Poo-Pourri

Consumer Products
Spreading Fragrance Where You Go

Poo-Pourri is a privately-held fragrances company, based out of Addison, Texas, which develops and markets environment-friendly deodorizing toilet sprays. The company had a large user base in USA and was considering entering the Indian market when it approached Vertebrand.

Poo-Pourri: Product Description

Poo-Pourri “Before-You-Go” Toilet Sprays are air fresheners designed to control organic odor and to improve hygiene. Its proprietary formula is derived from essential oils and contains natural odor eliminators, it creates a protective barrier on the water’s surface to trap unpleasant odor underneath.

Challenges

The product was a brand new concept in the Indian market, where toilet deodorizers are itself a nascent category. In the absence of a comparable product, the concept acceptability was a big question mark.

In India, toilet habits are a sensitive matter with very few people willing to discuss the same, which added to the challenge.

The market potential, possible penetration, pricing, distribution etc., had to be evaluated for the company to arrive at a go/no-go decision.

Client Requirement

1) To understand and validate the acceptability of the product concept in India
2) To evaluate the specific fragrances and product configurations that had the most potential in the Indian market
3) To develop a suitable positioning for the concept in India, and the key messaging for its specific target segments
4) To assess pricing, distribution and market placement, associated costs, and therefore to arrive at a detailed 5-year business plan to facilitate a go/no-go decision for the launch of Poo-Pourri in India

Vertebrand’s expertise was sought in order to develop this strategic roadmap for the brand’s entry into India market.

Vertebrand’s Approach

Given the client requirements, Vertebrand divided the assignment into 2 phases; Phase I was primarily targeted at a holistic assessment of opportunity through a detailed internal scan, market/competition analysis, consumer study and channel evaluation; while Phase II involved development of the brand blueprint with marketing and communication budgets, and a detailed business plan.

Phase I

Internal Scan and Market/Competition Scan
- Analyse secondary data, exploratory consumer research, established trade understanding, penetration and market sizing w.r.t to competition etc. to build competitive context

Consumer Scan and Initial Findings
- Qualitative research to understand user behavior, habits, motivation, purchase process, other potential gaps

Option Evaluation
- Potential consumer groups, geographies and channels to focus on. Operations in India

Phase II

Developing Branding, Communication and Implementation Plan

Internal Scan & Secondary Research

During Internal Scan, discussions were held with the Poo-Pourri management & marketing teams to understand current operations: product, value proposition, channels of sale, consumer groups, communication approach etc., in the American market.

In secondary research, key industry insights for the Indian market such as market size, penetration, communication in the category, market growth trajectory etc., were assessed.
Market/Consumer Scan
A detailed retail trade study was conducted to gather insights on pricing, margins of different ‘air care’ and personal hygiene products and distribution channels in India.

The first wave of Consumer study involved focus group interviews with potential targets to understand aspects related to consumer reaction to the product concept and value proposition.

Insights Gathered
The data from primary and secondary researches helped identify potential core customer target segment, develop preliminary market size estimate, evaluate various channels and gauge consumer perception, reaction and attitude.

Phase II
In Phase II, Vertebrand conducted a detailed second wave of primary consumer research in order to evaluate positioning concepts, validate product value proposition, and test price-points, in a quantitative manner. Using the inputs gathered from the research, the strategic roadmap for the business was developed covering aspects such as -
- Product sourcing options (evaluation of existing regulatory tariffs for imports, cost of local manufacturing etc.) and the optimal sourcing solution
- Possible options to start operations in India.

Based on the operating model and other elements of the plan (pricing, margins, organization structure etc.), Vertebrand developed a detailed business plan with projected financials for revenues, operating costs, marketing, communication etc.

The detailed business plan and strategic roadmap were used by the client to prioritize market entry into India, and the launch is awaited.