

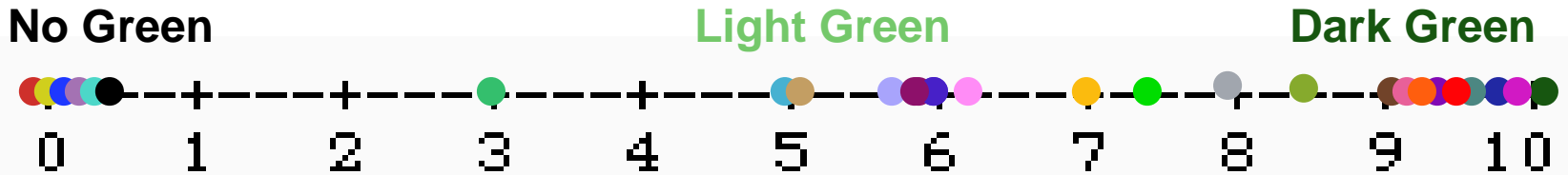


# **Method Competitive Analysis**

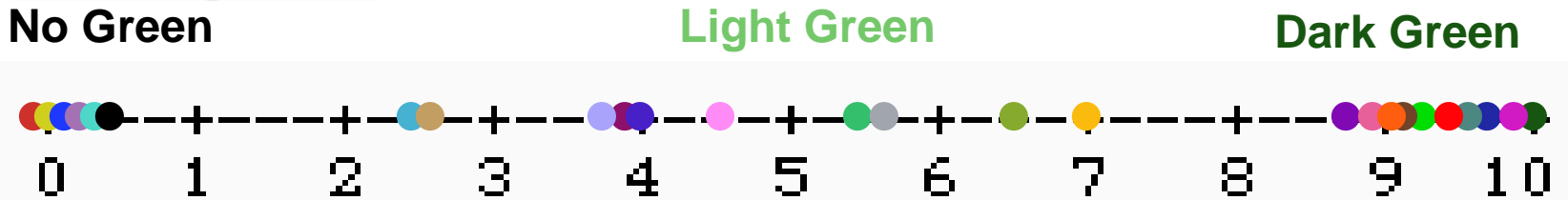
**Where does the competition stand  
on green?**

# Surface Cleaner Competitors

## Consumer Communication



## Product Ingredients



● Biokleen

● Bio Pac

● Bioshield

● Clorox

● Ecover

● fantastik

● Formula 409

● Krud Kutter

● Lysol

● method

● Mr. Clean

● Mrs. Meyers

● Naturally Yours

● Our House

● Pine-Sol

● Shaklee

● Scotchgard

● Soft Scrub

● Tilex

● Windex

● X-14

● Earth Friendly Products

● Greased Lightning

● Heather's Natural and Organic Cleaning Products

● Seventh Generation

● Scrubbing Bubbles

# Well-Known Surface Cleaner Competitor Analysis

- \* Most mainstream brand surface cleaners are non-green
- \* They tend to avoid listing their product ingredients on their websites
  - Examples: Formula 409, Lysol, Mr. Clean, Soft Scrub, Tilex
- \* Pine-Sol mentions that the active ingredient in its cleaners is real pine oil but doesn't emphasize this in its ads
- \* Some well-known surface cleaner brands and their parent companies have environmental messages posted on their websites that claim their products don't harm the environment
  - Represents a movement for mainstream cleaners to be perceived as more environmentally-friendly or 'green'
  - Examples: Clorox Bleach, Scotchgard, WD-40, and SC Johnson (includes fantastik, Windex, Scrubbing Bubbles and Pledge)
- \* Many of these same companies that claim environmental friendliness will include product warnings but fail to list their ingredients

