



**DUNDER MIFFLIN**



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# Group 3

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Mr Clean Advertising Campaign

# Marketing Problems

The marketing problem that the Mr.Clean brand has encountered includes not associating the brand with culturally relevant experiences and not resonating with Gen Z Hispanic-American consumers. The Mr.Clean team wants to make the brand more relevant to Gen Z Hispanic-Americans, consumers without alienating other ethnicities and generations. By expanding the brand, Mr.-Clean will be targeting a new demographic that includes, but is not limited to, Gen Z Hispanic-Americans.

## Campaign Marketing objectives

The marketing objectives of the Mr.Clean new campaign are:

Marketing Objective #1: To increase market share among Gen Z Hispanic-American consumers to 30% after the campaign period.

Marketing Objective #2: To increase the brand's eWoM among 40% of social media users to associate Mr.Clean as a Gen Z and Hispanic-American-relevant brand after the campaign period.

# Communication Objectives

The campaign communication objectives to be dealt with by Mr.Clean are as followed.

The first objective is to increase frequency of seeing Mr.Clean's ad by 30% by the end of the campaign period.

The second objective is increasing brand preference by 50% by the end of the campaign.

The last objective is to increase brand engagement by 20%. These will be accomplished by the end of the campaign period and these strategies will solve marketing issues.

## Market Research and Consumer Insight

Since this campaign is being marketed towards Gen Z Hispanic-Americans, it is crucial to be able to market this campaign towards the wants of the target audience while also addressing the problems that the brand has. The brand has faced many complications over the years. Two North American omnibus studies were conducted with over 500 U.S. respondents as well as online and in-home qualitative discussions with over 60 people who were responsible for buying cleaning products.

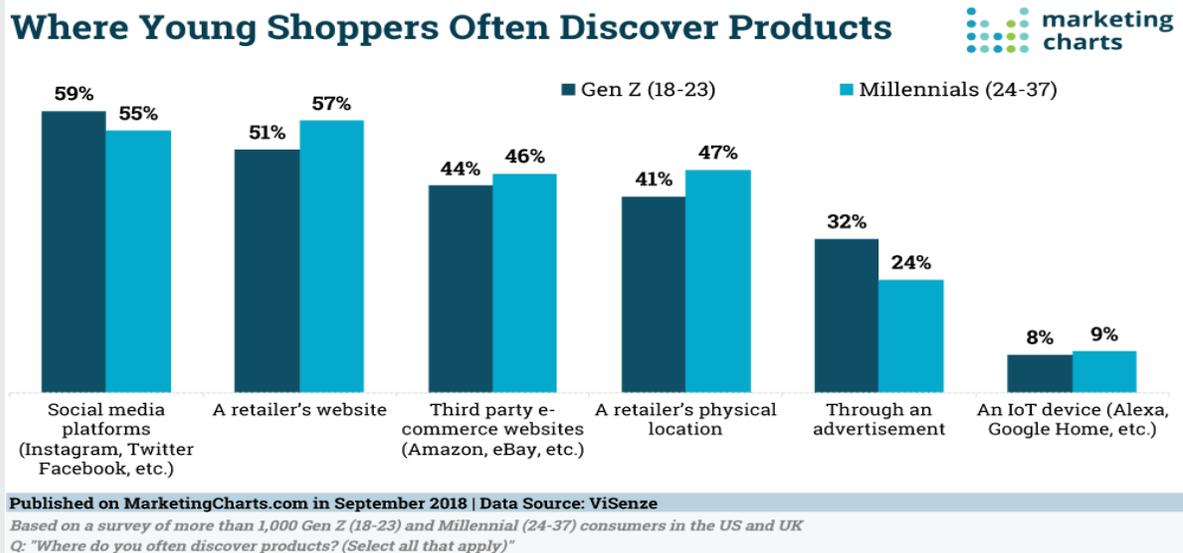
The results showed that amongst almost all of the participants, the consensus was that the Mr.Clean brand was generic, old-fashioned, and unworthy of the expensive price tag. This is a big problem to face when the target audience is a group who is fascinated by the newest, latest and greatest products. (The ARF Ogilvy Award, 2018) In order to refrain from completely redeveloping a new branding strategy, it is wise to take the perception of the brand and turn it into a positive one. After the

analysis of data and sales studies, it was determined that the Mr.Clean brand has also developed a sex appeal. Harvesting this information provides the knowledge that the market's perception for Mr.Clean can be used as an advantage, especially with the target group being Gen Z Hispanic-Americans.

