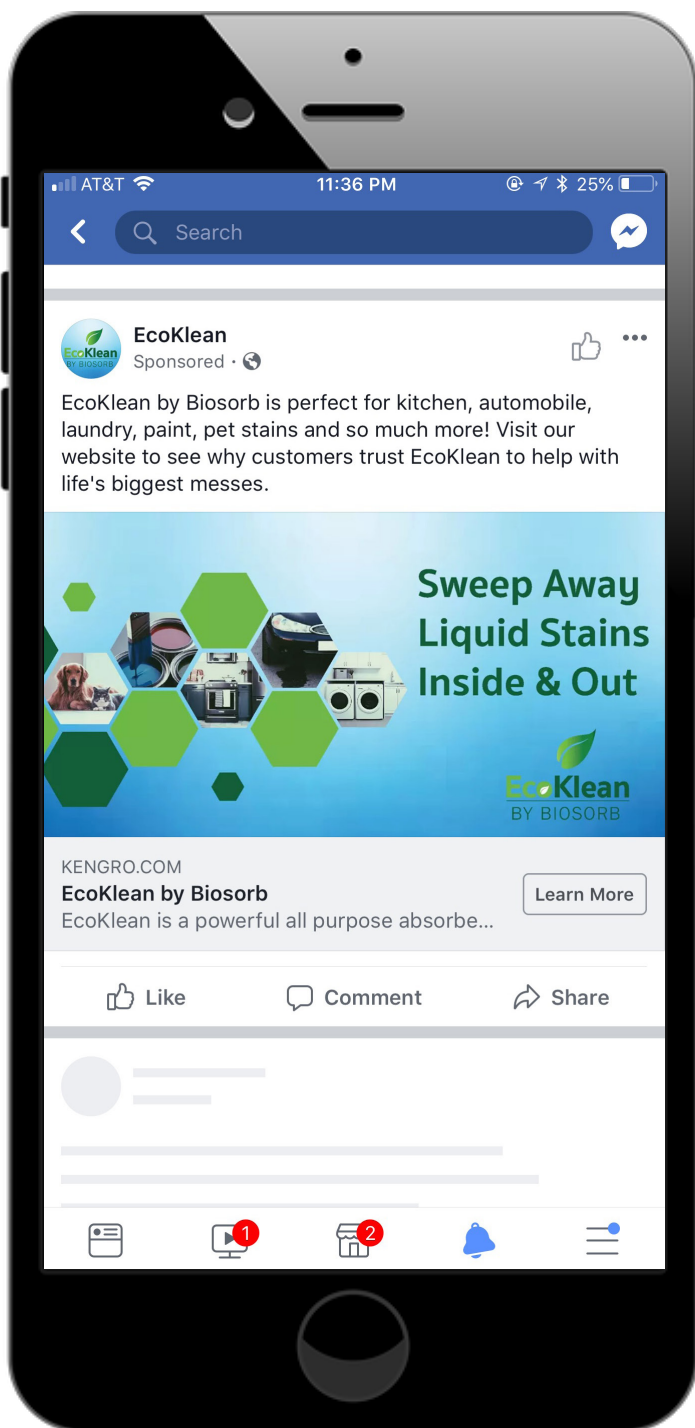






The second set of ads will run from August 1 through September 31. For these 60 days each advertisement would run at a budget of \$15. Together the 2 advertisements would cost \$900 a month.

