



ECO STORE BRAND BOOK
ATSOFF/CRAGG/HORN/MUELLER

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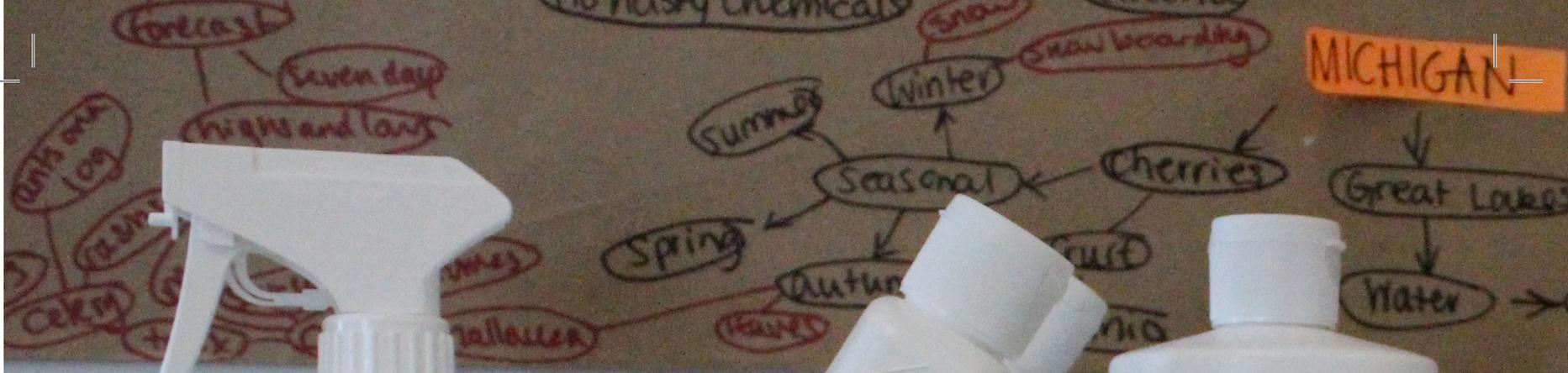
ESSENCE

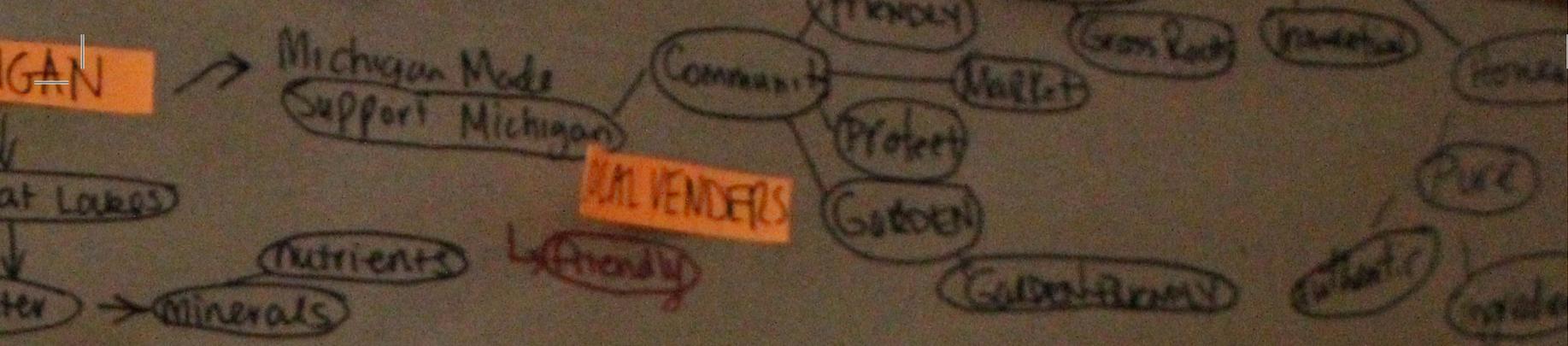
WHAT IS ECO STORE?

GOAL/OBJECTIVES

THE NEW DIRECTION

ECO STORE
PRODUCTS





PRODUCTS

CREAM CLEANSER

OUR EXPERIENCE:

- The product seemed to work ok and smelled fine. You do have to scrub to get it to work though, as its not that strong.
- The big complaint was that you don't smell or feel the product working that well.

“When I first saw the product on the shelf I didn't know what it was for. The name “cream cleanser” could be anything. The picture on the front would lead me to believe its a facial product. I was surprised to find out that it supposed to be used enamel baths and sinks, stainless steel, and laminated surfaces. ”

“I liked the pink color of the liquid. Considering its plant-based it does its job.”

Interviewed one person who complained that there was no distinct, powerful clean smell which was a big negative. This person kept clorox by the bathtub and preferred that. However, for her purpose of cleaning the bathtub, Eco Store's product seemed to work fine and it cleaned well.

The product was also purchased on 50% clearance at Meijer and was in the wrong section. The reason it was on clearance was because the bottle broke.

DISHWASH LIQUID

OUR EXPERIENCE:

- Had to scrub harder to assure myself it was clean.
- Hard to notice on the shelf in white container, the other detergents have more vibrant packaging and is more familiar.

“I would buy this product if I had a set of other products from this same brand, but does not scream reliable or inviting.”

“This product is super concentrated, it was nice to know that I would be using less than a normal amount. Smells clean. Is thicker than the other products. I was worried it would not feel as though I was using enough soap to clean the dishes but I thought it worked nice.”

LAUNDRY LIQUID

OUR EXPERIENCE:

- The smell was nice and lemon-y. After drying, they just smelled like... nothing.
- It looks kind of weak next to the other detergents.

“This product worked well. It was not as thick as I would have expected but was pleasantly surprised that it cleaned just as good.”

“Felt like it probably was better for my clothes, comparing it to Tide which I use now. It definitely seems less invasive.”

“I was surprised at how little of an amount was needed. Clothes seemed normal when I took them out of the laundry.”

“ It is a smaller bottle but it does not reassure me enough on the bottle that this will last a while. I am used to thicker detergent and at this size, I would run through it pretty fast. Also with the stark white bottle it looks like it would be more harsh on my clothes than the friendly Tide or alternative brands.”

“After using the product, I noticed that a rash would break out on my arms when I was wearing clothes I washed with the product. I changed my shirt and the rash soon went away.”

ALL PURPOSE SPRAY CLEANER

OUR EXPERIENCE:

- Seemed to work fine.
- Had little to no smell.

“I sprayed my counter-tops and then let it soak in a bit and used a paper towel to scrub the counter. It worked just as well as 7th generation products which I’ve used before.”

HAND WASH

OUR EXPERIENCE:

- The product smells really good.
- Hands and skin still felt clean, soft, and fresh after use.
- Could not find product in store.

“It feels awkward to use at first because it doesn’t sud but ultimately gets the job done.”

“Smelled really good. Liked the fact that the product was “green” and was excited to try it. Overall happy with the experience.”

PRODUCTS

PET CONDITIONER

OUR EXPERIENCE:

- It was very easy to use.
- Not found in stores.

“My dog did not scratch or feel irritated from this product. His coat was very soft and smooth after he was dried.”

“This product did not sud or feel thick when applying it so I did not feel as though I had to rinse him a little afterwards. His coat felt healthy and natural, not greasy which I was worried about.”

“I think I would try this product If I saw it in stores. The spray bottle makes it seem easy, which it was. And after reading the instructions and knowing it helps detangle his coat I would become more interested.”

“By a first glance I would assume this product is made for use on medium to big size dogs, not small dogs and especially not kittens.”

SLEEPYTIME BATH

OUR EXPERIENCE:

- It smells nice and is relaxing over time, I'm sure a baby would be passed out after a bath.

“Basic idea is to use aromatherapy to make a baby pass out. I don't buy into aromatherapy, which is probably why I put 6 capfuls into bath water rather than one. Didn't really make any impact. Though the oil in the product is nice for the skin.”

TOILET CLEANER

OUR EXPERIENCE:

- Smelled clean.
- Comes out of bottle fast.
- Could not find product inside the store.

“I had to use a lot of the product because it was necessary in order to coat the whole toilet. It came out of the bottle extremely fast. Smelled really clean after flushing.”

BAR SOAP

OUR EXPERIENCE:

It smells pretty good for lightly scented. I really couldn't tell where half of these ingredients came from if they are essential plant oils. I am not fond of bar soaps but this one didn't require me to use lotion soon after use, which is nice.

The stamp on the soap with Eco Store logo and the tag line is a nice touch. It was refreshing to use a bar of soap instead of body wash. It sudded up fine.

NOT a fan of bar soap. It dries out my hands and despite the soothing feeling of the soap, when used constantly, it loses its appealing effects. I like that it's natural and it's good for the environment I'd use it for sure if I was into bar soap.

One person really like the bar soap experience as they have lately been accustomed to body wash. The coconut smell was also enjoyed.

PRODUCTS

BODY WASH

OUR EXPERIENCE:

- Smelled like suntan oil.
- The product was very thin/water based.

I did not feel like I got very clean. Products label started to peel off after 15 minutes of bottle being exposed to water in shower. I did not respond well to the Dove photo on the front of the bottle and did not think it related to the scent or the consistency of the product.

They responded to the smell of the product very well. Also thought it was a little thin, and said they used other product afterwards because they are used to a more invasive soap.

Another person really liked it. They did notice it left them feeling a little slimy, but I explained that it is because it has no chemicals to make it “sud” up.

PET SHAMPOO

OUR EXPERIENCE:

- Product seemed thinner than other shampoos used.
- Dogs coat felt soft.
- Not found in stores. The bottle would not have jumped out to me in particular on the shelf.

“I used this product on my small dog. He seemed to enjoy this bath more so than any other bath I have attempted to give him.”

“Using this product was easier for me than using previous shampoos because it did not sud too much. Other products I have used have created a lot of bubbles and took longer to scrub off of him. This was simple for me and he did not seem to be able to tell the difference between the running water and the application of this shampoo.”

“He was very soft afterwards and seemed happy.”

“Although there is a photo of a dog on the front, I was unsure if it was for dogs or not. Also, I would not buy this product for a kitten or cat, it appears from the label that it is just for dogs until reading the fine print instructions on the back.”

NAPPY BALM

OUR EXPERIENCE:

“Smells like olive oil, at least that’s natural. The product itself was very thick and took some mixing, however, once on skin, had a VERY oily consistency. Although it is moisturizing, and would work wonderfully on a babies bottom, I can’t stand the smell of olive oil.”

“I don’t have a baby but I’m pretty sure it would be a safer alternative to whatever else is on the market. I know that Horopito is supposed to be good for stuff like rashes. I’m pretty sure that my mom bought the cheapest stuff that was on the shelf, as long as it did the trick, it was good enough for her. No brand name required.”

BABY SHAMPOO

OUR EXPERIENCE:

- Liked the smell.
- Lathered really well.
- Left hair feeling really soft.