## Consumer Insight 1: Most Gen Z Shoppers Say They Often Discover Products on Social Media

Having an inside edge on the consumer allows for the campaign to be successful. In order to create a successful campaign, more information is needed on Gen Z Hispanic-Americans. This demographic has a heavy involvement with social media. Social media platforms emerged as a source of product awareness for more Gen Z respondents than retailer websites (51%) and third-party e-commerce sites such as Amazon (44%) (Most Gen Z Shoppers Say They Often Discover Products on Social Media, 2018).

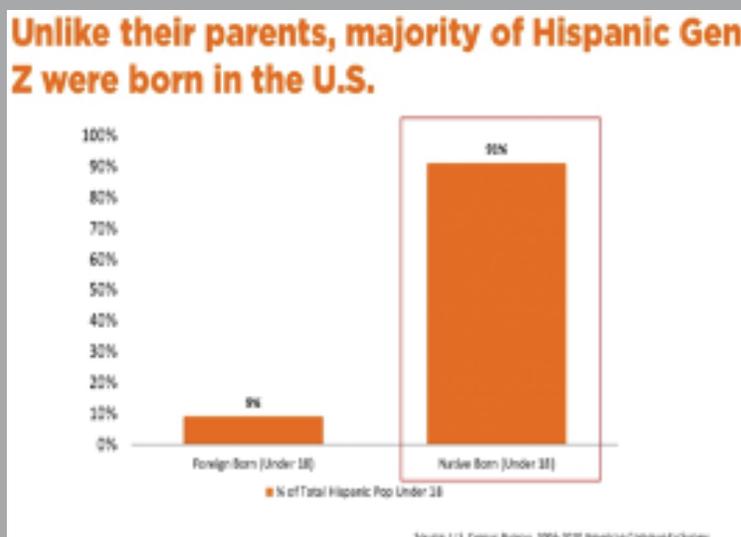
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## Consumer Insight 2: Authenticity is a must-have on any brand to be seen as appealing for Gen Z

For Hispanic consumers, it is very rare for them to come across brands that are sensitive to their culture and understand the context in which they have lived. Despite having lived in the United States and growing up with everything centered on largely “American” culture, Hispanic-Americans lean toward companies that position the Hispanic culture at the center and understand the importance of their language. Brands need to be extra careful with authenticity and transparency. Gen Z Hispanic-American consumers will be upfront about services received and the possible inconvenience it may have caused them. (Crawford, 2018)

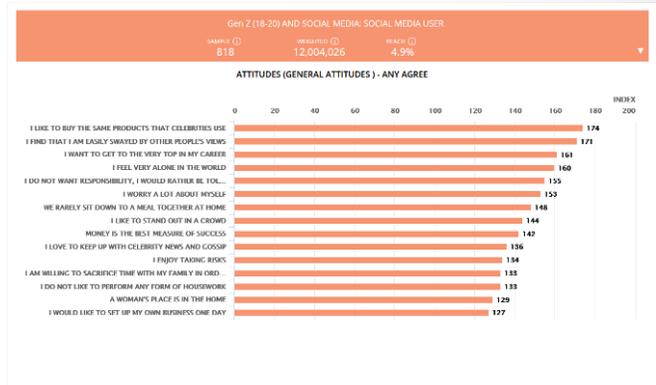
Authenticity also includes appealing to Gen Z Hispanic-Americans as just that and not categorizing them into stereotypes or merely statistics. According to the U.S. Census Bureau, 91% of Gen Z Hispanic-Americans were born in the U.S., unlike their parents who mostly were born outside of the U.S. (Get To Know the Hispanic Generation Z and What Marketing Strategies Work, 2019). With this in mind, advertising techniques that speak to the general Gen Z population will be used and it is ideal to stay away from ideas that only foreign-born Hispanics would connect with.



## Consumer Insight 3: Gen Z is attracted to visual content.

Adding phrases in Spanish or visual elements that resonate in the marketing platforms, videos, etc. is crucial to creating a bridge between the brand and its target audience. Many Hispanic Gen Z population wants to see messages focused on cultural familiarity. (The Hispanic Millennial Project, 2020) When it comes to this new generation, we must consider the best way to use Instagram, Twitter, and Snapchat to get their attention utilizing crowdsourcing and instant gratification tactics.