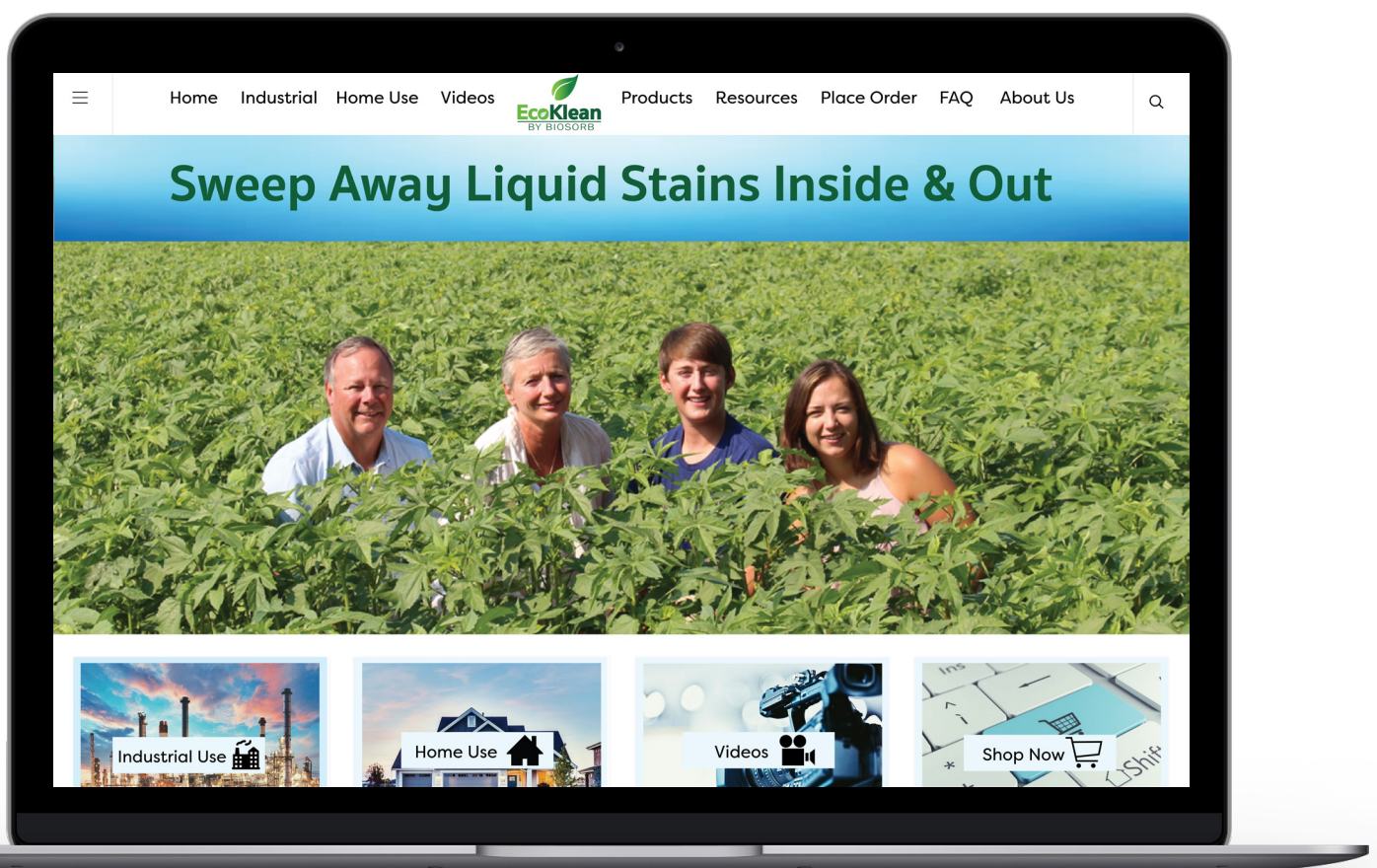




The third set of ads will run from October 1 through November 31. For these 60 days each advertisement would run at a budget of \$15. Together the 2 advertisements would cost \$900 a month.

WEBSITE

When designing a business website the user experience that is created is just as critical as the visual identity that is being established. Websites should be functional and easy to navigate as well as pleasing to the eye. 38% of people will stop engaging with a website if the content/layout is not appealing¹². In order to enhance the user experience on the website a new website design should be implemented. The new website will provide color, pictures, and clear tabs to provide customers with easy access to any information they maybe looking for. EcoKlean's website will also allow shoppers the opportunity to purchase products straight from their sight. This feature will make it very convenient for shoppers who have been direct to the website, through Facebook advertisements to make purchases. As mentioned early DRW wants all of EcoKleans social media platforms to be integrated. For this reason, the videos that are found on the Facebook and YouTube page will also be available to view on the website.



¹² "20 Web Design Facts Business Owners Should Know." Blue Corona, 28 Apr. 2017, www.bluecorona.com

IN-STORE DEMONSTRATIONS

The primary function of a product demonstration is to generate brand awareness. By hiring a product demonstrator EcoKlean will have a smoother transition into the cleaning market. DRW does not want EcoKlean to sit on the shelves and blend in with other adsorbents, we want customers to understand the product and see how it stand apart from its competitors. The average cost for a 3-4 hour long demonstration is about \$250 per store¹³. Once a month for six months we want put a product demonstrator into two Whole Foods, 2 Sprouts and 2 Lowes, in both Atlanta and Nashville. Having customers watch as EcoKlean absorbs syrup off a counter, or paint on concrete floor will create a lasting impression. They will remember the product next time they are shopping for cleaning supplies. Also studies have show that retail demonstrations increase same-day sales. Customers will be intrigued by what they see and want to purchase the product for themselves. This is why we suggest that there be a point-of-purchase display located next too or in the general proximity of the product demonstration. If there is a display located near the demonstration it would also provide the opportunity to offer coupon for \$1 off of the product to further entice potential customers .

