

## CASE STUDY EARTHWISE

### CLEANING UP IN THE HOUSEHOLD CLEANING CATEGORY

You might not think of cleaning products as having fans – after all, they're practical and they do jobs ranging from the tedious to the unpleasant. These days, consumers are pretty savvy. They don't just choose the first product on the shelf or pick whatever's on special – they want to connect with brands.

Earthwise – a Kiwi company producing an environmentally friendly range of cleaning and hygiene products, wanted to build connections with their potential customers. They have no internal marketing team, so came to us looking for a fully integrated service. The Selective has taken care of every aspect of marketing and communications for the brand, working across their multiple product ranges in New Zealand and Australia.

A key part of our approach was to ensure everything we recommended was linked to a greater strategic plan. That way the activities would feed off each other, delivering maximum results and the biggest bang for buck.

Working with The Selective has given Earthwise the consumer engagement they wanted – and the dollar sales to match. It's proof that if you're passionate about something, people will be interested. Even in laundry detergent and washing powder.

### MORE THAN MARKETING

Marketing doesn't quite cover what The Selective does for Earthwise. We've done everything from new product development, copywriting, product launch strategy and planning, social media and website management. That meant getting deep into their business, so we could offer strategic thinking, budget planning and to measure return on investment.

The Selective's team of specialists helped with marketing strategy and design of new packaging (like Earthwise's cute baby range), event management, copy and design for print advertising, video production and public relations.

It's all about making sure the Earthwise brand is represented consistently wherever and whenever it comes in contact with customers. These days, those points of contact are everywhere.



**earthwise**  
caring for your world



Take care of your delicates.

Silk and cashmere aren't the only things you need to protect when you're doing laundry.

Our plant-based products are naturally effective. Gentle on delicate skin, sensitive lungs, and on our environment.



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## BUILDING A BASE

A strong customer base of genuine fans is every company's dream. Earthwise now has that – an accessible group of real people who love their brand.

But these fans didn't just appear out of nowhere. They're the result of a carefully managed and maintained Facebook presence. The Earthwise page is regularly updated with content: product information, household and cleaning tips, funny stories, pictures, and competitions. Fans frequently engage with Earthwise via their Facebook page, asking questions and posting content.

In ten months of social media work with The Selective, page likes on the Earthwise Facebook page have increased by a significant 24%. Earthwise have also seen major growth in their reach – with an average monthly post reach of 43K. 90% of that reach is organic, which means it comes from people liking and sharing posts, rather than paid advertising.

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## BIG PR HYPE, BIG EVENTS

Running side by side with social media is our PR expert's ongoing work to keep Earthwise in the public eye. While much of this was keeping an eye on the media for story opportunities, we also help build hype for the brand.

For example, any online activity was always linked to real world events – places where customers could connect with the brand face to face. The Selective's events manager visualised and implemented Earthwise's involvement in a number of events, like The Baby Show, The Gluten Free &

Allergy Show and The Sydney Baby Show. Brand engagement with consumers at events is crucial to increase brand loyalty and grow sales.

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## BLOGGING BENEFITS

To take customer engagement further, the Earthwise blog was launched in October 2014.

The Selective team researches, plans and writes two blog entries a month, using social media and direct marketing to drive people to the blog. The content includes product information – but it's more than just advertising. It's all relevant to the Earthwise brand – with posts about allergies, environmental issues and saving water, for example.

The blog is designed to be interesting and relevant to customers, building loyalty in a subtle, low-pressure way.





*"The Selective's work with the Earthwise Group has been a critical element in the rapid growth that the company experienced during FY14. The Selective has contributed on a strategic level during the growth phase of Earthwise, providing marketing advice and support. The marketing strategy that The Selective put in place for the NZ market has been very successful and exceeded all expectations in terms of brand awareness and increased revenue."*

**JAMIE PETERS, DIRECTOR  
EARTHWISE GROUP LTD.**

## PITCHING – AND WINNING

Since we occupy the role of a marketing department for Earthwise, we were also heavily involved when Earthwise was preparing to pitch to major local and international retailers.

We helped define the strategic approach, bringing invaluable external experience to the process. Drawing on our graphics and video production experts, we then created compelling presentation material that caught the eye of the decision makers. Earthwise is now stocked by Woolworths Australia in addition to Foodstuffs and Progressive in NZ – a major coup for the company.

## GETTING THE PRODUCT OFF THE SHELF

Marketing, packaging, PR, videos, events, social media. Everything The Selective does for Earthwise is about building brand loyalty and customer engagement, with activities that work together as a powerful whole. Ultimately, it's about getting products off the supermarket shelf and into people's homes.

## RESULTS

- 24% increase in Facebook page likes.
- Growth in their social media reach – with an average monthly post reach of 43K.
- Earthwise ranked #1 in the Deloitte Fast 50, 2013.
- Earthwise products ranged in Woolworths Australia.
- The 2015 Baby Show and the Gluten Free & Allergy Show both increased in sales from the previous year and achieved far greater customer engagement on stand and online.
- Successful print advertising campaign for Sensitive Choice Certification, which resulted in increased awareness and increased sales.
- Successful launch of a number of new products, extensions to existing ranges and the baby range.