Consumer Insight 4: Gen Z are more prone to listen to celebrity endorsement and or online personalities like them.



According to Simons one view, an index of 174 of Gen Z Hispanics like to buy the same product that celebrities use. According to Hulyk, an author in Franchising World, "They're prone to listening to online personalities just like them, and they're influential in the vast majority of their household purchasing decisions." (Hulyk, 2015)

Consumer Insight 5: Gen Z see value in discounts and rewards programs.

According to IBM Institute for Business Value, 65% of Gen Z see the value that reward programs bring to them. (Uniquely Generation Z, 2017) The use of discounts and rewards programs in this campaign is another important step to take to be able to be successful.

# IMC Platform Decision

Mr. Clean over the years has continue to use IMC platforms such as advertising sales promotion and word-of-mouth marketing. We have decided it is best to keep some of these platforms as well as add new ones to appeal to Gen-Z Hispanics. Based off the market research and consumer insights it was discussed that Mr. Clean was generic and old fashioned. This makes it harder to appeal to Gen-Z Hispanics. Adding in the usage of new media marketing such as social media marketing as well as old media through a "re-vamped" commercial we can target Gen-Z Hispanic consumers. This is based off the consumer insights on the use of social media and cellular devices.



## Platform 1:

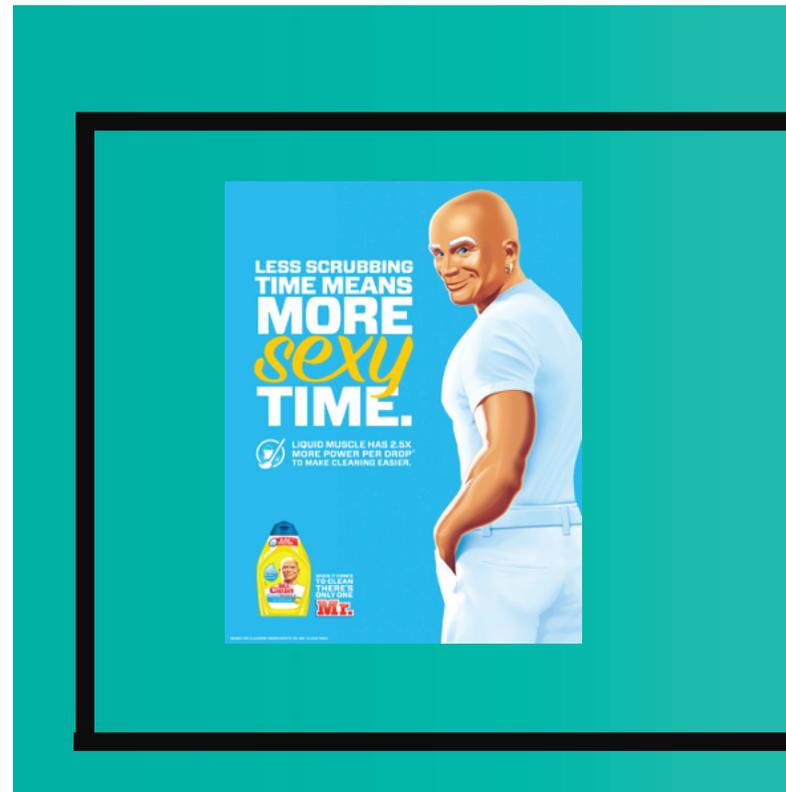
Based off consumer insight number one our first platform would be using social media such as Instagram Twitter and Snapchat to market Mr. Clean to Gen-Z Hispanics. This would be social media marketing and would be easy to target to all groups using ads. We could also tie in mobile marketing to further market to Gen-Z Hispanics more specifically. This would increase the people that see the ads daily as well as create more brand awareness. An ad like this current one would be promoted more on social media. The consumer

insight stated that sex appeal gravitates toward Gen-Z. Based off the AIDA model this would create attention as well as desire to be like Mr. Clean. The goal would get 80% awareness/attention and create a desire to 50% of the target audience.