In-store demonstrations will also allow EcoKlean the opportunity to hear feedback from customers. In the initial stages of introducing a product into retail space it will be critical to know and understand how the potential customers views the product so that adjustments can be made if necessary.

TRADE SHOWS

Trade Shows are an excellent marketing strategy due to their ability to showcase a companies latest products, as well as to network with other companies, clients and potential partners within an industry. EcoKlean has the chance to significantly increase product knowledge, customer involvement and learn new strategies through attending trade shows. Trade shows are an exceptional places to showcase your products because 81% of trade show display attendees having buying authority, meaning that 4 out of every 5 people that walk by are potential customers¹⁴.

Based off this information DRW is believes that EcoKlean should attend the ISSA Show North America 2018, taking place October 29-November 1 in Dallas, TX¹⁵. It offers four days of finding new products and services, learning industry and management best practices, as well as building a professional network. It's the one event that brings together the entire cleaning industry and can result in an immediate return on investment. .

¹³ Blog," THE IN GROUP, www.theingroup.co.nz/blog/test-post-2/.

¹⁴ "Trade Show Statistics ." Trade Show Displays, Custom Event Booth and Exhibit Rentals, 28 Mar. 2017, www.exponents.com.

¹⁵ Issa. "Exhibit at ISSA Show North America 2018, Dallas TX." Worldwide, www.issa.com.

The ISSA Show exhibit features more than 750 vendors from 24 countries making it an ideal place to pick up new ideas that could potentially lead to better results for EcoKlean.

It is said that you can estimate the total cost of a trade show by multiplying the cost of your space by three¹⁶. For the ISAA show a standard 10x10 booth for a non-member costs \$3,780¹⁷. Based on the information provided we can assume that the trade show would cost around \$11,400.



¹⁶ "Trade Show Booths & Conventions FAQ. Exhibitsusa." Trade Show Budget Planning, www.exhibitsusa.com

¹⁷ "Reserve Exhibit Space." ISSA Show, show.issa.com/exhibit/reserve-exhibit-space/.

