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**ON BOARD**

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**EXPERIENTIAL MARKETING**

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## MRS. MEYER'S CLEAN DAY

### NAME OF PRODUCT OR SERVICE

Mrs. Meyer's Clean Day

### KEY PROBLEM/SITUATION FACING THE BUSINESS

Mrs. Meyer's was looking for a way to connect with its target consumers in and regain shelf space with one of its primary retailers – Whole Foods Market. The brand's foray into more mainstream retailers like Wal-Mart and Target weakened their relationship with Whole Foods, whose consumers are more naturally focused. The brand began to lose shelf space to its competitors who are exclusively carried in the natural retail channel.

## Mrs. Meyer's Clean Day - Garden Fresh Tour



### CREATIVE STRATEGY

Based on brand research and our own focus groups, we were able to focus in on the key differentiation between Mrs. Meyer's and its closest competitors: its naturally derived ingredients and scent. The brand has a body care approach to its products – the 4 core scents are available in every part of its cleaning line, from hand soap to laundry detergent to all purpose cleaners. This allows a consumer to have a Mrs. Meyer's product in every room of their home. By allowing consumers to visualize the connection to the natural ingredients on the booths vertical gardens and smell their unique pleasing scents at the reclaimed hardwood hand wash stations, Mrs. Meyer's was able to create an intimate connection to nature for its target consumer.

### EXECUTION

With premium hand wash stations and a booth inspired by Mrs. Meyer's own garden, over the course of 2011-2013, we toured Los Angeles, San Francisco, Portland, Seattle, Austin, Minneapolis, Washington DC, New York and Boston to let consumers experience the products first hand. Each tour consisted of a minimum of 10 weeks in each city (sometimes more) and focused on a regional sampling strategy to integrate the brand into the local community. We took the footprint to key events on weekends and retail locations on weekdays for activation. We went even further by partnering with local organizations to help clean up the communities, from parks to gardens and beyond. As an added bonus, our agency gave folks the chance to start their own gardens with free seed packets of their favorite natural Mrs. Meyer's scent that they could plant and geotag online.

## Mrs. Meyer's Clean Day - Garden Fresh Tour



### MARKET RESULTS

Over the course of the multi-year campaign, we managed to deliver over 255,000 hand washes, 850,000 dish soap samples, and millions of both event and vehicle impressions, thus elevating the brand in the hearts and minds of consumers across the nation. Mrs. Meyer's Clean Day saw over 13% growth in the 3 years that the programs were in market. Following the first year Whole Foods asked the brand to increase its retail demos at stores all over the country. Bringing the experience to every Whole Foods on both coasts helped reestablish shelf space in this critical retailer. The local organizational work dovetailed with Whole Foods tendency to be active in the neighborhoods they are in and exhibited a commitment to community by the brand. The Whole Foods employees became our Brand Ambassadors long after we left the stores, even wearing custom buttons to declare their favorite Mrs. Meyer's scent. In addition, the booth won awards at events in each of the key regions it activated. <http://www.eventmarketer.com/article/ophone-scents-events/>

### KEY STRATEGIC INSIGHT OR RATIONALE AS TO WHAT MADE THIS CASE HISTORY SO SUCCESSFUL / REMARKABLE

By getting people to physically smell our product by providing the hand washing stations in key locations of need, they were introduced to the other products we offered and drove word of mouth. The elevated footprint was incredibly engaging in the retail setting, and the reclaimed materials used to make it drove home the eco-friendly focus of the brand to consumers and retailers alike.