The Product Life Cycle of the My Planet Detergent



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Abstract:

The current study identified the product life cycle (PLC) of the My Planet detergent brand. My Planet is an environmental friendly brand that sells cleaning detergents from 100% natural ingrediencies that do not harm neither the environment or health. The findings of the study showed that in all three stages the brand emphasized a lot on the aspect that the My Planet detergents do not pollute the environment. All campaigns gave emphasis to emotions like fear, proudness, love for the environment, and care for the environment and family. Additionally, the target audience of the brand was woman who have a strong environmental awareness and want to make a change or take care of their family. Moreover, they targeted woman who want to set a good example and making environmentally conscious kids. All the ads used the elements of the water because they wanted to make the connection that their detergents do not harm the environment comparing to the normal detergents. Finally, all ads used the colour white through the entire duration of the ads because the brand wanted to create the association between the white cleaning powder and hygiene.

Introduction:

My Planet is a detergent company created in 2009 that focuses only to environmental friendly detergents. My planet detergents belong to the Rolco company that focuses mainly to the production of detergents ("Rolco", 2018). The company was created in 1948 in Mosxato and it considered the biggest Greek detergent company ("Rolco", 2018). Rolco produces products for My Planet, Essex, Roli, Rol, Baby Planet, Bionol Professional, White Glo, Acti-Fresh and Clean, and TACT Beauty Care ("Rolco", 2018). Moreover, the philosophy of the brand My Planet is to provide to the consumers detergents that are safe for both the environment and the house ("myPlanet", 2018). The brand has built its name for around the fact that My Planet detergents do not have any harmful chemicals and substances like EDTA and nitro-musks ("myPlanet", 2018). Furthermore, the study conducted in this paper will identify the three stages of product life cycle (PLC) as stated by Kotier and Keller in 2006 (Zolfani, Rezaeiniya, Pourhossein & Zavadskas, 2012). These are the introduction stage where the product is first introduced in the market (Zolfani, Rezaeiniya, Pourhossein & Zavadskas, 2012). The second stage is the growth where profits are increased and there is a rapid acceptance from the market (Zolfani, Rezaeiniya, Pourhossein & Zavadskas, 2012). And the third stage is maturity where the product has achieved acceptance from the consumers and the profits are slowdown (Zolfani, Rezaeiniya, Pourhossein & Zavadskas, 2012).

Product Category/ Advertising Code:

Rolco launched My Planet in a period where no one was addressing the problems that the environment is facing ("Company Commitment – myPlanet", 2018). The social responsibility that was embedded in the philosophy of the brand and differentiate it from the competitors ("Company Commitment – myPlanet", 2018). Such competitors are companies that sell regular detergents like Ariel, Skip, Dixan, OMO, and Neo Mat. When

the product My Planet was introduced in the Greek market had to fight its way in on the market because their products where more expensive compering to the regular detergents. For this way the brand tried to build attitudes and educate consumers on the benefits of the product for both the environment and health ("Company Commitment – myPlanet", 2018).

Since My Planet is an expensive detergent comparing to the competitors, the brand tries to differentiate its products through advertising (Bakke & Sterio, 2011). This is happening through the education of the consumers about the benefits of the detergent. ("Creating Attitudes – myPlanet", 2018). The brand tries to inform the consumers that not only the detergents that they use have harmful substances but also that electrical devices, such as washing machine or dishwasher, consume energy and resources that have a great impact on the environment ("Creating Attitudes – myPlanet", 2018). For these reasons My Planet has tried to differentiate through its advertising. Detergents are mainly advertised by woman or housewives and are depicted as a mother figure (Khaneja, 2016). This type of advertisement revenues many stereotypes in the society and make woman the person responsible for making the buying decisions for cleaning products (Khaneja, 2016). These types of advertisements are usually produced in patriarchal societies, like Greece (Sola Martínez, Cáceres Reche, Hinojo Lucena & Aznar Díaz, 2008). This is happening because the ideology and philosophical approaches from ancient times have depicted and differentiate both woman and men in different roles (Sola Martínez, Cáceres Reche, Hinojo Lucena & Aznar Díaz, 2008). For this reason, almost all the Greek detergent ads are advertised by woman.

Moreover, colour in marketing plays a very important role for consumers decision, and different colours can affect the buying behaviours of the consumers (Singh, 2006). Therefore, detergent ads use the colour white repeatedly in the ads because they try to make association with the powder, freshness, and cleanness (Singh, 2006). Even though My

Planet is depicting woman as the person responsible for cleaning purposes, they tried to educate consumers about the environmental problems that detergents create through their campaigns. With this way they took a slight different approach from all the competitors, by educating consumers in a time where environmental problems were not the main topic in the society ("Creating Attitudes – myPlanet", 2018). Finally, the My Planet company has a very strong presence in both Facebook and Instagram. They always upload articles, quotes, facts, songs, and events that are related to the environment.