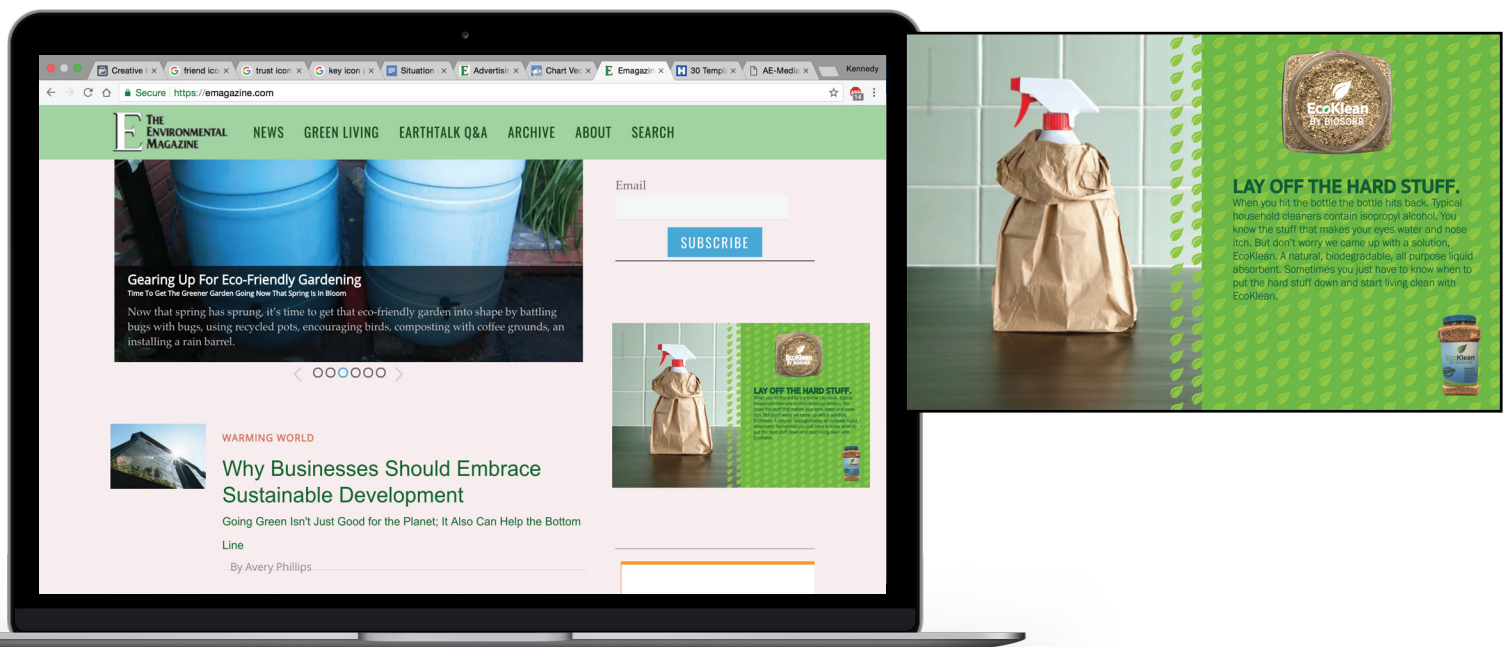
E-MAGAZINE

DRW believes that advertising EcoKlean on The Environmental Magazine is a great way to create more brand awareness and to attract more future customers. E-Magazine premiered in print in January 1990, but since 2013 the magazine transitioned to a online-only publication. This magazine has remained independent and is free to all users. Since the beginning of their existence, E-Magazine's mission is: to provide information about environmental issues and to share ideas and resources so that readers can live more sustainable lives and connect with ongoing efforts for change. DRW believes this crowd of viewers will be interested in helping the environment with an entirely organic cleaning product.

E-Magazine has multiple options for advertising and sponsoring on their website. The option that best suits EcoKlean is the Sponsorship Package, which includes the following:

- premium billing with logo and link on EarthTalk.org footer
- 75,000 sidebar banners on EarthTalk.org
- 75,000 leaderboard banners on Emagazine.com
- 10,000 bonus banners across the network
- 12 sidebar banners in EarthTalk This Week
- 3 sponsored content posts on EarthTalk.org

This package lasts for 3 months and would cost 12,000 dollars. As a result from the various forms of advertisement mentioned above, EcoKlean would incur nearly 72,000 impressions.



MEDIA PLAN

FREQUENCY CHART

June

	Week 1	Week 2	Week 3	Week 4
Magazine				
Social				
Demos				
Trade Shows				

July

	Week 1	Week 2	Week 3	Week 4	Week 5
Magazine					
Social					
Demos					
Trade Shows					

August

	Week 1	Week 2	Week 3	Week 4
Magazine				
Social				
Demos				
Trade Shows				

September

	Week 1	Week 2	Week 3	Week 4
Magazine				
Social				
Demos				
Trade Shows				

October

	Week 1	Week 2	Week 3	Week 4	Week 5
Magazine					
Social					
Demos					
Trade Shows					

November

	Week 1	Week 2	Week 3	Week 4
Magazine				
Social				
Demos				
Trade Shows				

BUDGET

	June	July	August	September	October	November
Magazine	\$4,000	\$4,000	\$4,000	\$0	\$0	\$0
E-magazine	\$4,000	\$4,000	\$4,000	\$0	\$0	\$0
Social	\$900	\$900	\$900	\$900	\$900	\$900
Facebook Ad (per day)	\$30	\$30	\$30	\$30	\$30	\$30
Facebook Ad (per week)	\$210	\$210	\$210	\$210	\$210	\$210
Demonstrations	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Atlanta In-store	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Nashville In-Store	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Trade Shows	\$2,280	\$2,280	\$2,280	\$2,280	\$2,280	\$0
ISSA Show	\$2,280	\$2,280	\$2,280	\$2,280	\$2,280	\$0
Total	\$10,180	\$10,180	\$10,180	\$6,180	\$6,180	\$3,900

	Budget	% of Budget
Magazine	\$12,000	25.6%
Social	\$5,400	11.5%
Demos	\$18,000	38.5%
Trade Shows	\$11,400	24.4%
TOTAL	\$46,800	100%



