



# Mr. Clean is here to stay.



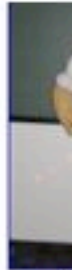
.. think Mr. Clean is the perfect ...  
297 x 365 - 18k  
www.gamespot.com



Mrclean  
320 x 305 - 28k  
mulegirl.vox.com



Mr. Clean 2  
1200 x 1600 - 155k - jpg  
www.wilchilders.com



1200 x  
www



Click for Mr. Clean Web Site  
240 x 305 - 23k - gif



Its a Mr. Clean conversation  
566 x 319 - 38k - jpg



Mr. Clean, who? It's Mr. Proper to ...  
465 x 688 - 186k - jpg



Improvcapoloween: Mr. Clean ...  
720 x 498 - 55k - jpg  
lyrics.union.rpi.edu



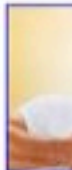
170 x  
www

Mr. Clean has made his way into minds of the consumers. They understand what he stands for. The amount of cultural reference proves this.

Mr. Clean stands for clean whether he is Meister Proper, Flash or Maestro Limpio...



If we use the name Mr. Clean, ...  
534 x 776 - 182k - jpg  
www.lopatka.net



... have gone f  
300 x  
image



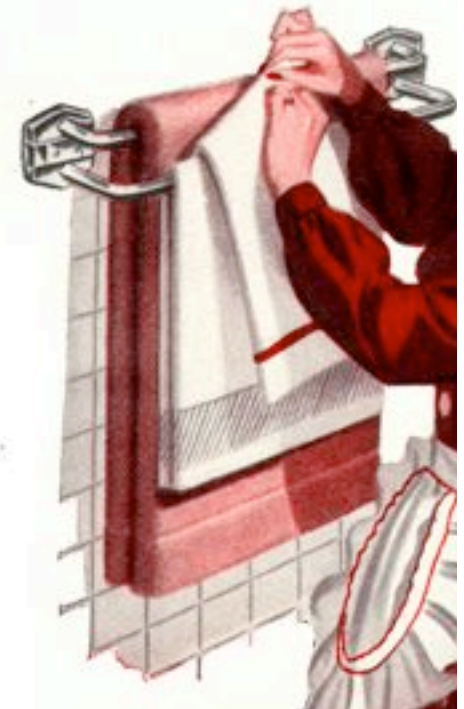
The market is stuck. In the 60s.

Improvements in core products and advertising have been insignificant.

This is why Method can shine with innovation.

And why generic store brands hurt your share, because you do nothing against the perception that they clean just as well.

EVERYONE SAYS:  
*My Bathroom and Kitchen  
just SPARKLE!*



# Market directions



## Convenient.

You are already going there with Magic Reach, Magic Eraser etc. Simple-to-use and efficient products and tools make a difference in a stagnant market.



## Green.

The whole market will be going there, because consumers demand greener and safer cleaning products. Do not miss the bandwagon.



## Nano.

Nanosurfaces will be resistant to dirt. So the cleaning products of the future will be about maintenance.

You are one among many choices  
who can do the job just as well.  
People can pick greener, cheaper  
or better disinfecting products instead.

It's time you gave them  
a reason to choose you again.

You are here.



## Let's talk about cleaning

First of all, the housewife who defines herself through seeing her mirror image in the tiles of her kitchen is merely a cliché.

We don't love clean.

Our kitchen is not a sterile hospital and no one is dancing through the living room proud of their cleaning achievement.