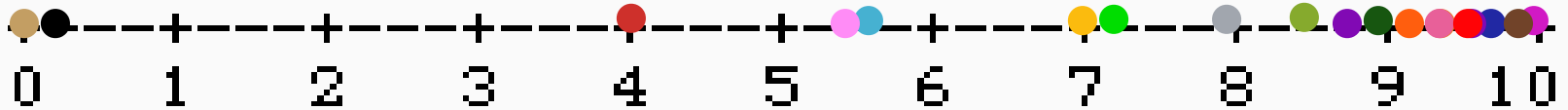
# Dishwashing Competitors

## Consumer Communication

No Green

Light Green

Dark Green

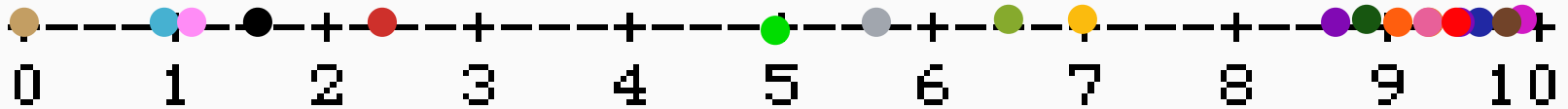


## Product Ingredients

No Green

Light Green

Dark Green



● Biokleen

● Bio Pac

● Bioshield

● Cascade

● Cal Ben Sea Foam

● Dawn

● Earth Friendly Products

● Ecover

● Ivory

● method

● Mrs. Meyers

● Naturally Yours

● Our House

● Palmolive

● Seventh Generation

● Shaklee

● Summit Brands

# Dishwashing Competitor Analysis

- \* Green dishwashing cleaners tend to list their ingredients
- \* In comparison of the mainstream dishwashing cleaners, Palmolive Dry Skin With Aloe is the product to mention an ingredient (aloe)
  - Also mentions that Palmolive Dry Skin With Aloe is made for sensitive skin, hypoallergenic, and dermatologist-tested
- \* Well-known competitors that don't list their ingredients but are taking steps in their marketing communication towards the green movement include Cascade and Dawn

# Cascade Green Sweepstakes

- \* Cascade is riding the coat tails of the green movement by marketing a “Cleaner Dishes, Cleaner World” sweepstakes
  - This seems like a ploy instead of an actual movement to green
    - “Cascade stands for clean whether that’s plates, glasses or the world.”
    - “When you open your front door you hope to find that the sky is blue, the grass is green and the air is as clean as a Cascade washed dish. Which is why Cascade is offering a green-kitchen makeover—to help you preserve the environment.”
- \* Slogan for this sweepstakes is “A Cleaner, Greener Tomorrow”
  - “Grand Prize winner will receive a check for \$3,000 to use toward a green kitchen makeover complete with energy efficient appliances.”
  - “First Prize winner will receive a check for \$1,000 to use toward energy efficient kitchen appliances.”

# Dawn “Make a Difference” Campaign

- \* Dawn is actually trying to save wildlife and the environment with their “Make a Difference” Campaign and website
  - The website offers tips on ways to help the environment and by doing so help the wildlife that inhabits it
  - The “Dawn Difference Diaries” is part of the website that shares the experiences of wildlife rescuers
    - Website also lets consumers make a promise to help the environment, watch videos and photos of animals being rescued, start a virtual wildlife flock, and send wildlife e-cards to promote the campaign
- \* Dawn has been helping save wildlife for 25 years and it’s the soap often used by wildlife rescuers who save animals like those affected by oil spills
  - Dawn doesn’t list its ingredients but claims that “Dawn quickly removes the oil, without harming the skin or feathers of the animal. That’s because Dawn is tough on the grease - but mild on fur, feathers and skin.”