## Platform 2:

Based off consumer insight number to our platform would be creating an already well-known Mr. Clean commercial using a more relevant and Appealing song to Hispanics but that is not separate other races. This is because of the study that most Gen Z Hispanics were born in the U.S and are very fluent in both cultures. It is important to make the ad culturally relevant to them as well ask to make it relevant to all groups. The song chosen for this ad is "Tusa" by Karol G. This song is a popular song on the social media website TikTok and is significant to all groups. The commercial would create a 80% awareness of the brand. Another idea would be to create a TikTok page for Mr. Clean and have him create a dance of the

commercial. People could then recreate videos of them cleaning to their music. It could be called "Clean like Mr. Clean" campaign. This would create action in 40% of the target group



## Platform 3:

Sales Promotion and sampling would be our third step in reaching out audience. This would create an action (70%) toward the brand. The goal would be to give out samples of mini Mr. Clean products to college kids on campus. Due to perhaps the low budget of on campus college students most of them would try out the product and end up enjoying it.

These mixed IMC campaigns can create more brand awareness as well as be interactive amongst Gen-Z Hispanics. This can create more of a brand liking and trust over the competitors. Using the AIDA model, we can create awareness and attention to Gen-Z Hispanics.

## Creative and Brand Equity Decision

### Platform 1:

Below is a sample draft of a Mr.Clean social media mobile ad. Honing in on the Gen Z consumer audience via social media is an interactive and uniquely intimate interaction that the brand will have with Twitter, Snapchat, Facebook, and Instagram users. By utilizing the intimacy of socials, you could poke fun using quirky sex appeal to the Hispanic demographic. By looking at the pillars of equity, we

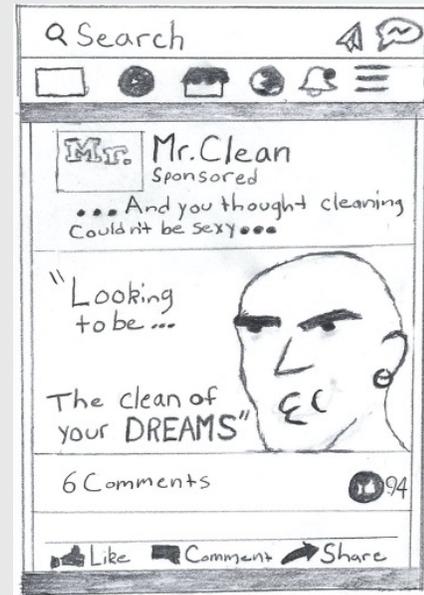
can see that by approaching the target consumer this way, we will be able to strengthen the differentiation and influence aspects of the Mr.Clean brand. By cleverly using social media advertising in a funny and relatable way, we will be able to accumulate brand recognition and appeal over our other cleaning brand competitors. At the moment there are not many cleaning brands that are tapping into this

market and attempt appeal to the Hispanic gen z consumer, which gives Mr.Clean the ability to stand out and grab consumers attention by approaching them in an unexpected way.

Depicted is a creative draft of a Mr.Clean ad that would appear on a consumer's news feed on Facebook. With this format being used in most other social media sites, this ad can be easily adjusted and distributed in a number of ways on a number of socials. By reaching out to the consumer in an entertaining

and out-of-the-box fashion, Mr.Clean will gain influence amongst those who are targeted. Influence regards the change that a brand achieves amongst the consumer's behavior, lifestyles, and actions. By providing quirky sex-appeal, the Gen Z Hispanic culture will find the humor relatable and view Mr.Clean as a cleaning company that is trendy, yet at the same time, produces quality cleaning supplies that fit the consumer's needs. As Mr.-Clean uses Social

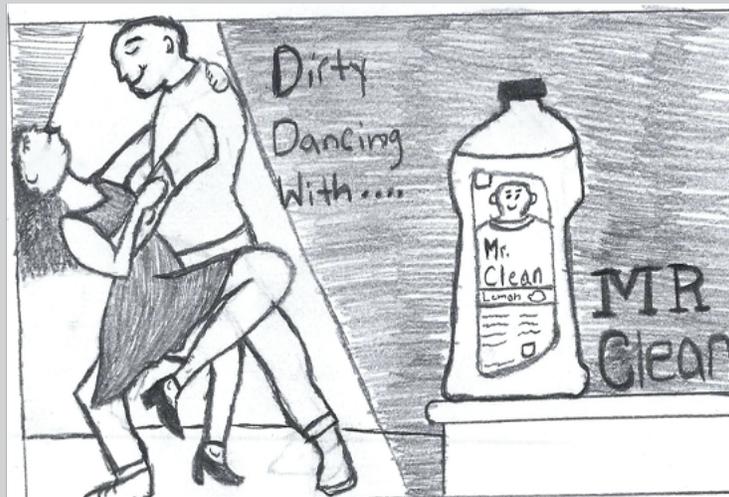
Media sites to grab attention and impressions, consumers will then find Mr.Clean as one of the most relevant and reliable cleaning brands.