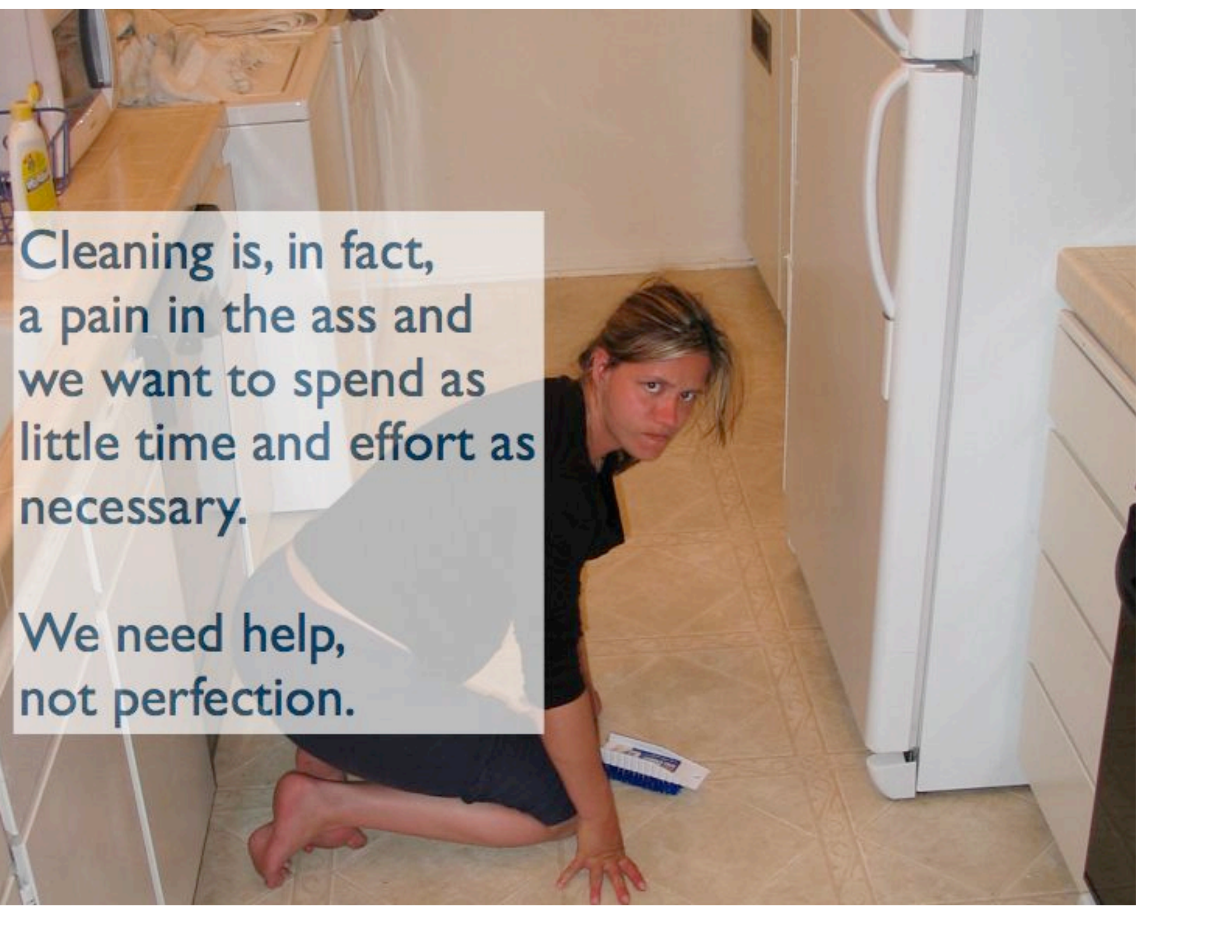
Cleaning is no joy,  
nor do clean rooms give joy.

**We clean because  
we don't want to live in dirt.**





Our reality is:  
Living areas rarely get as clean  
as shown in advertising and  
never get as clean.  
That's ok.  
We are expecting that.



**Cleaning is, in fact,  
a pain in the ass and  
we want to spend as  
little time and effort as  
necessary.**

**We need help,  
not perfection.**

## Become part of the cleaning process.

Now, Mr. Clean is just a cup full of perfumed liquid we drop in a bucket of water.

The hours we spend cleaning, we spend with tools and body postures that haven't changed in a thousand years: broom, mop, bucket etc.

Now there is need for improvement.





Mr. Clean has a number of licensed products made by Butler Home Products: just regular tools with Mr. Clean on them.

Push this and go beyond branded tools:

Improve those tools.  
Make cleaning easier.  
Be a help, not just a liquid.

This makes consumers pick you.

Remember :The last innovations did not happen in formulas, but in functionality (see: MagicReach, Swiffer).

And Nanosurfaces will require those different tools.



Mr. Clean stands for clean.  
No doubt. But so does everyone else.

Mr. Clean should stand for  
**Better Cleaning**  
**Cleaning 2.0**  
**Cleaning Improvement**  
**New Clean**

...let the creatives name it.

We send men to the moon,  
it's time we stopped cleaning on our knees.