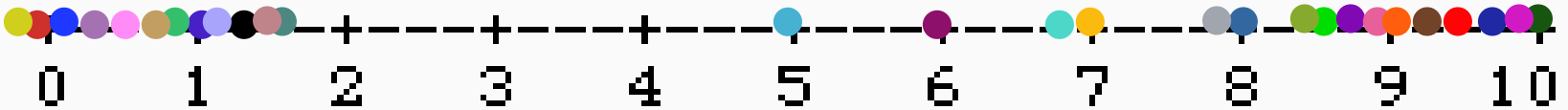
# Laundry Competitors

## Consumer Communication

No Green

Light Green

Dark Green

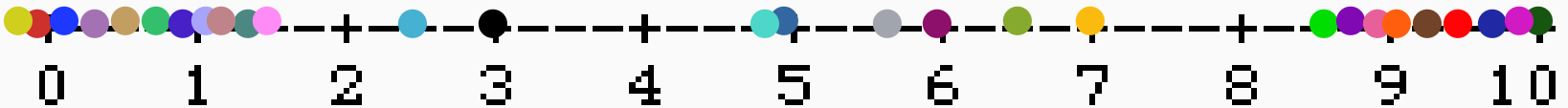


## Product Ingredients

No Green

Light Green

Dark Green



● All

● Arm & Hammer

● Biokleen

● Bio Pac

● Bioshield

● Bounce

● Cheer

● Clorox

● Downy

● Dreft

● Ecover

● Era

● Gain

● Ivory

● method

● Mountain Green

● Mrs. Meyers

● Naturally Yours

● Our House

● Shaklee

● OxiClean

● Purex

● Shout

● Tide

● Wisk

● Cal Ben Seafoam

● Earth Friendly Products

● Seventh Generation



# Well-Known Laundry Competitor Analysis

- \* More well-known brands are starting to carry high efficiency detergents
  - Examples: Tide, Arm & Hammer, Wisk
- \* P&G brand laundry detergent Gain and Tide and fabric softeners Downy and Bounce focus on their scent varieties but don't mention any ingredients
- \* P&G Dreft baby laundry detergent says "it's specially formulated for unique needs of baby items" and "doesn't contain harsh chemicals"
  - Another P&G laundry detergent (this one made for babies) that doesn't list its ingredients
- \* All and Arm & Hammer are making a shift towards the green movement with their new products and marketing

# All

- \* All is a well-known laundry detergent brand that's converted to the green movement with their new product formulas and marketing
  - Website and ads refer to slogans like “Tiny bottle. Mighty green.” and “Clothes clean. Earth green.”
- \* All's product line still includes their original detergents but they're now concentrating on advertising All's “Small & Mighty” detergents
  - Small & Mighty is 3x concentrated
  - Slogan is “Tiny bottle. Mighty clean.”
- \* Although All's marketing efforts are green, they still don't list their product ingredients

# Arm & Hammer

- \* Starting to veer towards green movement
  - “New Arm & Hammer Essentials: Harnessing the Power of Nature”
  - Essentials product line carries fabric softner sheets in two scents and 2x concentrated detergent
  - Made with 100% plant-based soaps
  - Essentials advertised as “It’s today’s way of caring for your family and the environment”
- \* Arm & Hammer website FAQs page mentions its detergent is biodegradable, contains no enzymes, and their packaging is recyclable
  - Other than new Essentials line, Arm & Hammer website and most of its ads still aren’t focused on being green
    - Arm & Hammer carries High Efficiency (HE) laundry detergent

# Proctor & Gamble (P&G)

- \* HUGE competitor in the laundry category!
  - Laundry detergent brands: Cheer, Dreft, Era, Gain, Ivory and Tide
  - Fabric softeners: Bounce and Downy
- \* P&G laundry fabric softeners and detergents don't list their ingredients on the websites
  - P&G homepage does discuss that the company's commitment to making sure its products are environmentally-friendly
  - P&G's environmental stance is not on their individual brand websites

# Biokleen

- \* Based on its website, Biokleen advocates itself as being very environmentally friendly
  - Biokleen slogan is “Tough on Dirt, Gentle on the Earth”
  - Products are biodegradable
  - No harsh fumes, animal testing, animal ingredients, artificial coloring or fragrances used
- \* Product line includes laundry, dishwashing, surface, bathroom, and kitchen cleaners
- \* Biokleen identifies what harsh ingredients aren't in their products but doesn't list its ingredients
  - This gives Method an advantage over Biokleen
- \* Sold at health food and vitamin stores

# Krud Kutter

- \* Products are water-based, non-toxic, biodegradable, and safe for the environment
  - Magazine ad mentions these product attributes but focuses more on what surfaces Krud Kutter can clean
    - Ad doesn't emphasize environmental-friendliness as much as website
  - Website has many more environmental-focused claims
    - Example Phrases on Website: “Earth Friendly”, “Go for the Green”, “Making the World a Greener Place”
- \* Krud Kutter line of products include all-purpose cleaners, outdoor cleaners, rust removers, automotive cleaners, adhesive removers, carpet cleaners, etc.
- \* Sold at Wal-mart, Home Depot and paint stores

# Bio Pac

- \* Bio Pac emphasizes on its website that it's environmentally friendly, not animal tested, and safe for the chemically-sensitive.
  - Bio Pac products are biodegradable and label their ingredients on their website.
  - Product packaging is recyclable.
- \* To contribute to the environment Bio Pac donates 10% of their profits to Wilderness Preservation
- \* Product line includes surface, laundry, and dishwashing cleaners.
- \* Sold online or at most U.S. health food stores

# Bon Ami

- \* Bon Ami calls itself “Earth Friendly”
- \* Product line includes cleaning powder, polishing cleanser, and surface/glass cleaner
  - Website doesn’t list ingredients but mentions that products carry no dye, chlorine, or perfume
- \* Sold at most supermarkets, small grocery stores, and mass merchandisers



