

CLOROX

Company Background

Founded in 1913, the Clorox Company owns a variety of household brands including Brita® water-filtration products, Glad® trash bags, Kingsford® charcoal, and many popular cleaning products that bear the Clorox® name. One of the Oakland, California-based company's latest innovations is Green Works® cleaners, a line of naturally derived laundry and home cleaning products that Clorox introduced in 2008.

Objective

While Clorox has been using Facebook to build awareness of Green Works cleaners for more than a year, the company stepped up its efforts on Facebook in 2010. The company ran different campaigns in the first half of the year, with one goal to increase the number of people who connected to the Green Works Facebook Page, the free public profile that enables companies to share their business and products with Facebook users on an ongoing basis. Another goal involved driving traffic to its website: www.greenworkscleaners.com.

Several Green Works initiatives on Facebook have had a philanthropic purpose. The Green Heroes Grant Program that began in January, for example, sought to get Facebook users who had connected to the Page to vote on which eco-friendly community projects around the country should receive a total of \$60,000 in grant money.

Facebook Executive Summary

Client:



Objective:

To build brand awareness of the relatively new Green Works cleaning products line through special offers, consumer engagement and philanthropic initiatives

Solution:

A series of Facebook Ads campaigns driving users to download coupons on Facebook and to vote on "Green Heroes" in their community who should receive grants

Key Lessons:

- A Facebook Ads campaign driving users to a coupon offer on a new product can raise brand awareness and intent to purchase
- Enlisting a brand's Facebook community in a philanthropic initiative can be an efficient way to donate to a cause while keeping a brand top of mind for consumers

"We set out this year with this goal of really developing an army of advocates. With its unique ability to connect like-minded people to not only our brand, but also to each other, we've found that Facebook is an extraordinarily valuable tool in that effort"

– David Kargas

Senior Group Manager, Public Relations, Clorox

Other initiatives have focused on communicating key news and encouraging users to actually try the new products. In one campaign that began in May, people who connected to the Green Works Page could register for a \$3 off coupon on Green Works naturally derived laundry detergent. A similar program that started in June encouraged people to like the Page to sign up for a \$1 coupon toward Green Works bathroom cleaner, the first cleaning product in the industry to receive certification from the Natural Products Association.

“The reason that Facebook really became important to this brand is that in the natural cleaning space, people are really influenced by the people they know,” says David Kargas, Clorox’s Senior Group Manager, Public Relations. “They have young kids in the house and all of the sudden, they’re looking for products that clean without harsh chemical residues or they’re a little concerned about chemical fumes in their home. We don’t know of another platform that really brings those kind of people together in the way that Facebook does.”

Approach

For all the Green Works cleaners campaigns in the first half of 2010, Clorox ran Premium Page Ads on the Facebook homepage. The ads for the Green Heroes campaign featured the catchy ad title, “Do Green? Earn Green” and encouraged users to “nominate the green heroes in your community.”

The campaigns offering coupons were often more direct, with the \$3 offer suggesting “Try Green Works” and featuring an image of the laundry detergent bottle with Green Works’ colorful orange Gerbera Daisy logo design. Once users connected to the Page, they were directed to an application tab where they could click to download the coupon.

Try Green Works® ×




Connect with our page to get \$3 off Green Works® naturally derived laundry detergent.

89,378 people like Green Works.


 You like Green Works.

Do Green? Earn Green. ×



Nominate the green heroes in your community for a Green Works® products Green Hero grant. They can earn \$15,000 for their efforts.

89,380 people like Green Works.

 You like Green Works.

Clorox used Facebook Targeting to reach its ideal Green Works consumers: Females 25- to 54-years-old who list keywords related to cleaning in the Likes and Interests section of their Facebook profiles. “Because of how granular we can get with Facebook, we were really able to hone in on Facebook users who have ‘clean’ and ‘green’ in their Facebook profiles,” says Sandra Eymann, Associate Group Manager, Media Investments. “So we felt that every person we were reaching was right on target.”

Results

- Engagement was high. More than 20,000 Green Works Facebook fans voted on the Green Heroes Grant Program, selecting winners from the “youth,” “adult” and “schools” category from among more than 400 entries

- During the \$3 off on Green Works laundry detergent campaign that ran from May 3, 2010 to June 27, 2010, the engagement rate reached 0.11 percent
- “The engagement rate with our coupon within the Facebook environment was much higher than previous digital coupon campaigns we have run in other apertures,” says Scott Iason, Clorox’s Group Manager, Media Investments
- About 30,000 of the people who connected to the Green Works Page in 2010, or 33 percent of its total 89,000 connections as of mid-September 2010, can be directly linked to advertising
- A “brandlift” study conducted by media research firm Nielsen found that intent to purchase the Green Works detergent among Facebook users surveyed after the May 2010 coupon offer increased 7 percent
- The same Nielsen study found that the campaign drove a significant 12 percent increase in awareness of the brand

“We set out this year with this goal of really developing an army of advocates,” says David. “With its unique ability to connect like-minded people to not only our brand, but also to each other, we’ve found that Facebook is an extraordinarily valuable tool in that effort.”

The Future

Clorox says it plans to continue to include Facebook in many of its marketing campaigns, with its Walk to School Challenge slated for the fall of 2010 just one example. The campaign featured an application on Facebook that allowed people to recruit their friends to walk to school.

Certified Natural ×



Get a \$1 coupon for Green Works Naturally Derived Bathroom Cleaner, certified Natural by the Natural Products Association.

89,379 people like **Green Works**.

 You like **Green Works**.

Vote for a Green Hero ×



Help Green Works® natural cleaners select America's next Green Heroes. Your vote will help award \$60,000 in grants.

89,380 people like **Green Works**.

 You like **Green Works**.

The schools that encouraged the most people to walk to campus could win a \$5,000 “Green Grant” from Green Works.

“The Walk to School Challenge is a great example of the power that Facebook has to bring people together who share the same values, connect them on something that’s going to be meaningful to them and put our brand at the heart of the experience,” David says.

Scott adds: “Our Facebook community enables us to think about potential new products, think about ways to improve current products, and really listen to how they talk about our products so we can better talk to our consumers when we go out with new products,” says Scott. “So it is definitely a full-circle medium.”