## Platform 2:

This platform consists of visual advertising such as commercials and video ads to reach the intended Gen Z Hispanic consumer. As stated before, Mr.Clean will bring Latin Pop and Reggaeton elements to the campaign. This strategic move will advance the relevance and esteem pillars of a flourishing brand. Depicted is a mock draft snapshot from the campaign's video element and it is titled, "Dirty Dancing With Mr.Clean." This ad will allow Mr.Clean to portray a relevant and authentic approach to the Hispanic demographic by tastefully drawing on Latin motifs. Approaching this way allows Mr.Clean's brand esteem to increase

due to its pleasing devotion to portray the Hispanic consumer, therefore becoming a trustworthy and notable brand. Overtime as this campaign will gain positive exposure through paid and earned media, and Mr.Clean will have increased their brand stature over an extended period of time with constant consumer interaction and intrigue, resulting in establishing brand loyalty and authority over competing brands.



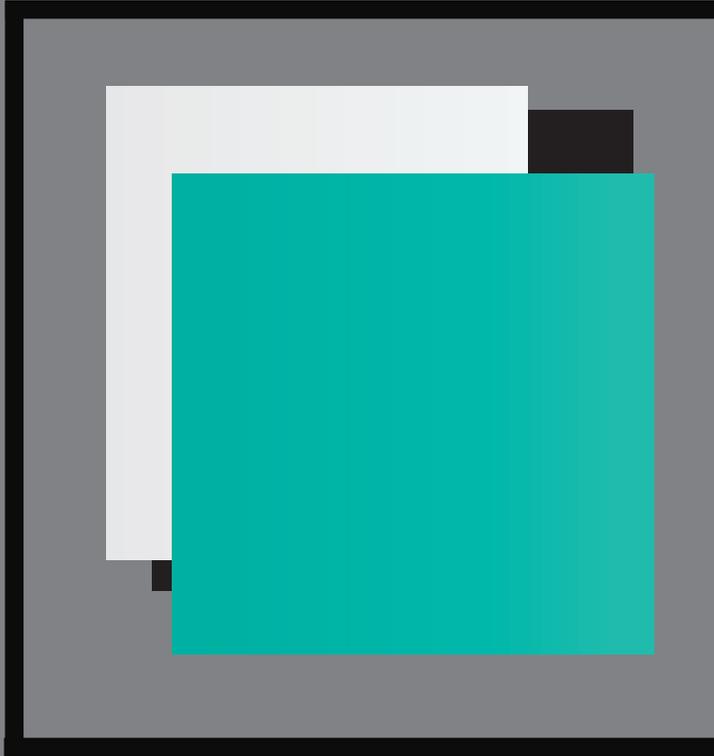
## Campaign Effectiveness Metrics

The campaign effectiveness metrics changed from the first objective we had in mind which was to increase frequency by 30% by the end of the campaign period. Then we want to focus in increasing brand preference by 50% by the end of the campaign. Our last objective is to increase brand engagement by 20%. These will be accomplished by the end of the campaign period and fix their marketing problems as well.

Platform 1, The consumer insight stated that sex appeal gravitates toward Gen-Z. Based off the AIDA model this would create attention as well as desire to be like Mr. Clean. The goal would get 80% awareness/attention and create a desire to 50% of the target audience.

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<b>IMC Platform Used in the Campaign</b>	<b>Effectiveness Metrics Used to Measure Campaign Effectiveness</b>	<b>Actual Business Results as Explained in the Campaign Case or Your Research</b>
Video Advertising	30,010 Likes 5,888,470 of Views	Increase frequency of seeing Mr. Clean's ad by 30% by the end of the campaign period.
Sales Promotion Programs	150,000 Redemptions 15,000 memberships	65% of Gen Z see the value that reward programs bring to them.
Coupon	150,000 Redemptions	65% of Gen Z see the value that reward programs bring to them.
Reward Program	15,000 memberships	65% of Gen Z see the value that reward programs bring to them.
Social Media	60,010 Likes 9,888,990 of Reach	The commercial would create an 80% awareness of the brand. This would create action in 40% of the target group.

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