

Mr. Clean Magic Eraser

Creative Brief

THE PRODUCT

What it is

It is a sponge made of melamine foam that cleans all sorts of stains from all sorts of surfaces.

Where it is found

It can be easily found at pharmacies such as CVS, grocery stores such as Star Market, departmental stores such as Target and other retail outlets where household supplies are available. It is also readily available on e-commerce websites such as Amazon.com.

What its marketplace status is

It is a commonly available and very popular product, especially amongst mothers and homemakers. Mr. Clean enjoys a very high brand recognition and recall value and the magic eraser is one of its popular products. While it does have direct competitor products, it is well established in the market.

ROLE OF COMMUNICATION

Aim

To position it as a quick and convenient cleaner for people who are newly out on their own (college students and young professionals), who do not have much time to dedicate to household chores.

Desired Action

To increase purchase of the product by the target audience.

TARGET AUDIENCE

Current target

The main target market comprises mothers and homemakers. It is also popular with the younger generation living on its own, but this is the secondary target.

New target

Focus is to be laid on people who are newly out on their own, mainly college students and young professionals.

- Demographic profile:
 - ages 18-25
 - college students and young professionals
 - small but growing income
- Psychographic profile:
 - have a busy and independent lifestyle
 - spend increasing amounts of time on the internet
 - procrastinate a lot, but can't help themselves
 - looking for the easy and quick solutions to everything
- Current beliefs: the target is aware of the product, but may not be regular users of it.

INSIGHTS ABOUT THE TARGET

The target audience members have a lot of activities going on and they do not have the time, nor want to make the time, for household chores. They use the large amounts of work they have as justification for this, but still end up spending a lot of time on other recreational activities, often on the internet, rather than actually working.

BARRIERS

Believability

It could be hard to convince the target that the product actually is all-purpose and can clean all kinds of spills/ stains quickly and efficiently

Functionality

The foam tends to shed with use, much like a regular eraser leaving behind eraser dust. This increases work as it would need additional cleaning afterwards, and so may be a deterrent for the young users who are looking for a quick and easy solution.

EXPECTED APPROACH

To show a dirty surface with a clean white line and the magic eraser, indicating that the eraser made the surface shine. Alternatively, to show how quickly a stain is cleaned by the sponge.

COMPETITION

Direct Competition

The main competitor is the Scotch-Brite Easy Eraser. Other brands such as Nice also have such melamine foam sponges but all except Mr. Clean and Scotch-Brite failed.

Indirect Competition

Cleaning products of various kinds - non-melamine sponges, wipes, liquid cleaners, spray cleaners etc.

MAIN IDEA

To present Mr. Clean Magic Eraser as the single quick and easy cleaning solution, so that it leaves the user with more free time.

Convince people who are newly out on their own, such as college students and young professionals, **that** they should purchase and use Mr. Clean Magic Eraser **because** it is a quick and easy cleaning solution that leaves them with more time to do other things.