When using the shampoo, I was a little turned off by the watery consistency of the shampoo. However, the product didn’t let me down on its ability to foam and actually clean my hair. The texture of my hair afterwards wasn’t too coarse, yet still wasn’t smooth. Upon drying my hair I noticed that it seemed to smooth out then, just not towards the ends. Being that it is baby shampoo it would explain why it wasn’t catered towards adults with thicker, coarser hair, even if it still did its job.

I’d never be able to tell where it was located amongst all the other products to be perfectly honest. I don’t buy my soaps at major stores like target etc.

PRODUCTS

BABY BODY WASH

OUR EXPERIENCE:

“It’s difficult to judge a body wash for a baby when your skin is so much more different than a babies, however, the product worked rather well and left my skin very soft. Which I would assume would be a desired effect on babies. The smell of it wasn’t entirely overpowering and didn’t stay on my skin afterwards.”

BABY LOTION

OUR EXPERIENCE:

- The smell is overpowering when applied!
- It’s difficult to say whether or not it’s good for my skin because it’s meant for babies and they need special stuff.

“The product does a great job of nourishing the skin as well as keeping it soft. It applies well on dry skin, however, when applied to somewhat damp skin, the look and texture is similar to applying a sunscreen. And that is not attractive. The same effect can be had when applying a larger amount to the skin.”

COMPETITION

MISSION STATEMENT

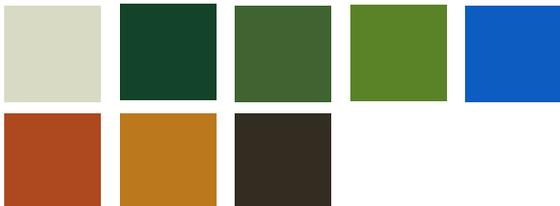
“To inspire a revolution that nurtures the health of the next seven generations.”

TYPE:

HELVETICA/AMASIS MT

COLOR:

Seventh generation uses a minimal color scheme in their product line. **The colors are earthy, with a lot of greens and light yellow and beige colors.** The use of orange is carefully considered, used only as an accent to highlight important messages on the packaging.



LANGUAGE:

We Disclose All Ingredients

[Only discloses ingredients on some of the products. Others only have directions for use and storage and disposal instructions.]

Safe & Effective

You have the right to know what makes our cleaning products safe for people and the environment as well as EFFECTIVE at getting the job done, so we include a full ingredients list on all our cleaners (just peel back the label). Thank you for purchasing this Seventh Generation product!

This product is formulated to be safe for your family and the environment. Our unique ingredient combination is non-toxic, hypoallergenic and biodegradable.



SYMBOLS:

The peel-away outer back-panel gives a text-heavy overview of the company's safety criteria and commitment to transparency.

Inside, an extended eco-label takes the first steps toward integrating statistics: Minimally illustrated with a home icon, the statement reads that 'if every household in the U.S. replaced petroleum-based dish soap with plant-based... we would save 86,000 barrels of oil (the equivalent to heat and cool 4,900 U.S. homes per year).

Its nice to see a comparison that puts so many barrels of oil into a meaningful perspective for the purchaser.



PACKAGING:

Seventh generation uses clean design with green and white colors, accent in orange. Makes it obvious to the customer that this is a “green” product. The brand wants to ensure the customer understands that the product is botanical and made with 5% thymol.

Botanical: adj.

1. Of or relating to plants or plant life.
2. Of or relating to the science of botany.

Lets the customer know that the product is 99.99% Plant based.

Thymol - biocide with powerful antioxidant properties. Lets the customer feel reinforced that the product will work by the germ killing ingredient.

**Kills Influenza A Virus
Disinfecting Wipes**



Fabric Softeners

Liquid Fabric Softener



Fabric Softener Sheets



Free & Clear
Liquid Fabric Softener





ale
9

14.71

14.71



ale
9.49



13.99

4.55



ale
4.49

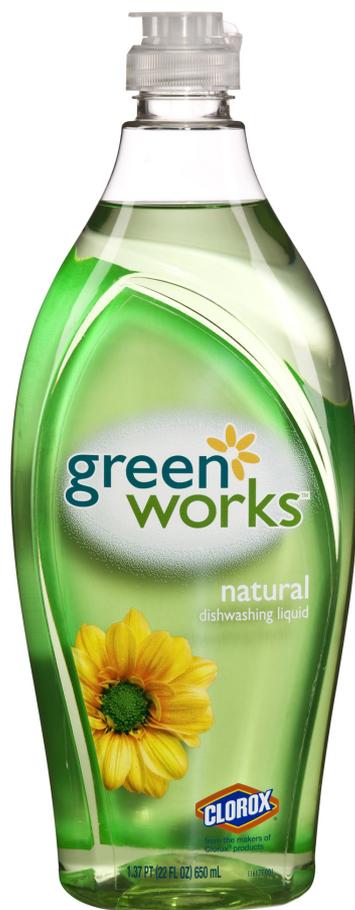


13.99

4.55



green works™

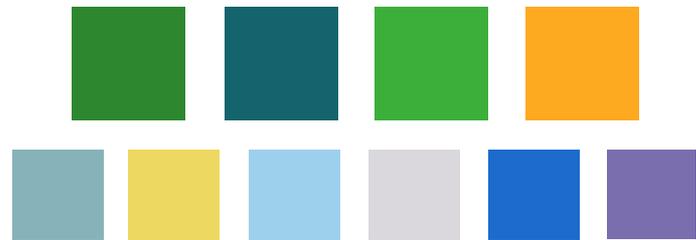


TYPE

GILL SANS

COLOR:

Green works uses a variety of green and blue for most of its products with an accent in orange and orange-y yellow. The bottles are white for bathroom and laundry, clear for spray cleaners and dish soap.



SYMBOLS:

The use of the sunflower is common throughout the whole green works product line. The yellow flower symbol is also a repeating element on product containers. The clorox logo is placed on packaging so that the customer understands that green works is a brand produced by clorox.

PACKAGING:

Green works relies on its brand name to fuel the design direction for their product line. They lack any other design elements that are different from the sunflower and green gradient backdrop.

LANGUAGE:

When The Clorox Company launched Green Works® natural cleaners in January 2008, we had a goal to take natural cleaning mainstream, making it more accessible and affordable without compromising cleaning performance. I am pleased to say we achieved that goal – our proposition of **“powerful cleaning done naturally”** has made a significant impact on the category and Green Works® is now the #1 brand in natural cleaning.

Naturally derived.

We believe naturally derived cleaning products should:

- * Clean with the power you expect from Clorox
- * Be made with plant-based, biodegradable cleaning ingredients.
- * Clean without harsh chemical fumes or residue
- * Not be tested on animals

With Green Works naturally derived glass & surface cleaner, you get extraordinary cleaning power without harsh chemicals or residue. Our product is made using fine naturally derived ingredients such as essential oils and coconut-based cleaners.

Live life naturally.

Guarantee: We love our cleaning products and hope you will, too. However, if you aren't completely satisfied, we'll refund your purchase and hope to offer you a better solution next time.

IS IT GREEN?

The simple answer is yes. Green Works is a product that can, for the most part, claim truthfully that their product is 99% natural. On the other hand, those looking for cradle to cradle operations and a company whose foresight is focused on a more sustainable future may want to look elsewhere. After all, in the end Clorox will always be a bleach company that is driven by the success of their products and the bottom line.

According to their website, Green Works sets their own very stringent standards to ensure that their cleaners are at least 99% natural – a.k.a. coming from renewable resources, being biodegradable and free of petrochemicals. They attribute the **1% to synthetic ingredients including a preservative and green coloring** but are working to find alternatives to be able to claim that the line is 100% natural. On the other hand, **because no standard exists**, those who are on the lookout for product authenticity question the use of corn-based ethanol which has a larger greenhouse gas footprint than petrochemicals, as well as the use of coconut oil, which contributes to rainforest habitat destruction. Clorox has **done their best to remain openly transparent** about the ingredients in their Green Works line by publishing their ingredients on the product and responding to such questions online at their blog and through their Shades of Green Journal.



MEYER'S
CLEAN DAY

Hand & Body Care
with naturally soothing ingredients and essential
oils. Oil, low gentle.

Multi-whole
fragrances &
is associated
to PETA 100-01

Wash your hands, then add soap. The
cleaner your hands, the cleaner they become.

LIQUID HAND SOAP

12.5 FLUID OUNCES 375 mL

MEYER'S
CLEAN DAY

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soothing &
believed to
RELIEVE IRRITATION.
All skin types.

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Mrs. MEYER'S CLEAN DAY

LOGO:

The Mrs. Meyer Clean Day logo, is fairly simple because its typographic. It can be seen with or without the stick figure mascot but is always found on applicable documents, advertisements, products and packaging.

Inspired by Mrs. Thelma A. Meyer, a homemaker and mother of nine who believed in honest cleaners that smell good and work like the dickens on dirt.

MISSION STATEMENT:

Mrs. Meyer's Clean Day philosophy is to make straightforward, honest cleaners that smell good and work like the dickens on dirt. All of our cleaning products are made with natural essential oils, are biodegradable and packaged in recyclable materials, and we never test on animals.

TYPE:

CLARENDON, NEWS GOTHIC, FRANKLIN GOTHIC, FUTURA



SYMBOLS:

Stick figure women in typical cleaning situations. Each figure changes based on the Meyer product. **The simple elegance of the forms denote the products simplicity and effectiveness all while donning the look of a greater design.** Circles are also used to detail the products scent.





LANGUAGE:

Mrs. Meyer's uses a very laid back, helpful approach to its product's language. With sections devoted to "hints" and "product overviews" on the products as well as web and promotional consistency, the messages provided help to reinforce the homespun **"smells like the garden and cleans like the dickens"** strategy of this brand. Which is ultimately very friendly, worthy of brand trust and follows the simplicity of eco-friendly products.

HOW A CLEAN
H O M E
can smell as
GOOD AS IT FEELS.

A CLEAN HOME IS A HAPPY HOME. But wouldn't it be nice to avoid the harsh chemical smells that get you to that happy place? Mrs. Meyer's Clean Day® household cleaners are made with **plant-derived** ingredients and essential oils that are **POWERFUL** against your daily dirt and grime, but a lot nicer smelling. If there was a more pleasant way to get the same amount of clean, why wouldn't you? Learn more at **MRSMEYERS.COM**



PARSLEY
SCENT

Vibrant PARSLEY has many BENEFICIAL USES. The aroma of this hardy biennial FRESHENS and CLEANSSES palates—and now, homes.

[VIEW PARSLEY](#)

NATURALS	TOP NOTES	MIDDLE NOTES	BASE NOTES
Eucalyptus Grapefruit Peppermint Parsley	Green Mint	Lily of the Valley Rose	Orchid



COLOR:

Mrs. Meyer's Clean Day products are color coded based on aromatherapeutic scents. Sticking to a more pastel palette, Meyer's products stand out from other competition, which usually sticks with more colors with more intense hues or minimalist color palettes. The three most popular scents are basil, lavender, lemon verbena and geranium. The colors of these products are the most unusual to find on store shelves so their demand isn't all that surprising. **The color of the product itself is very plain in that they all are not treated with dyes.** This results in a color range from white to a green-yellow.