Introductory Stage:

Communication strategy

My Planet detergents launched the first campaign approximately ten years ago. The type of the advertisement that the brand used is lifestyle because the vision of the product from the begging was to create attitudes and introduce a more suitable way of living ("Creating Attitudes – myPlanet", 2018). The brand launched 4 tv advertisements together with ad posts. They first introduced an ad that was informing and creating awareness among consumers that the My Planet detergents are environmental friendly but with no emphasis on the details (MyPlanet Detergents, 2009). Then 2 days later the brand introduced 3 ads that explained the benefits and substances of the products. This happened because they wanted to create a buzz, word of mouth, and curiosity in the Greek market. This technique is called “buzz marketing” and aims to create a “noise” in the society (Yahia, Touiti & Touzani, 2012). In the introductory stage where the profit is non-existent and there is no awareness for the brand, the brand must invent a lot of many for introducing the product and create awareness (Zolfani, Rezaeiniya, Pourhossein & Zavadskas, 2012). For his reason My Planet invested a lot of many to heavily advertise in this stage. Finally, even though the campaign was launched during the summer of 2009, the Facebook account of the brand started creating and posting post and articles from December of 2009. They started created questionnaires that asked the followers when they first heard the brand and what they thought about the brand.

Objectives

- To underline the benefits of the My Planet detergent for the environment and health.

- To increase awareness among consumers for My Planet detergent.
- To differentiate the My Planet detergent from the competitors by explaining that this detergent is made from 100% natural substances.
- To differentiate the My Planet detergent from the competitors by explaining that even though the detergents do not have any harmful chemicals it is as effective as all the other detergents, but without harming the environment.
- Create a buzz and word of mouth for the product My Planet among society members who care about the environment.

Target audience

The target audience of the first ad that was released two days earlier, was targeting people who care about the environment and want to act. Caring is something that can be easily understood as showing concern for others (Martin, 2007). Studies have proven that caring could be the motivator of action (Martin, 2007). There is a strong connection between language and the environment worldwide (Martin, 2007). Language around the human and nature concepts help to build a strong ecological literacy that is essential for the protection of the environment (Martin, 2007). So, the brand by targeting people who have a strong environmental awareness aimed to build behaviours and then attitudes. Additionally, the brand wanted to create a buzz and a word of mouth among the viewers of the ad that a new environmental detergent devoted to the protection of the environment and children is available in the Greek market.

The target audience of this campaign is mothers that have children. All mothers want to see their children to grow up healthy and in a better future (The World Health Report, 2005). With today's technology and knowledge most of the problems that threaten

children could be prevented or solved (The World Health Report, 2005). According to Salmon and Shackelford the relationship of a mother and children can be described in two ways (2011). The first way is called “affective dynamics” and it has to do with the affiliate, emotional, and communicative relationship between a mother and her children (Salmon & Shackelford, 2011). The second way is called the “investment dynamics” which was to do with the biological factor that the mother has to provide food, information, knowledge, shelter, and most importantly protection (Salmon & Shackelford, 2011). Motherhood is a term that can be described as love, care, and affection (Salmon & Shackelford, 2011). All mothers want what is best for their children and always are looking for new ways to be better and give more to their child. One of the first priorities of a mother is to make respective choices, set good examples and raise their kids with a strong environmental conscious, and provide their kids the means for a better future (Salmon & Shackelford, 2011). Another factor is that mother are always willing to invest in everything that might contribute to the “perfect” upbringing of her child. Moreover, mother want to protect their kids from horror and fear that might fail ("A mother's love: 'Fearful of failing to keep her alive'", 2018). For these reasons, the brand decided to underline the concept of the mother-children relationship and target the mothers who love and are willing to do whatever it takes to protect their children and raise them in a better world.

Main message (USP / insight) & supporting information:

The main message of the first ad that was released two days earlier was “the clean detergent” (Appendix 1) and aimed to increase exposure of the logo (carreta carreta turtle) and create awareness that there is new different detergent in the market.

Insight: The brand wanted to create a word of mouth and a buzz around their product with a calm and respectful way. They wanted to create awareness that a new

detergent exists and aims for the protection of the environment and children and that is here to change the world for the better.

The main message of the three ads that followed was the tagline “It is in your hand” (Appendix 2). The insight of this campaign is that all mothers want the best for their kids and they want to raise them in a better future and environment.

Language, style & tone of voice

The tone of voice of all the ads use both male and female friendly and calm voices. The ads appear to be “emotionally charged’ and help consumers make the association with cleanliness, care, love, and the protection of the environment. The brand managed to combine all these elements through the tv ads that they produced.