# Earth Friendly Products

- \* 10-year old family business that now distributes its products worldwide
- \* Their goal is to provide high quality cleaning products that are safe for your family, pets and the environment
  - Slogan is “There’s clean. And then there’s honest clean.”
- \* Product line includes surface, bathroom, dishwashing, and floor cleaners
- \* Products are made with natural ingredients and compete with mainstream products in performance, price, and convenience
  - Website offers detailed product ingredients and information
- \* Sold online and at some natural health food retailers

# Ecover

- \* International company founded in 1980
- \* Committed to being environmentally-friendly
  - Slogan is “Ecover: The Power of Nature”
- \* Product line includes surface, floor, bathroom, dishwashing, laundry and hand cleaners
  - Each product on the website shows its ingredients, packaging materials, instructions for use, and environmental advantages
  - Products are biodegradable and made of raw materials from vegetable and mineral sources
  - Packaging is recyclable and as little is used as possible
- \* Sold at Whole Foods, Wild Oats, and other natural food stores

# Mrs. Meyers

- \* Products often use plant-derived ingredients such as corn, sugarcane, coconut or palm
- \* Products don't contain ammonia, chlorine or phosphates
- \* Product line includes room fresheners and dishwashing, carpet, wood furniture, bathroom, surface, window, and laundry cleaners
  - Additionally, Mrs. Meyers sells personal care products such as soap and lotion
  - Also has a baby and pet line of products making it a key competitor for method's upcoming lines
- \* Product ingredients, usage and warnings are displayed when you click on the product information link
- \* Sold at Whole Foods or other natural health food stores

# Seventh Generation

- \* Calls itself “the nation’s leading brand of non-toxic and environmentally safe household cleaners”
- \* Their corporate mission and principles revolve around being environmentally-friendly
  - Website gives advice on home safety and how to live green
- \* Product line includes laundry, dishwashing, and surface cleaners
  - Products on website list their features, benefits, and ingredients
  - Products are non-toxic, biodegradable, hypo-allergenic with no dyes, petroleum based cleaners, phosphates or animal testing
  - Product varieties include living scents and free & clear formulas
- \* Sold online and at natural food groceries

# Shaklee

- \* Shaklee is environmentally friendly
  - Was the first company worldwide to obtain Climate Neutral certification and offset CO2 emissions, resulting in a net zero impact on the environment.
  - Business practices and causes revolve around preserving the environment
  - Website says “We believe your home should be the safest place in the world”
- \* Product line includes laundry and surface cleaners as well as skin lotions
- \* Doesn't list ingredients but mentions products are natural, concentrated, and biodegradable with no phosphates
- \* Sold online or at health and nutrition stores

# Competitor Analysis Conclusion

- \* method displays its product ingredients on its site because there's nothing to hide and they are proud of what ingredients are in their products
  - Rationale: If a product is genuinely green then they should say what's in their products because there should be nothing to hide or be ashamed of
- \* In comparison, competing well-known brands often emphasize attributes other than what ingredients are in their products to entice consumers
  - They may be focusing on other selling points to avoid mentioning their ingredients and what their products consists of
  - Examples: Will focus instead on how effectively their products clean or the different scents and varieties available
- \* People are often sold on these attributes rather than realizing the potentially harmful chemicals that are in the products they purchase
- \* There is a gradual movement of consumer communication by well-known brands to be perceived as more environmental-friendly
  - This explains why many have environmental messages posted on their websites
- \* Brands whose main focus has always been green
  - Examples: method, Seventh Generation
- \* Mainstream brands that are starting to shift towards the green movement
  - Examples: All Small & Mighty, Arm & Hammer Essentials

# method Advantages

- \* method has a cool website that's easy to navigate
- \* method clearly displays its product ingredients on its website
  - In comparison to some brands where consumers have to search the website to find the list of ingredients
- \* method is one of few household and personal cleaning products with unique package designs
- \* Many of method's fellow green competitors have websites but don't really advertise
  - This provides a HUGE advantage for method to stand out amongst green competitors and gain recognition with their ads

# method Disadvantages

- \* Has A LOT of competitors!
  - Both green, non-green or shifting towards green
- \* Consumers often prefer well-known competitors because they recognize the brand or base their decisions on factors such as price, convenience, and brand loyalty
  - They may not care about the green movement or don't think that the products they buy will make a difference
  - Consumers are also swayed by other selling points such as scent varieties
- \* Method has limited advertising budget and less distributors compared to recognizable brands owned by global companies
  - Examples: P&G, SC Johnson, Dial