SCENTS:

Basil, Lavender, Lemon verbena, Geranium, Rosemary, Honeysuckle, Apple, Parsley, Baby blossom, Scent free, Seasonal

**Mrs. Meyer's Household Cleaners
make cleaning your home fresh, fun,
and fragrant.**

MATERIALS:

Are Mrs. Meyer's Clean Day products free of chemicals and preservatives? Honestly, "chemical-free" is an impossible claim to make. Water is a chemical, air is a chemical, essential oils are chemicals and much of the world as we know it is a configuration of various carbon chains.

We want our products to be at their optimum freshness and safety throughout their useful lifetime, so we use a minimal amount of synthetic preservatives to accomplish this — in fact, less than one percent. Contact with contaminated product could be much more harmful than exposure to low levels of preservatives.

PACKAGING:

Mrs. Meyer's product packaging contains a great look of primarily typographic compositions. The product descriptions as well as information on the scent your product is and product hints, makes it just as enjoyable to use as to read.



ENVIRONMENTAL PRODUCTS FOR IMPORTANT CAUSES

Because EPIC is a brand focused on changing the world,

they feel that YOUR everyday purchase can influence things you care about such as, the health of your family, the quality of the oceans and air, and the future of the planet.

TYPE:

UNIVERSE LT STD 47 LIGHT CONDENSED

EPIC chooses to represent itself with a sans serif typeface that is used consistently on all of their branding and packaging.

SYMBOLS:

Despite the brand the brand choosing to represent itself with the flower motif on printed documents, the packaging disregards the shape to display other motifs found in nature (I.E. water and clouds, plants).

COLOR:

Epic utilizes a basic set of 5 colors, each very saturated and representing one of Epic's major product scents (Lavender, Free and Clear, Citrus and Ginger), as well as the products purpose (wood cleaner, degreaser, multi surface cleaner, oxygen cleaner). The brand itself utilizes an orange logo which only appears on publications materials. While it's products color is untreated by any dyes.

epic[®]
Environmental Products
for Important Causes





MATERIALS:

All the products are readily biodegradable, are made from renewable raw materials, are manufactured with minimal preservatives, and are not tested on animals.

Because there are currently no requirements of manufacturers to actually disclose what is in a product, there is no regulation or enforcement. Essentially, disclosing the ingredients falls under proprietary trade secret legislation. There are “right-to-know” laws; however, they only cover the workforce. If you felt a manufacturer wasn’t being truthful and wanted to take action, if you are not an employee, you would have to file a civil lawsuit for “false advertising”. Labeling laws do not protect the consumer - they protect BIG business.

PACKAGING:

Designed with basic translucent bottles and fairly standard applicators, EPIC focuses more on the brand label than the individualized bottle look to represent the product.

LANGUAGE:

EPIC uses a very friendly language that confirms the purchase that was made, through the use of reassurance of benefits, what your money spent is doing for the ‘cause,’ the benefits of the aromatherapeutic scents, as well as listing the most effective ways to use the products

When you purchase EPIC you get two bangs for your buck:

supporting environmental charities while using safer products for you an the environment.

BENEFITS:

None of EPIC’s Products are harmful for you, your family or the environment. Our Products readily biodegradable, are cruelty free and contain no dyes or petroleum products. Benefits that make EPIC better than the leading brands! But do the products actually work? You better believe they do! If you feel our products don’t outperform the “other stuff” you’re using, we’ll refund your money. Guaranteed.

Live long + Clean strong + Support your community

MULTI-SURFACE

natural all purpose cleaner



sea minerals
minéraux de mer

828 mL
(28 FL OZ)

nettoyant tout usage éco et non toxique

!me
TUB-M
flushable

method.

TYPE FAMILIES

AVENIR LT STD

SYMBOLS

The symbols used in Methods products are simple **clear and straightforward iconography** that is assessable to all age groups and can inform use of the product.



COLORS

Method uses certain colors such as green, very light blue, and clear which are most often recycled than other colors. **The colors they use are organic and playful.** They relate the colors of their product in their packaging often referencing to a fruit or natural scent for a healthy feel. The colors used are playful and complementary to the attitude of the new green conscious consumer.



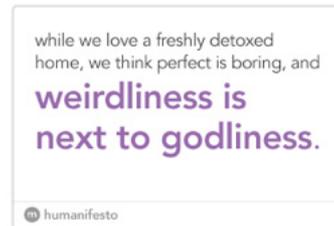
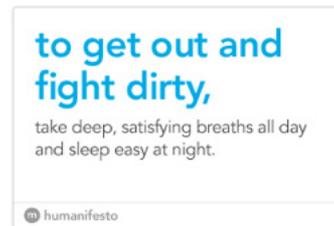
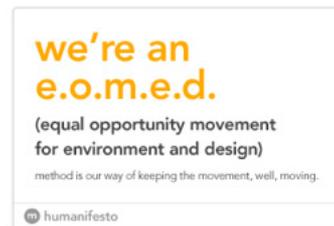
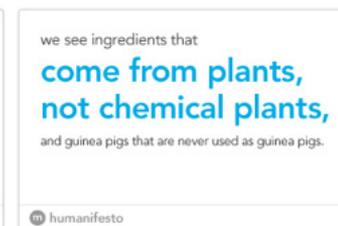
SCENTS

Almond, Almond Flower, Basil, Clementine, Coconut Cream + Honey, Crisp Apple, Cucumber, Cucumber + Aloe, Eucalyptus, Mint, Free + Clear, Free of Dyes + Perfumes, French Lavender, Fresh Air, Fuzzy Peach, Ginger Tuzu, Green-tea Aloe, Lemon Ginger, Lemon Verbena, Lemongrass, Mandarin Mango, Mint Olive Leaf, Orchard Blossom, Pink Grapefruit, Refresh Mint, Rice Milk + Mallow, Sea Minerals, Spearmint, Sweet Water, Water Flower, Water Lily + Aloe, White Tea, Ylang Ylang

LANGUAGE

Method uses a cheeky language in communicating their products, which gives them a more personal feel. Their mantra is **“people against dirty”**, “be disruptive”. They also use language such as “get pumped to do the dishes” on a pump dish-soap container. This language communicates with a younger more hip audience. Not only does Method use this tongue-and-cheek language but they also start conversation on a blog attached to their website to engage consumers in living a more eco-friendly lifestyle. The categories discussed are design, dirty little secrets, get involved, green living, inside method, media events + happenings, new + innovative products, social responsibility, sustainability, and tips + ideas. All blog entries encourage viewers to participate by leaving comments.

This conversation becomes more than the product but provides a guide to a lifestyle that well exceeds the brand itself.





PACKAGING

Method's look is friendly, approachable, fun, clean and simple.

The clear bottle lets consumers look at the actual product, **eliminating the mystery that most opaque bottles create;** what is really in this bottle? The user gets a satisfying feeling, as if they are being told what the ingredients are. With simple and clear packaging, the user is more inclined to feel comfortable using this product in their everyday. Method also uses this clear packaging as opposed to traditional white bottles that can often be mistaken for milk containers, which are disposed in landfills and not recycled. **The clear packaging is made of biodegradable plastic to help the environment.** Method builds remarkable products, intuitive product forms, minimal graphic clutter, and clean modern lines. They also look at the impact of energy consumption, material use, GHG emissions and other LCA outputs when designing packaging for their products.

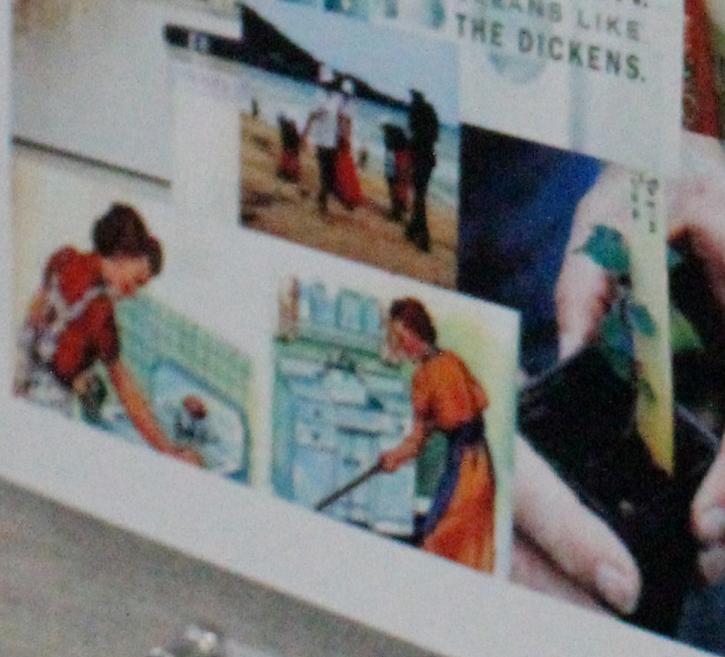
ETHNOGRAPHY

Mrs. Meyer



LAVE
SC

Smells like a
GARDEN.
CLEANS LIKE
THE DICKENS.



White paper with a photograph of a window and some illegible text.

White paper with illegible text and some colored highlights.

Yellow paper with illegible text.

White paper with illegible text and a blue highlight.

White paper with illegible text.

BASIL

Don't you just love
AN HERB that
as hard AS Y

NEW SCENT

NATURALS
Eucalyptus
Grapefruit
Peppermint
Parsley



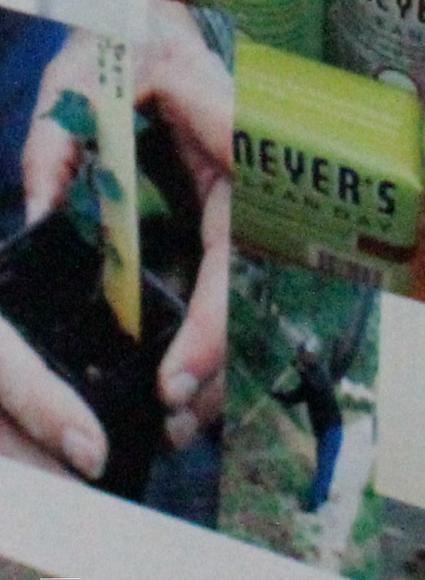
LAVENDER
SCENT



HOME
can smell as
GOOD AS IT FEELS.

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like a
RDEN.
NB LIKE
ICKENS.



CLEAN
Not stinky

ETHNOGRAPHY



LOCATION: Meijer, 13 Mile Rd. & Little Mack, Roseville, MI

AGE: Early 20s/Late 30s

GENDER: Female

DETAILS:

- With husband and newborn.
- Wearing a loose flowery blouse and yoga pants.
- Man wearing forest green polo shirt, balding.

