

# Case Study:

# Spending Green Effectively



## BACKGROUND

The Clorox Company is a manufacturer of various food and chemical products based in Oakland, California. The people at Clorox created Green Works® products, a line of powerful naturally derived cleaning supplies. Green Works® cleaning products use plant-based, biodegradable ingredients to help you clean your home without harsh chemical fumes and residue.

## CHALLENGES

- Before their international launch, Green Works needed to:
- Determine the required levels of marketing investment to achieve sales goals
- Find the most effective initial allocation of investment across marketing vehicles
- Evaluate non-traditional marketing vehicles to impact sales
- Determine the viability of the brand in each of the target countries
- Develop a measurement plan to track performance

## APPROACH

- Conducted in-country market assessments: UK, Argentina & Mexico
- Researched and profiled examples of non-traditional marketing in 20 case studies to showcase potential marketing impact of non-traditional spend
- Developed market sizing model for each country which showed “winnable” market size and share potential
- Developed customized marketing spend effectiveness model which forecasts optimal investment level and media mix required to achieve Green Works’ sales goals by country
- Created initial list of potential areas of media activation and costs, where currently available

## RESULT

TopRight’s optimum forecasted sales supported Clorox’s NCS sales goal of \$53.8M over four years

Optimum sales will be achieved with an investment of \$11.6M over a four year period

Cable TV and Public Relations comprise the majority of marketing spend over four years

A recommended investment of 18% of total media spend in non-traditional will drive awareness and trial in a cost-effective manner

