

Viva Paper Towels Case Study

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Abstracts

Introduction

VIVA sought to expand usage occasions for paper towels in 2007 by positioning the product as an 'active cleaner' that not only soaked up spills but could also be used wet and with cleaning agents to clean a wider range of surface areas. After several unsuccessful efforts to impart this repositioning, the brand adopted a persuasive communication strategy based on a 'seeing is believing' philosophy

Reasons to Purchase

Stimulate ideation and invigorate brands by learning from industry leading examples with supporting consumer, product and market insight data

Enhance your market positioning and concept development efforts. In doing so, reduce risk for new product launches and increase the chances of success

Contents

DATAMONITOR VIEW

CATALYST

SUMMARY

Analysis

Branded paper towels have struggled to grow share amid value- and eco-consciousness

Environmentally-conscious consumers are seeking more sustainable alternatives to paper towels

Private labels are perceived by many as delivering a value proposition equally, if not more effectively than well known brands

VIVA repositioned itself by carving out new usage occasions

The brand introduced an 'active cleaning' proposition

Consumers research revealed it would be difficult to encourage behavioral change in paper towel adoption and usage

VIVA established credibility by offering an authentic product endorsement

VIVA adopted a performance-based advertising solution to change consumer preconceptions

The campaign acknowledged the strong influence of recommendations from 'real people'

Compare and contrast: Handee Ultra

Conclusion and implications

APPENDIX

Case Study series

Methodology

Secondary sources

Further reading

Ask the analyst

Datamonitor consulting

Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Paper Towel market size and shares (AUD), in Australia, 2009

List Of Figures

LIST OF FIGURES

- Figure 1: Australian consumers are making increasing efforts to reduce their household waste by recycling items such as glass, paper and plastics
- Figure 2: A growing number of campaigns are encouraging consumers to replace paper towels with more sustainable options
- Figure 3: A steady if not growing proportion of Australians are turning to private labels to save money
- Figure 4: Branded household cleaning products are facing intense competition from ever-improving private label lines
- Figure 5: Multi-purpose benefits are among the top six most influential factors determining household cleaning product choice
- Figure 6: The 'Would You Buy It?' television spots challenged everyday Australians to use VIVA paper towels in ways they were unaccustomed to
- Figure 7: The 'Would You Buy It?' platform recognized the value of authentic testimonials from actual consumers
- Figure 8: A considerable proportion of Australian consumers are highly skeptical of performance claims made by household cleaning products
- Figure 9: Masterchef judge Matt Preston not only appears in Handee Ultra commercials, but has also used the product on the show itself, in a now infamous scene involving spilt salmon roe
- Figure 10: Masterchef's top-tier sponsors have gone to considerable lengths to ensure prominent brand positioning on the show

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