PREFERRED PRODUCTS:

- Cascade Automatic Dishwashing Liquid

OBSERVATIONS:

For the most part, this group of individuals/groups knew what they wanted when they entered the aisle. For the few who didn't they proceeded to search for the cheapest brands or the greatest deal.

Group of two young men grab store brand hand soap.

“Pay more now, and not every two weeks...it lasts forever!”

Young man on Method

“Yeah it's expensive but my girlfriend likes it. Probably because it's pure or the load count. I don't know.”

Black female, on phone:

“Hey mom do we use Cheer?”

Amongst all the brands you have to know what you looking for when you go in the store. Other wise your incredibly overwhelmed. Choices come in so many colors these days. -Chelsea



AGE: Early 20s

GENDER: Female

DETAILS:

- Had on an MSU sweatshirt.
- Stopped to look at the items on display in the checkout.

PREFERRED PRODUCTS:

- Tide Laundry Detergent.



AGE: 40s

GENDER: Female

DETAILS:

- Philippine woman.
- Wearing white hooded sweatshirt and jeans.
- Seemed to walk really fast.

PREFERRED PRODUCTS:

- Organic Milk brand.



Has 1 lemon and asked about organic milk. "Do you have a gallon-size of this?"



Single white male chose dawn dishwashing liquid. Dawn is sneaky with its use of cute animals on each bottle.



AGE: 20s

GENDER: Female

DETAILS:

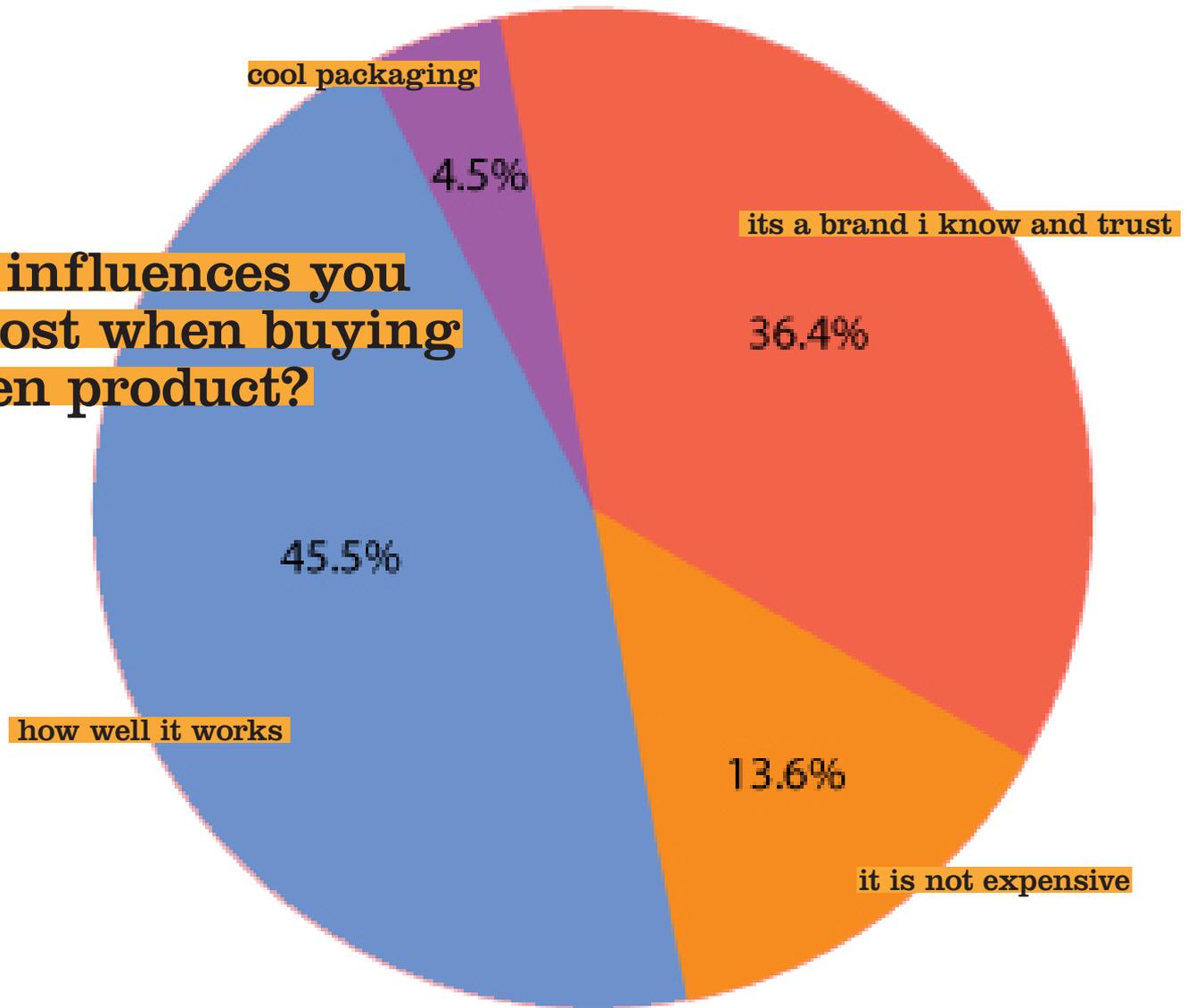
- Wore jeans, jean jacket and light blue top.
- Had her own grocery bags
- Had a lot of organic foods in her cart
- When she left, she drove away in a Toyota (red) from the early 2000's

PREFERRED PRODUCTS:

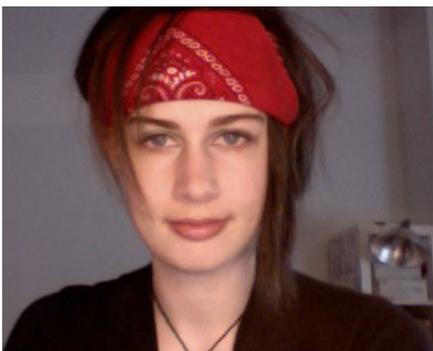
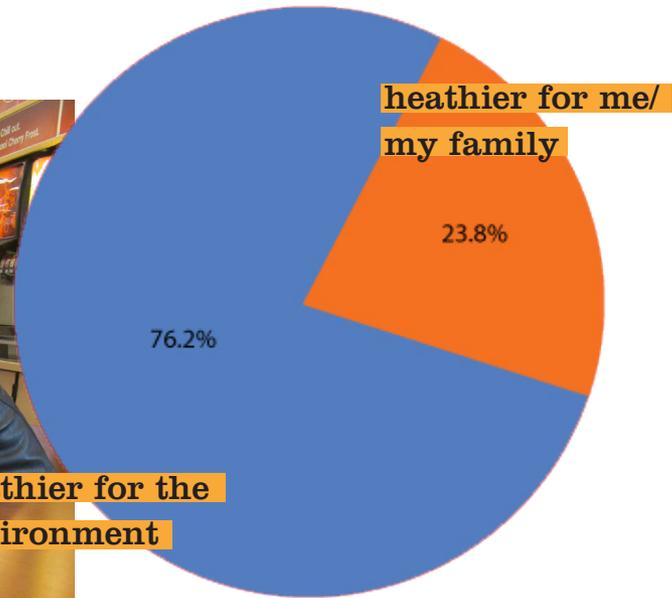
Bought nothing but 7th Generation Products.

Knew exactly what she wanted. She even had to backtrack on an item she missed.

What influences you the most when buying a green product?



why do you buy green products?



ETHNOGRAPHIC SURVEY

ABOUT ECO STORE PRODUCTS

- I felt that they were just as good as most name brand products.
- Overall these entire products were pleasant. The design was pleasing as well as the product itself.
- Overall, not too shabby.

If you had the budget to afford any product/brand, what would you buy?

- I would buy some of the soaps that are natural, just not glass cleaner.
- Most likely a product similar to the ones that I interacted with earlier, because they worked just as well but also had less environmental impact.
- Definitely more natural products because I feel better when I use them. I just do. I get a strange sense of satisfaction out of using something that was or could be handmade and safe for the environment.

Does the product packaging, ingredients, scent, price or brand make a difference?

- It depends. I do like nice packaging and scent, nonetheless if the price is high than I will go for what I can afford.
- The packaging does influence my decision, The light green and white are link with the environmental movement which my consumer guilt pushes me to use verse other products, however they are more expense and I can't always afford to buy them all the time.
- Packaging definitely makes me want to buy things regardless of what it is, it's the price that really is the determining factor. Japanese stores are a key example of this.

Does 'all natural' play a factor?

- It does make me feel incredibly guilty.
- The 'all natural' factor is nice however I don't believe every label I read. I would do a little research first before I believe a product is fully 'natural'
- It really doesn't make me stop and consider my choice in purchases, unless it's food or perhaps skin care products. Although they often don't stand up to regular products.

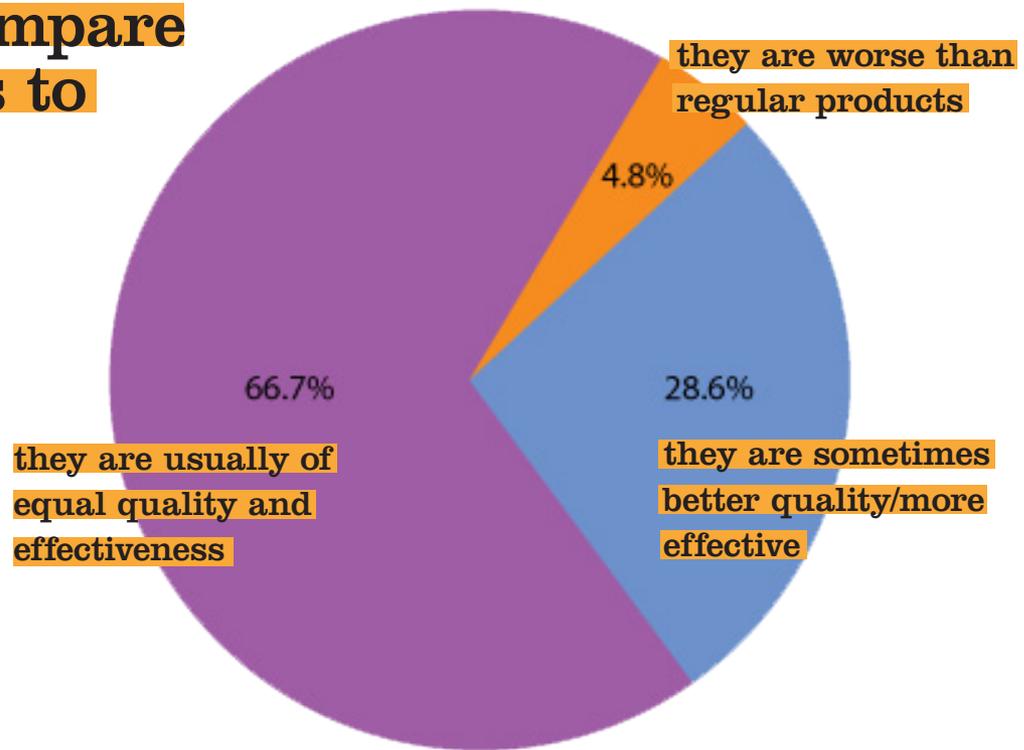
Does aromatherapy make it better?