CREATIVE EVALUATION

With the amount of money put forth in the campaign, EcoKlean will yield the greatest results with the variation of budgeted advertising. For example, through the Environmental e-magazine sponsorship package, the \$12,000 allocated over a 3-month span will yield 22,000 impressions through the weekly newsletter alone, as well as 25,000 impressions from sidebar banner ads and another 25,000 from leaderboard banner ads. The package also includes a sponsored content article that will be posted on EarthTalk.org, which reaches an online audience that fits the target market. In addition, the social advertisements through Facebook PowerEditor, video posts via YouTube, Facebook, and the website, as well as online coupons will attract an online audience, which is efficient because it is less expensive than direct mail and reaches an audience that would align with the target audience. Furthermore, in-store demonstrations will yield positive reactions to the product without the consumers having to buy the product to test it. In-store demonstrations serve as a way to communicate the message of the product and exemplify its effectiveness, while at the same time conveying the benefits that it offers in comparison to competitors' products. Trade shows are also a part of the budget, taking up about $\frac{1}{4}$ of the costs. This allows Kengro to bring the product to the public and showcase it to potential clients, other companies, and potential partners within the industry. Trade shows provide a unique opportunity to expose the product to the public and with an attractive booth, the product could expand upon its reach and increase brand awareness. Our agency is confident that with the allocated budget we have designed, Kengro will yield the best results and brand awareness for its product.



APPENDIX

SURVEY QUESTIONS

Q1 You are invited to take part in a project that is part of a requirement to fulfill a bachelor's program requirement for Integrated Marketing Communications at The University of Mississippi. This research project will be supervised by our instructor, Professor Chris C. Sparks. If you take part in this research, you will fill out the following survey that will take less than 10 minutes of your time. You are free to quit this research at any time. If you have any questions or concerns, please contact me. Thank you for your help. Sincerely, Andrew Davidson, Alexis Waxman, Grant Ruder, Hayden Wearren, & Kennedy White
Supervising Faculty – Chris C. Sparks
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By clicking “yes”, you are confirming that you are 18 years of age or older.

Do you agree to continue?

- ☐ Yes
- ☐ No

Q2 What is your age?

- ☐ 18 - 34
- ☐ 35 - 54
- ☐ 55-64
- ☐ 65 or older

Q3 What is your gender?

- ☐ Male (1)
- ☐ Female (2)

Q4 Where in your house are you most likely to store clean up supplies for inside and outside the house?

- ☐ Kitchen
- ☐ Garage
- ☐ Pantry
- ☐ Other _____

Q5 How often do you experience stubborn stains around the house?

- ☐ Once a week
- ☐ Every 2-3 weeks
- ☐ Once a month
- ☐ Rarely
- ☐ Other _____

Q6 Where in your house would you most likely encounter a spill or stain?

- ☐ Kitchen
- ☐ Garage
- ☐ Bathroom
- ☐ Pantry
- ☐ Other _____

Q7 Rank your most common spills and stains from 1-5

- _____ Grease
- _____ Oil/garage
- _____ Pet urine
- _____ Paint
- _____ Kitchen/laundry spills

Q8 What platform do you most often use to purchase stain or spill removal products?

- ☐ Walmart
- ☐ Autozone
- ☐ Amazon
- ☐ Lowe's
- ☐ Home Depot
- ☐ Other _____

Q9 Would you buy a spill cleanup product after the incident has occurred or would you have the product readily available in your household in the event of a spill?

- ☐ I would buy the product after the spill occurs and take care of the incident as it arises.
- ☐ I would have the product prior to the spill and keep it in my household for precautionary measures.

Q10 How often are you likely to buy a product for a spills and stains?

- ☐ Weekly
- ☐ Monthly
- ☐ Yearly
- ☐ Other _____

Q15 How do you find out about new cleaning or stain removing products?

- o Recommendation from a friend
- o Ads
- o Store recommendation
- o Stick to one currently using
- o Personal research
- o Other _____

INTERVIEW QUESTIONS

Customer Questions

Q1. What is your most common tough to clean spill? Where is it?

Q2. How do you decide to buy a new cleaning product?

Q3. What is the most important factor to you when buying a new product?

Q4. How effective do you believe green products are? Do they play a role in your decision process?

Q5. How does packaging play into your decision to buy something? Does it have to be eye catching, light weight, resealable?

Q6. How would you respond to hearing about a cleaning solution that was dry and you pour it on a spill and sweep it up rather than a liquid cleaner? Would you be at all interested?

Q7. Does anything about their competitors packaging stand out or catch your eye?

Employee Question

Q1. What are your most popular products for hard to clean spills? Ex: paint, oil, grease, vomit?

Q2. What factors make you more likely to recommend a product to a customer?

Q3. Do you think something such as name, package design, or colors make a products stand out more to customers?

Q4. How effective do you believe green products are? Do they play a role in customers decision process?

Q5. Do you think that customers tend to by products with a name that is more self explanatory such as spill fix?

Q6 Does anything about their competitors packaging stand out or catch your eye?