Television Commercials / Storytelling

The first ad that was released showed a small busy part of Athens where the turtle logo of the company was everywhere (MyPlanet Detergents, 2009). The ad said that “a few days ago a sea turtle entered in our lives to remind us that the environment is our responsibility and in our hands. The ad concluded by saying that the new detergent My Planet is made from natural ingrediencies that clean perfectly and respects the environment. The purpose of this ad was to create buzz around the aspects of cleanliness, care, and the environment. The brand wanted to make consumers feel a sense of responsibility for the environment and introduce a more a respective way for cleaning houses and clothes.

The three ads that followed had similar patterns. The ads showed happy kids that all of them are wearing yellow waterproofed jackets. The reason for that is that yellow is a colour that is usually associated with the sun, and stimulates creativity, optimism, brightness, and is an eye-catching colour ("Using Colour Psychology in Advertising",

2018). In all the ads there is the concept of water like the sea, river, and waterfalls that follows and make a collision with the dishwasher, washing machine, and the sink. This was deliberately done to make the connection with nature and that the detergents are so "pure" and free from harmful chemicals that do not pollute or harm the environment (MyPlanet Detergents, 2009). The ads said that the new My Planet detergents are made from 100% natural ingrediencies that do not harm the environment and clean like the normal detergents that exist in the market. The reason why the brand used comparative advertising was that because it was a new product with no chemicals, the brand had to make sure to inform consumer that pure does not mean ineffective. Furthermore, the kids in the ads target woman who have children and want a better future for their kids. Mother are able to do whatever it takes to take care of their children. So, for this reason the brand wanted to appear on the side of the consumer (mothers) as a helper and show them that My Planet detergents are here for them (hero) and that the brand is devoted for the protection of both the environment and children. Finally, all the ads end with the message "with respect for the environment where our children will grow up." Finally, all for ads ended with an image of all the detergents that My Planet introduced to help consumers identify the products when necessary.

Growth Stage

Communication strategy

In view of the fact that the plant heavily invested in the first campaign, the campaign that was introduced in 2010 during the growth stage was smaller. Unfortunately, the brand happened to launch their products approximately a year before the economic crisis in Greece (Nelson, Belkin, & Jackson, 2017). Because the products where more

expensive than the prices of the competitors, the brand created the campaign with the message “We are going to make it... it is in our hands.” Finally, the growth stage in advertising is a rapid acceptance in the market, increase of profit (Zolfani, Rezaeiniya, Pourhossein & Zavadskas, 2012), and usually the company decreases the prices to attract more consumers and increase sales ("Product Life Cycle Stages - Growth", 2018). In this case My Planet had no choice but to reduce the prices of its products, because of the crisis. With this way the brand had similar prices with competitors and increased competition.

Objectives

- To inform consumers that the prices of the My Planet detergents have been decreased.
- To create awareness among consumers that even though Greece is facing a difficult time, it is in the hands of the consumers to contribute and save the environment.
- To educate consumers that is important to recycle, save energy, and protect the environment by using the My Planet detergents.
- To create awareness that My Planet is a Greek brand.
- Engage and educate consumers that by purchasing a My Planet product they contribute and help the Greek economy.

Target audience

The target audiences of this campaign are woman who are willing to save the environment despite the fact that Greece is facing an economic crisis. Since the end of 2009 Greece was facing a serious economic crisis that affected many countries, like Cyprus, Ireland, Portugal etc. (Nelson, Belkin, & Jackson, 2017). In difficult times like the Greek crisis the brand had to adjust their products and make them affordable for the majority of the population. Additionally, they target people who have a strong

environmental conscious and want to help the environment. Green advertising was introduced at the late 80s (Chang, 2012). From 2006 until 2008 green products had a 24% growth compering to traditional products and people are willing to pay more for environmental friendly products (Chang, 2012). For this reason, the brand heavily targeted woman consumer with a strong environmental consciousness that despite the crisis were willing to protect and help the environment.

Main message (USP / insight) & supporting information

The main message of this campaign is the tagline "We are going to make it... it is in our hands." The insight for this campaign is that at that moment Greece was facing the economic crisis and because the prices of the detergents where high they had to create a campaign that to inform the consumers that they dropped the prices of the product. With this way the brand shows compassion and understanding.

Language, style & tone of voice

The tone of voice and language of the ad is compassionate. The voice of the speaker in this advertisement is a man that tries to encourage the consumers that even the country is facing a difficult time the brand understands the situation and is next to the consumers.

Television Commercials / Storytelling

The ad that was released belonged again to the lifestyle category of tv advertisements. The ad revolved around the fact that because Greece is facing an economic crisis the My Planet brand reduced its prices of the products (MyPlanet Detergents, 2010). The ad tried to encourage behaviours and attitudes like recycling, saving of energy, protection of the environment, and supporting a Greek brand (MyPlanet Detergents, 2010). Finally, the ad tried to encourage, understand, and support the consumers of the brand, and the company appeared to be on the side of the people.