- No I did not, it was an added bonus, but overall I just wanted them to work as cleaning products.
- No I did not care that these products were intended for aromatherapeutic proposes.
- I think it's great! Work and relax at the same time!

What do you usually purchase?

- I generally buy store brand product such as up & up, otherwise I purchase windex and method soap.
- I normally buy the store brand because it is the cheapest.
- Whatever comes in the largest container for the cheapest price.

How do you compare green products to regular ones?



What would you rate the individual (Eco Store) products success rate?

[ON A SCALE OF 1-5, 1=POOR 5=FANTASTIC]

Scent/Texture/Color Overall performance, Desire to purchase

	LOOK/SMELL	PERFORMANCE	OVERALL
HAND WASH	3 3 4 4 2	4 4 3 4 3	2 2 3 2 2
BODY WASH	4 3 4 4 3	3 3 4 3 2	5 4 3 4 3
DISH SOAP	4 4 3 4 4	3 4 4 5 3	3 4 3 5 3
BABY PRODUCTS	3 2 4 3 0	3 3 4 3 0	3 3 4 3 1
BAR SOAP	2 3 3 3 2	4 5 5 3 2	4 5 5 3 3
SHAMPOO	5 3 5 4 4	5 4 3 4 4	5 2 4 2 2
CONDITIONER	5 3 4 5 4	5 3 4 5 4	5 4 4 5 5

PATTERNS

CO
STORE
USA

NO NASTY
CHEMICALS

"ECO"



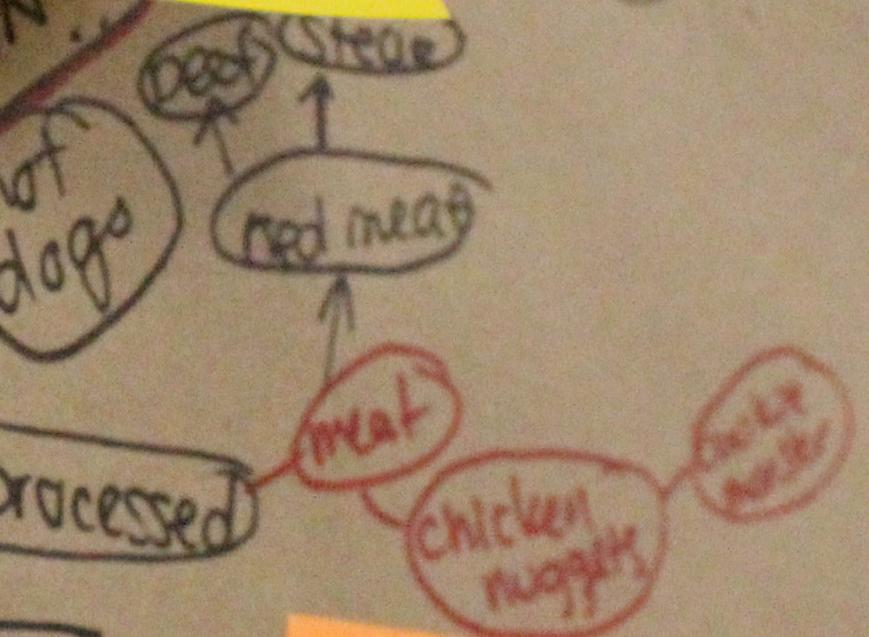
ORGANIC



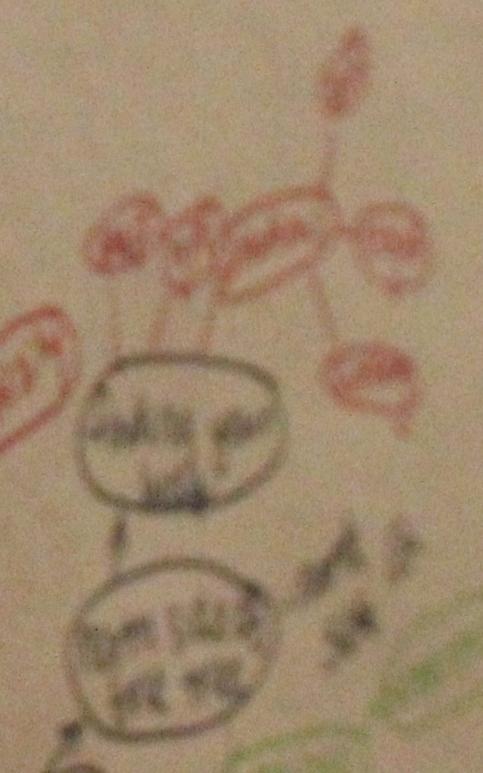
GROWTH

action

ASTY ICALS



fresh → **NATURAL**



Handwritten notes in green and black ink, including the word 'NATURAL' written vertically in green.

The conscious consumer makes decisions based on balancing health, price, convenience and social benefit.

QUANTITATIVE DATA

The conscious consumer makes decisions based on balancing health, price, convenience and social benefit. They are most concerned with issues that affect them directly. Mothers, Older (50+) and Health-Concerned consumers are most likely to buy non-toxic products. Most people in America are not focused on social concerns and make price, quality, convenience and products manufactures in the United States highest priority.

FACTORS IN SHOPPING

- 58%** price
- 66%** quality
- 34%** convenience
- 44%** where product is made
- 41%** how energy efficient it is
- 36%** its health benefits

BEST WAYS TO REACH CONSCIOUS CONSUMERS

- 53%** magazines and newspapers
- 52%** certification seals and labels on products
- 41%** the internet
- 30%** print advertisements
- 24%** friends and family members

MOST IMPORTANT PRODUCT ATTRIBUTES

- 93%** quality
- 89%** price
- 81%** energy efficiency
- 79%** convenience
- 76%** made in the USA
- 76%** promotes health benefits
- 69%** locally grown or made nearby

TRIBAL STATS

MEIJER

- Green Grocer award
- Whole Health Enterprise Award

Provides a good affordable approach to health and wellness

TRADER JOES

Trader Joe's, the "neighborhood grocery store" chain with retail outlets across the U.S., and focus on delivering value to their shoppers. As part of this ethos, they order in bulk and buy direct from suppliers. Additionally - though not necessarily green - Trader Joe's has great community donation programs and is, if not green, a very ethical business. **By making great green products readily available, and cutting down on shipping with bulk orders, we think Trader Joe's stands up as a green business in the eyes of the consumer.**

WHOLE FOODS

Another "green grocer", Whole Foods is known for its wide selection of organic and natural foods. But Whole Foods does a lot more than just sell green food. In 2009, Whole Foods ran two great green initiatives that helped get teens involved with environmental activities, as well as investing in alternative energy and retrofitting their stores. This year, Whole Foods launched the Do Something Reenvironmental film festival that toured the United States, showing screening of environmental documentaries in every city it stopped in. **Of all the U.S. retail businesses consumers think of as green, it's a relief to know Whole Foods lands the #1 spot - because they truly are a great green business.**

2010 IMAGE POWER GLOBAL GREEN BRANDS (U.S.)

- 2 Whole Foods
- 4 Trader Joe's
- 5 Google
- 8 Publix
- 10 IKEA

2008 IMAGE POWER GLOBAL GREEN BRANDS (U.S.)

- 1 Whole Foods
- 3 Trader Joe's
- 5 Toyota
- 7 Honda

2007 IMAGE POWER GLOBAL GREEN BRANDS (U.S.)

- 1 Whole Foods
- 2 Wild Oats
- 3 Trader Joe's
- 4 Toyota
- 5 Honda
- 7 IKEA
- 8 The Body Shop
- 10 Aveda

WALGREENS

Walgreens has a selection of organic cleaning products from popular brands like Seventh Generation and others like them. While you won't get the best selection, (my local Walgreens only had one kind of all-purpose cleaner and a handful of laundry detergents), Walgreens has a lower price point than the holistic stores do and they tend to run better sales.

PRODUCT PATTERNS

seventh GENERATION
Custom Helvetica font (look at the t and h)
sans serif neo-grotesque

Rinse Aid

99 LOADS
150 fl oz (1.17 QT) 4.43 L

Lavender Floral & Mint
25 fl oz (1.56 PT) 39 mL

Emerald Cypress & Fir
CAUTION: SKIN IRRITANT
See back panel
946 mL (1.0 QT)

70 Wet Wipes
SAFE FOR SEPTIC TANKS
SAFE & EFFECTIVE

green works (girl says)
Humanist font
only uses one type family
whole product line

OXI STAIN REMOVER

CLOROX

subbles pattern for oxi cleaner

Clarendon, News Gothic

Futura

Mrs. MEYER'S CLEAN DAY

epic
Univers LT Std
47 Light Condensed

AVENUE LT STD

epic
PEPPERMINT
epic
PEPPERMINT

50 LOADS

"In our every deliberation, we must consider the impact of our decisions on the next seven generations."
From the Great Law of the Hoop Consistency

We Disinfect All Surfaces. SAFE & EFFECTIVE
We use the same disinfectant active ingredient as hospitals and nursing homes. It's safe for people and the environment. It's safe for your family and the environment. It's safe for your pets. It's safe for your plants. It's safe for your clothes. It's safe for your car. It's safe for your home. It's safe for your life.

We Disclose All Ingredients
Safe & Effective
You have the right to know what makes our cleaning products safe for people and the environment as well as **EFFECTIVE** at getting the job done, so we include a full ingredients list on all our cleaners (and peel back the label). Thank you for purchasing this Seventh Generation product!

This product is formulated to be safe for your family and the environment. Our unique ingredient combination is non-toxic, hypoallergenic and biodegradable.

Kills Influenza A Virus
Disinfects Surfaces

99.9% Effective
Kills 99.9% of germs, including Influenza A Virus.

99.9% Effective
Kills 99.9% of germs, including Influenza A Virus.

96% naturally derived laundry detergent
97% naturally derived laundry detergent

96% naturally derived laundry detergent
97% naturally derived laundry detergent

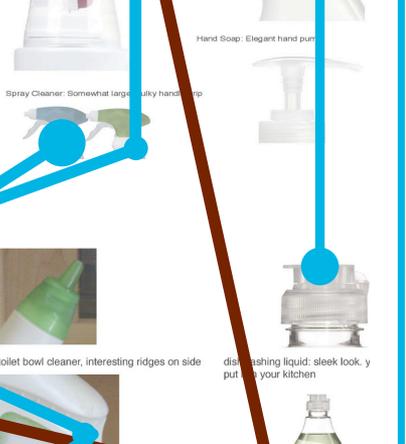
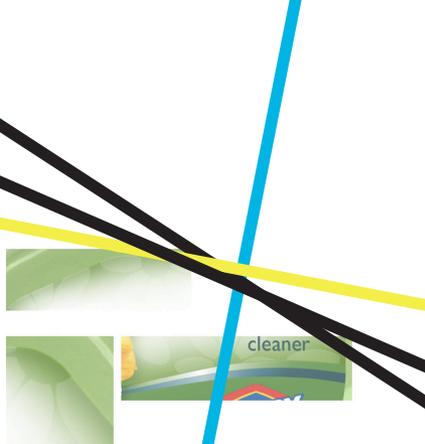
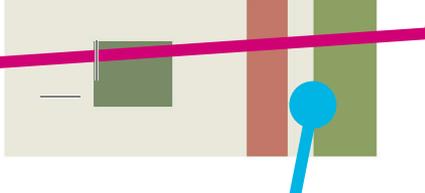
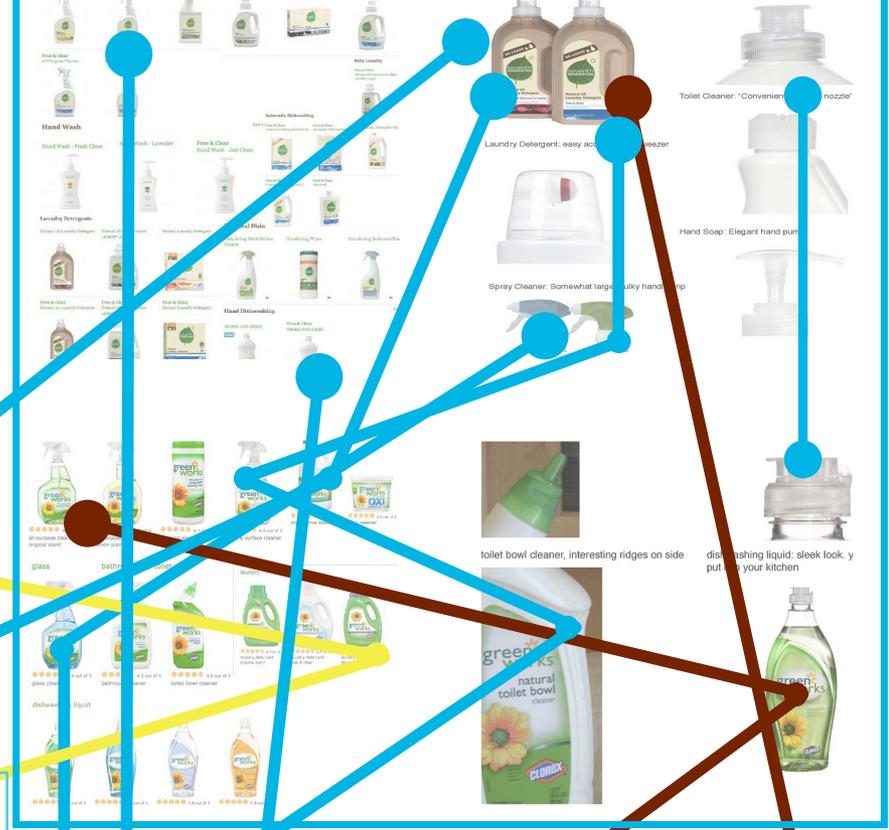
96% naturally derived laundry detergent
97% naturally derived laundry detergent

Commonsense advice that will inspire you to CLEAN like the DICKENS

MEYER'S CLEAN DAY
CLASS CLEANER

epic
epic
epic

epic
epic
epic





...hopping, washing
.../vegetables, holding
... amongst other things

...holding or ...
... suggests the ...
... the work ...



Leaves

...occuring
...provides a special...

SPICE CAKE,
with cloves, a
dash of ginger,
and CINNAMON.

...has been val
wonderful
...citrus
...shing.

LIQUID AND S

LEMO
VERDE
SCIN



Logo

Color

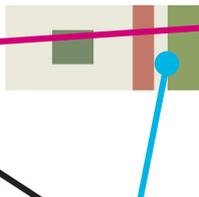
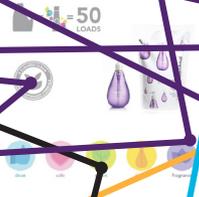
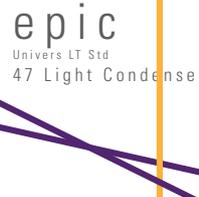
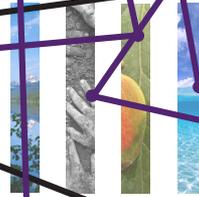
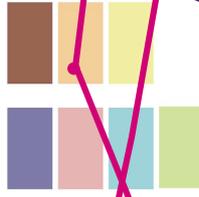
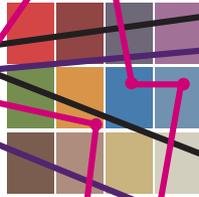
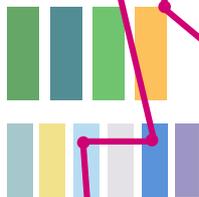
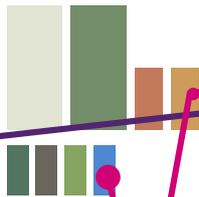
Imagery

Type

Symbols

Patterns

Language



Language

Packaging

Texture



PRODUCT PATTERNS

LANGUAGE

- A general attitude towards the educated, and family oriented was used overall on all brand packaging and in advertisements.

TEXTURE

- All but Seventh Generation and EcoStore use transparent packaging.
- Both Mrs. Meyer's and Method were the only two brands that choose to create a sense of texture on their packaging.

TEXT

- Both EcoStore and Green Works used Gill Sans as it's major typeface.
- All brands represented themselves with a sans serif typeface.
- EPIC, Mrs. Meyer's and EcoStore have vertically aligned type on their packaging.

PRODUCT

- Every brand had an alternatively lavender scented product.
- All lines consisted of at least 94% naturally derived ingredients.

PACKAGING

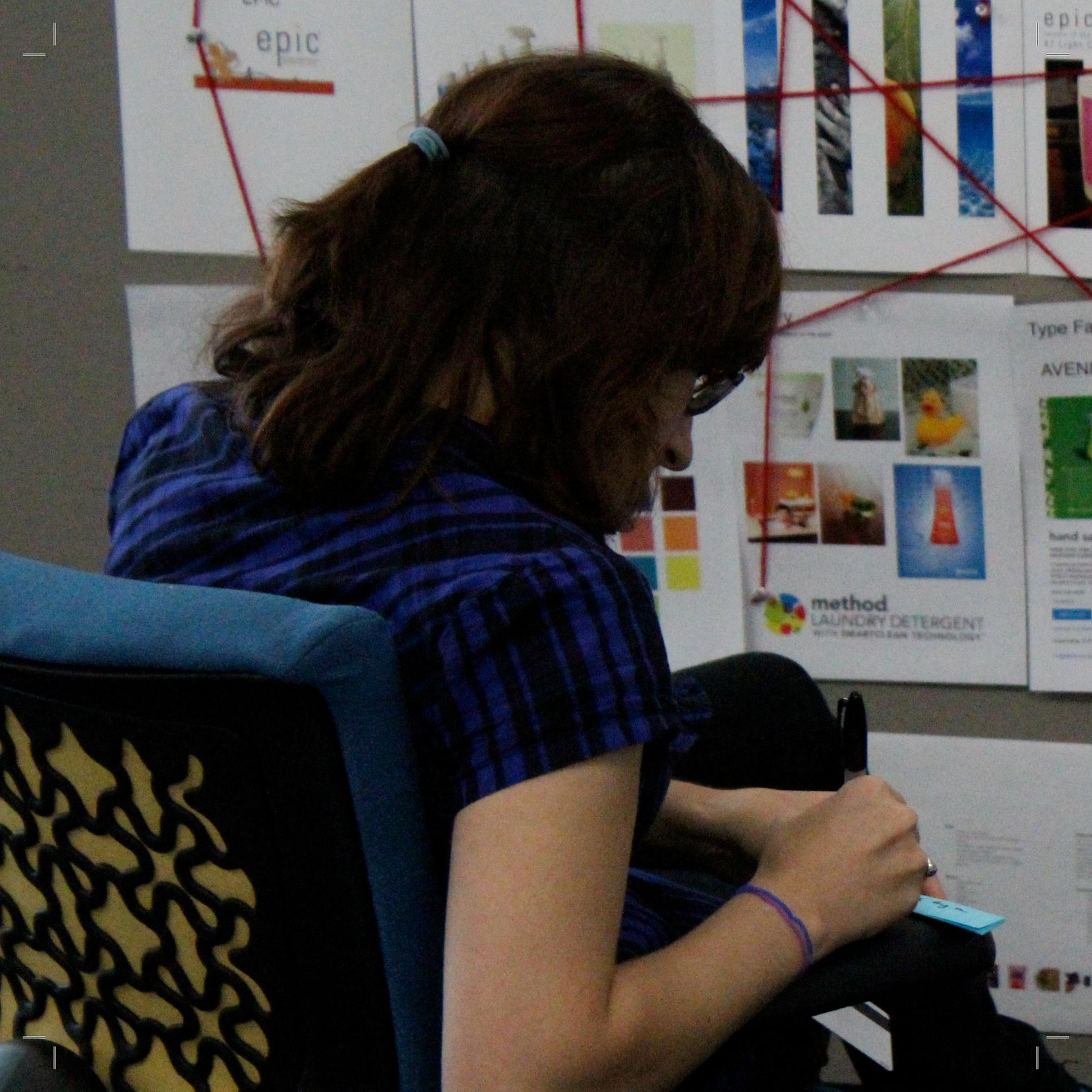
- Various packaging quirks included, packaging materials, grip design, spray head design, and bottle design.
- Both Seventh Gen and Green Works had similar packaging design, while others used similar shapes.