Maturity Stage

Communication strategy

One of the latest campaigns that My Planed launched in the maturity stage was a tv commercial accompanied with ad post and an event. In the maturity stage the product has achieved acceptance from the consumers and the profits are slowdown (Zolfani, Rezaeiniya, Pourhossein & Zavadskas, 2012). For this reason, the brand tries to maintain its consumers by sometimes face-lifting or introducing a new product (Zolfani, Rezaeiniya, Pourhossein & Zavadskas, 2012). Every summer since 2014, the brand organizes an event where young volunteers from the sailing club gather together and clean the beaches. The brand released the ads 2 days before the global environmental day on the 5th of June in 2015, which was also the day of the event. All ads had the same message "the balance between the environment and hygiene." Finally, the brand heavily advertised through its Facebook account the event and ad posts. The ad post that followed the after the ad was aired was promoting and reminding people that on the 5th of June is the global environmental day.

Objectives

- Raise awareness that My Planet launched a new detergent with a new formula called "Cold & Bright."
- Educate consumers that clean clothes do not have to harm the environment.
- Educate consumers that My Planet respect the environment and always tries to involve and find the right balance between the environment and hygiene.
- To raise awareness among the consumers that My Planet is an active brand that organizes event to protect the environment.
- To sensitize people through the event and encourage people to clean and protect the environment.

Target audience:

The target audience of this campaign referred again to woman who care and are sensitive about the environment. It is in the nature of consumers to expect from the brand to evolve (Sarwar, Aftab & Iqbal, 2014) and especially from a brand that promotes environmental friendly products. Since the environment is facing dramatic changes due to human actions ("The Effects of Climate Change", 2018), it is expected from a brand like My Planet to evolve and adjust to the needs of the environment and the consumers. For these reasons the brand targeted people who want to save the environment with the most effective way and keep their clothes clean and bright. Finally, they targeted consumers that have high expectations from the brand and always expect the brand to evolve.

Main message (USP / insight) & supporting information

The main message of the ad campaign was “the planet that i wanted” (Appendices 3 & 5) The brand also used the opportunity to promote on the social media the “clean my planet” event and invite volunteers to help them (Appendix 4). The insight of the campaign is that because technology evolves they expect from the brand to evolve also. That is why they promoted the new detergent that saves the environment and energy, since it cleans clothes with cold water.

Language, style & tone of voice

The style of the commercial and tone of voice shows determination. The language that was used on the ad appeared to be terrifying on the begging and then later changed into a more positive kind of message that contradicted the beginning of the ad (MyPlanet Detergents, 2015).

Television Commercials / Storytelling

The ad created for the maturity stage depicted a woman in her mid-30s sitting on a seesaw in front of the sea in the middle of a park (MyPlanet Detergents, 2015). At the beginning the ad starts to contradict with the nice image of a peaceful moment with dark clouds and brown leaf's. At this moment the ad says that the more we expect from a cleaning detergent the more we harm the environment and then the ad swift to a nicer picture of a peaceful and beautiful environment. Then the ad says that until today we had this problem but now My Planet introduced a new formula the cold & bright that keeps in balance hygiene and the environment (MyPlanet Detergents, 2015). Finally, close to the end of the ad the consumers can see that on the other side of the seesaw we have the new My Planet detergent. This implies and supports the message of the campaign which is balance. If woman use this detergent for their houses or families then they contribute to greater cause. The ad implies that consumers, in this case woman, who start using the My Planet detergent will be the one who will balance clean clothes with a better environment (MyPlanet Detergents, 2015). Finally, the ad tried to trigger emotions of fear to scare consumers at the beginning and try to comfort them at the end because there is a solution, My Planet. The ad tried to convince woman that if they buy their products they will manage to balance the two things that contradict each other, caring for the environment and clean clothes.

Consistency Report

It is observed that all campaigns from the three stages, introduction, growth, and maturity target woman who have a strong environmental awareness. All three campaigns tried to trigger different emotions, like fear, proudness, love for the environment, and care for the environment and family. Moreover, all ads used the element of water and more specifically sea or rivers. This happened deliberately to show that because the common

detergents use chemicals that end up on the oceans, My Planet is made from 100% natural ingrediencies that do not harm the environment. Furthermore, all three ads used heavily the colour white because the brand wanted to help consumers make the association with the with cleaning powdered and hygiene. Finally, in all three stages the brand had a strong presence in social media. They uploaded articles, posts, tips, facts, and pictures that has to do with the environment.

Word Count: 3.758

Appendices:



(Appendix 1)



(Appendix 2)



(Appendix 3)



(Appendix 4)



(Appendix 5)

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