IMAGERY

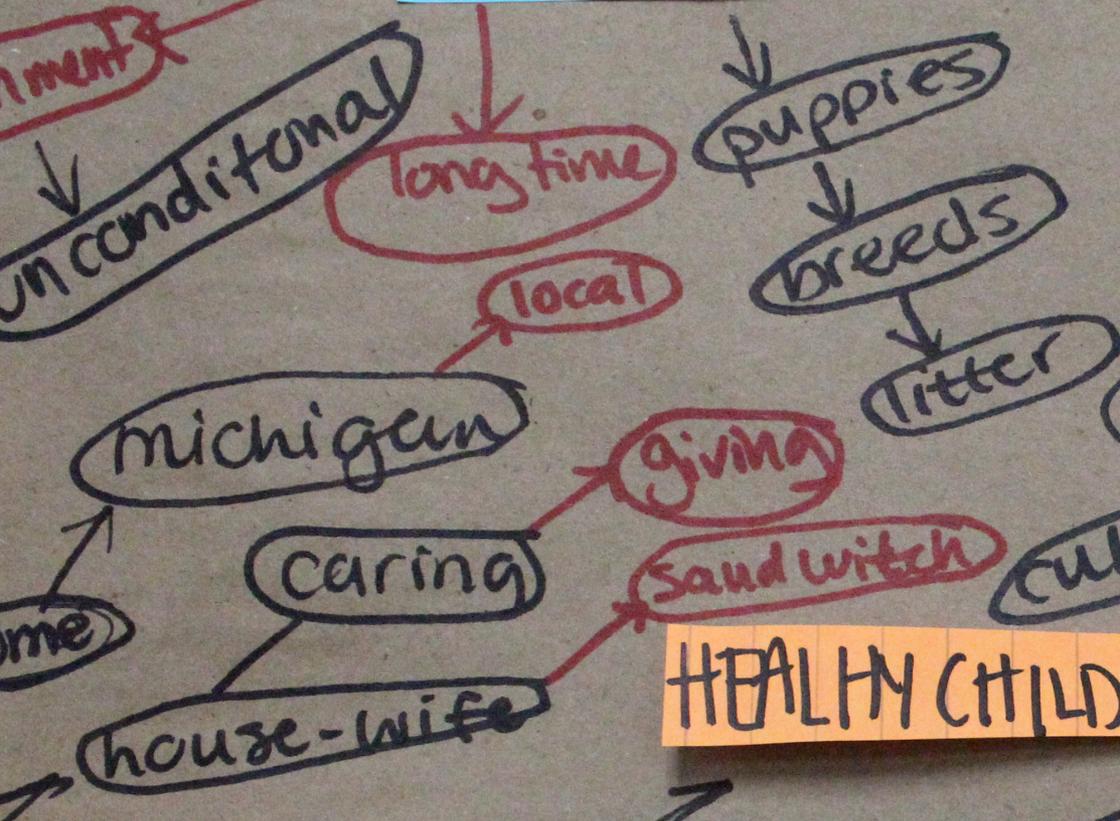
- Common imagery found in all of the products included leaves, flowers as symbols, bubbles, clouds, and circles.
- Generally all of the product lines were family oriented.

COLOR

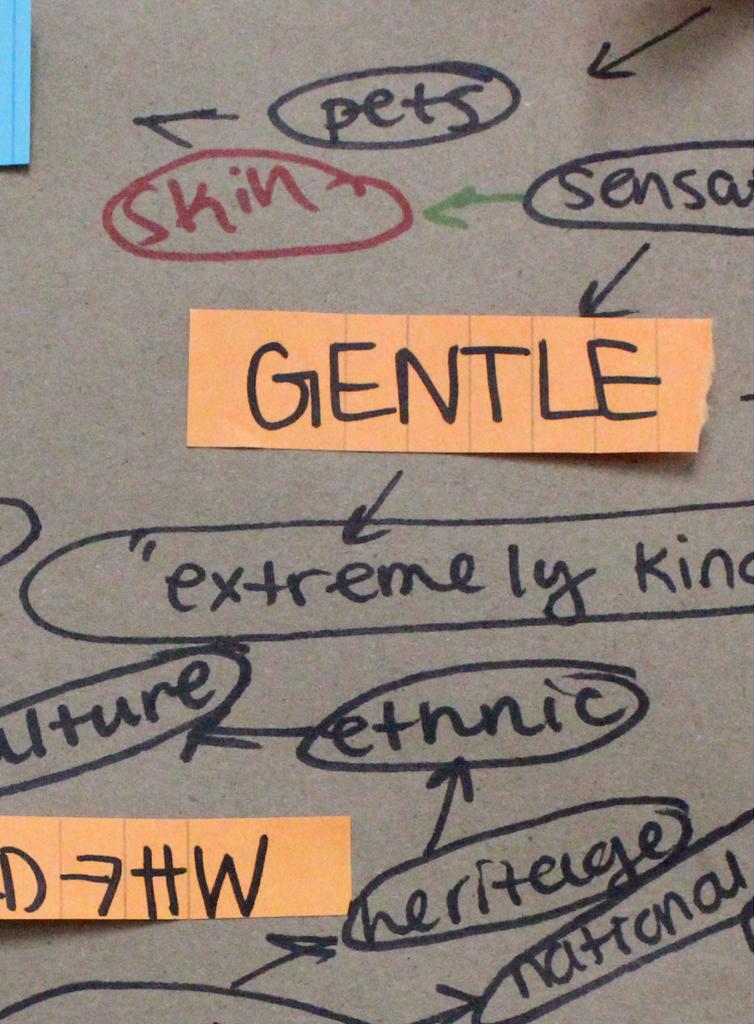
- Common colors found throughout all of the brands are blue and green as main colors followed by orange as a highlight.
- All brands used color to categorize products.



PET OWNERS

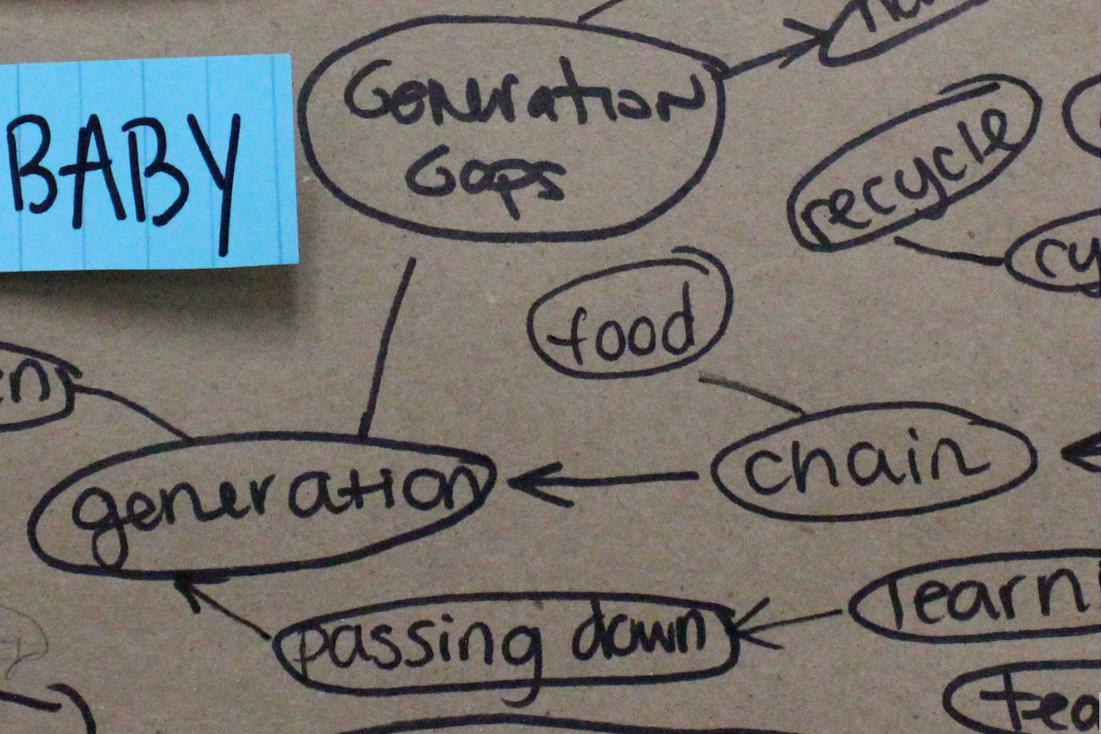


GENTLE

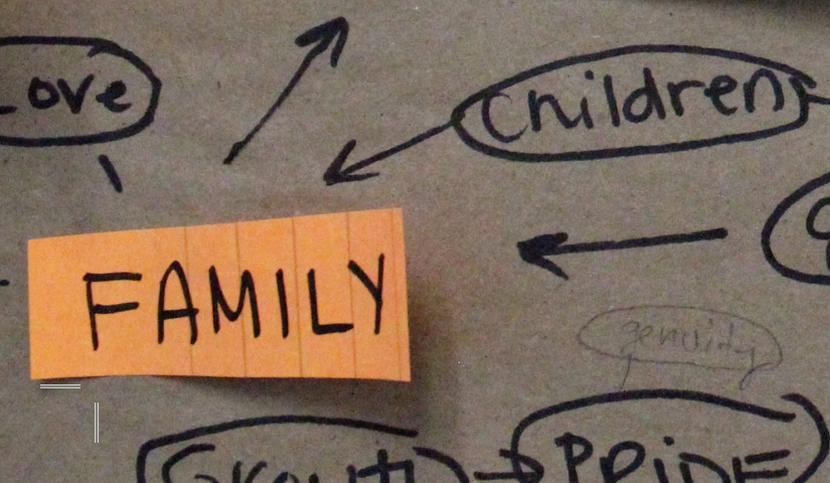


HEALTHY CHILD → HW

MOTHER → BABY



FAMILY



CONSUMER

GREEN CONSCIOUS

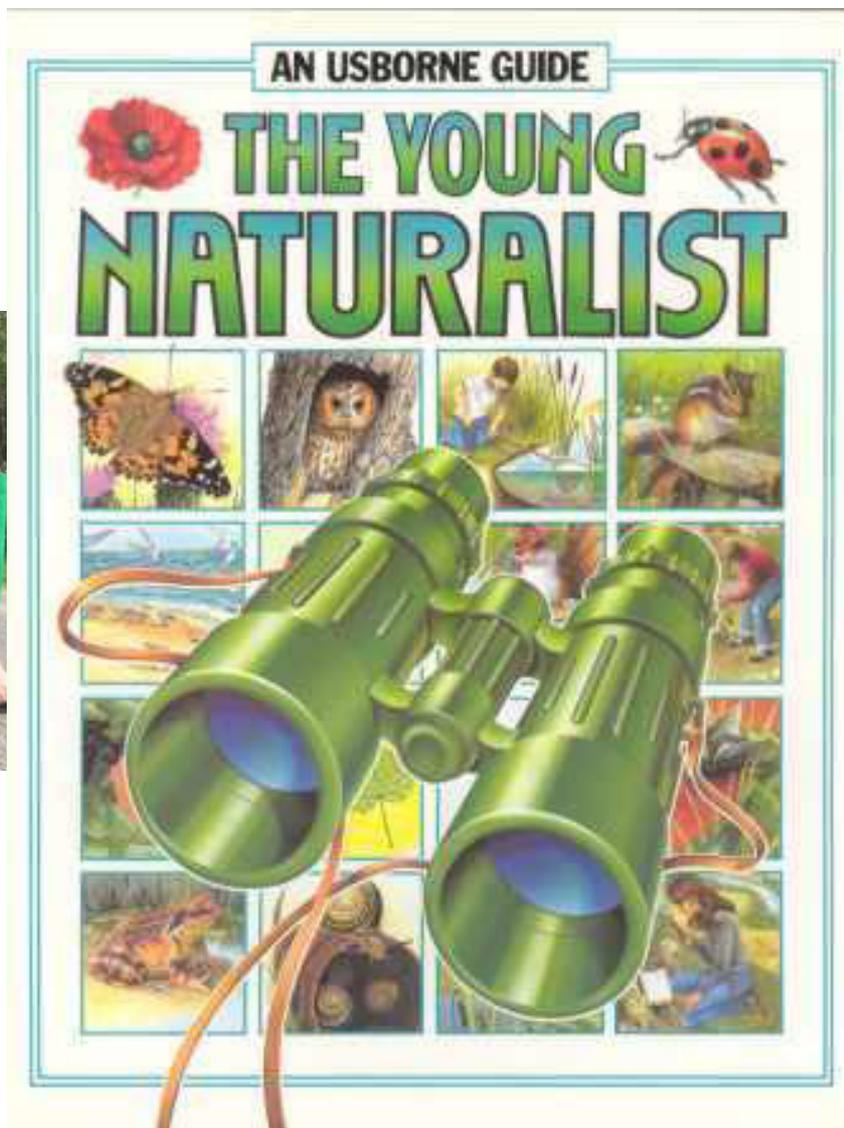
CHARACTER PROFILES

This is a category of people who are recyclers and owns green products. They may be prius drivers. They are green conscious.

1) Respect all life and renew your bond with nature and its biodiversity (Self)

- 2) Improve your environmental awareness and knowledge (Self)
- 3) Practise the 3 "R's" – Reduce, Reuse, Recycle (Self)
- 4) Spread the environmental message and influence others (Family/ Friends/School/Work/Group)
- 5) Support local environmental initiatives and groups (Community/ Local Environment)
- 6) Use your rights as citizens and consumers (Community/Local Environment)





**WHOLE
FOODS
MARKET**



YOUNG GENERATION

CHARACTER PROFILES

OBSERVATIONS:

Due to an increase in the cost of living, the focus on a bargain is more important than ever as there is a strong desire for putting money towards a recreational purpose.

This group overall is very social, technologically advanced and hyper connected.

WHO:

-The young generation consists primarily of college students or those who just got out of college.

-Age range is between 18-30

-Both male and female

WHY:

-Focus on the 'Green'

-Products that cost more often are better for you.

-Purchasing cheap allows for larger budget for enjoyment spending

-Focus on living longer healthier lives

-Cost of living has increased, our budgets have not

WHAT:

-Likes to buy smart, On a budget, Thrifty, Multi-Purpose, Likes new Technology, Goal oriented, Quantity over quality, Quality at a bargain, Drives a slightly used car, Rides a bike, DIY, Tote bags, Social Media

SUBURBAN HOUSEWIFE

CHARACTER PROFILES

Lives in Suburban area

Working Mom

Green Conscious

Wants Healthy Products

Buys Simple Products

Facebook User

G-mail account

Tennis

Dog: Sparky

THE CONSCIOUS

TARGET PERSONA

CONSUMER

MOTHERS, OLDER (50+) AND HEALTH-
CONCERNED CONSUMERS ARE MOST
LIKELY TO BUY **NON-TOXIC** PRODUCTS.

35 YEARS OLD

Married

Employed as an elementary school teacher at local school

Very busy between teenage son, baby, and teaching.

Has summers off work.

Two children, one in high school (age 16), one 3 years old.

- High school student plays soccer for school.
- Plays Wii gaming console
- Uses stroller to take baby around neighborhood for walks
- Has a baby-sitter while she is working at school for both children

Lives in suburban metro Detroit area, Grosse Pointe Woods

Middle class

FAMILY HAS A GOLDEN RETRIEVER DOG: SPARKY

- Dog plays in big backyard
- Family also visits local dog park
- Dog goes to groomer every month.
- She bathes dog every week = he gets messy outside.

SHOPS AT TARGET, TRADER JOES, COSTCO, BABIES-R-US, GAP, EASTERN MARKET

- Shops at Costco in bulk for her family.
- Shops at local Trader Joes for smaller quantity food products
- Shops at target for her everyday household supplies and clothes for kids.
- Goes to eastern market with baby and husband on sundays

Drives a mini-van to take her son to sporting events, carpooling, travel with baby.



MRS. COOPER

She is a middle-class mother, wife, teacher and pet owner.

She car pools with another teacher who lives close by to travel to work.

Family recycles at local Kroger grocery store for returnables.

Family also recycles via recycling bin.

Donates clothes to salvation army.

USES MAJOR NAME BRAND PRODUCTS SUCH AS TIDE, PALM OLIVE, WINDEX, PLEDGE, SOFTSOAP

- Uses 'green-works' because she thinks it is better for environment.
- She is careful of certain household products used around baby.
- She uses products that are typically displayed on TV, magazines, what her friends use
- She assumes more eco-conscious products do not work as well and are more expensive.

Baby products she uses are low budget because she goes through them very fast.

Products for herself and her husband are on a higher end price bracket.

She typically goes for products that are most in stock so she can be consistent with her use.

She does not like hunting down products, if she can not find her product she will grab the next big brand.

SHE IS ATTRACTED TO ECO FRIENDLY PRODUCTS BUT SHE DOES NOT HAVE TIME TO LEARN ABOUT THEM.

SHE ASSUMES THEY ARE HIGHER IN PRICE AND LESS RELIABLE.

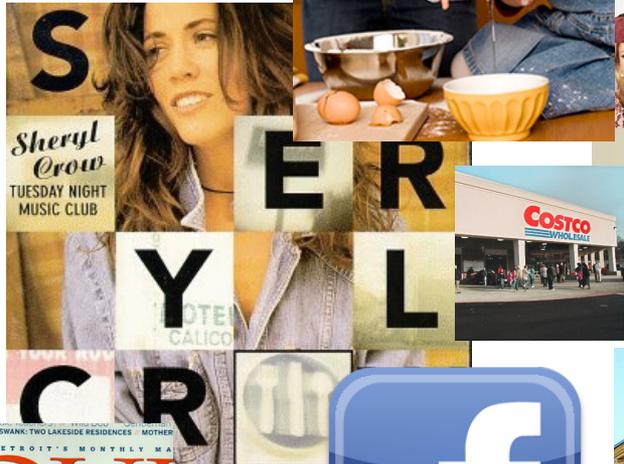
She is concerned with her families health.

- Her teenage son is allergic to a few things that are included in some products so she has to be conscious of using that.

She has sensitive skin herself so she does not switch brands often to avoid breaking out into a rash.

She washes her hands a lot to avoid spreading germs from school onto her own children.





the big (straight, gay, multi-cultural, traditional) happy family.

modern family
COMEDY
wednesday
premieres september 23rd 9/8c

REAL SIMPLE
life made easier |

Easy organizing:
99 affordable ideas

Quick, delicious grilling recipes
Guilt-free health and fitness shortcuts
35 great summer reads
Unique, go-to gifts for dads, grads, and more

BABIES'R'US

The Baby Superstore®



TRADER JOE'S
WHERE YOU CAN STILL GET
GREAT FOOD THAT'S GOOD
FOR YOU, WITHOUT SPENDING
YOUR **WHOLE**
PAYCHECK! **yikes!**





ESSENCE

ethnographic survey



Does the product packaging, ingredients, what, price or brand make a difference?
If yes, how? (What are you looking for? What are you looking for? What are you looking for?)

Opinion of the Executive Producer

What are the main reasons for the success of the product? (What are the main reasons for the success of the product?)

Does Accessibility make a difference?

What are the main reasons for the success of the product? (What are the main reasons for the success of the product?)

What are your primary priorities?

What are the main reasons for the success of the product? (What are the main reasons for the success of the product?)

What would you rate the individual products between 1 and 5?

Product	1	2	3	4	5
Product 1	10%	20%	30%	20%	10%
Product 2	15%	25%	35%	20%	5%
Product 3	10%	20%	30%	20%	10%
Product 4	10%	20%	30%	20%	10%
Product 5	10%	20%	30%	20%	10%

93% QUALITY
89% PRICE
79% CONVENIENCE

69% LOCALLY GROWN / MADE NEARBY

THE CONSUMER

What are the main reasons for the success of the product? (What are the main reasons for the success of the product?)

ethnographic shadowing



Young Generation Shoppers



The position in the store

ethnographic shadowing



The position in the store

~~impression~~

~~healthy~~

home

family

~~honest~~

open

pure

~~magnified~~
~~belly~~

dependable

~~braison~~

~~no-strings~~

~~intersection~~

comfort

need → essential

~~necessary~~

advoca
~~backbo~~
*care

~~"light~~ every

glass hou

"transparent c

{ tr
n
S
G

locating
~~phone~~

} care products
} for your home

- NASTY
CHEMICALS

no-nonsense

everyday products" exposed

naked ~~leafless~~

house

nt care products for your home.

transparent

~~manifest~~

sincere

~~unambiguous~~

bare faced

bare - all

{ eyes - opening

~~birthday suit~~

advert, trust, safe,

~~bones~~

al familiar, fearless).

~~quit~~

see -



ISSUES WITH ECO STORE'S CURRENT IDENTITY SYSTEM

PACKAGING IS NOT SOLID

- It gets lost on the shelf, doesn't stand out
- Pricing is not competitive
- Names, terminology, ingredients need to be analyzed
- Methods of getting attention haven't worked
- Green messaging doesn't sell
- No consolidated tag line/focus
- About family or environment or both?
- Educating people on what "green" is

What is Eco Store's target market/ audience exactly?

Right now it's only about MOM and PET OWNER. Green factors and environmental sustainability is not that important. It's more about what's important to family/pet.

Assume everyone is brand loyal. To build brand loyalty we need to target younger generation who have yet to have kids or pets. Everyone ends up with a kid or a pet at some point.

Long range forecast could be a persona who is getting older. Simile/ Metaphor can be like a person growing or aging.

Consolidated tag line/focus
Truly green. Truly affordable.



ECO STORE'S NEW BRAND PROMISE:

Eco Store is the source of genuinely natural household care products.

ESSENCE

CREATING A BRAND STORY FOR ECO STORE:

Building on it's genuine, family values, Eco Store will become the premier go-to source of environmentally friendly & healthy, household care products.

ECO STORE'S NEW BRAND ESSENCE:

**genuinely
natural.**

BEING GENUINE

HONEST - about ingredients, packaging, and marketing

PURE - only the best ingredients, no nasty chemicals

TRANSPARENT - packaging (literally & figuratively)

WHOLESOME - business ethics

SINCERE - full disclosure & about educating the consumer

= GENUINE.

GOALS/
OBJECTIVES

GOAL/OBJECTIVES

**Promote a
healthy family.**

Be ger

nuine.

GOAL/OBJECTIVES

TEAM #6 OBJECTIVES

1. SOLIDIFY PACKAGING

- create a visually compelling product line
- create concise categories of Eco Store products
- develop packaging and label that instills a more genuine, transparent, and familial attitude
- utilize honest, genuine language

2. CREATE A "ECO STORE IN A STORE"

- target our persona
- create a distinct look like a home in a store
- develop an emotional attachment to brand

3. COMMUNICATE ECO STORE'S NEW DIRECTION

- create a marketing campaign
- educate customers about the new Eco Store

BOTTOM LINE

**BE GENUINE ABOUT PROMOTING A
HEALTHY FAMILY WITH HOUSEHOLD
CARE PRODUCTS.**