

# OMO Refresh

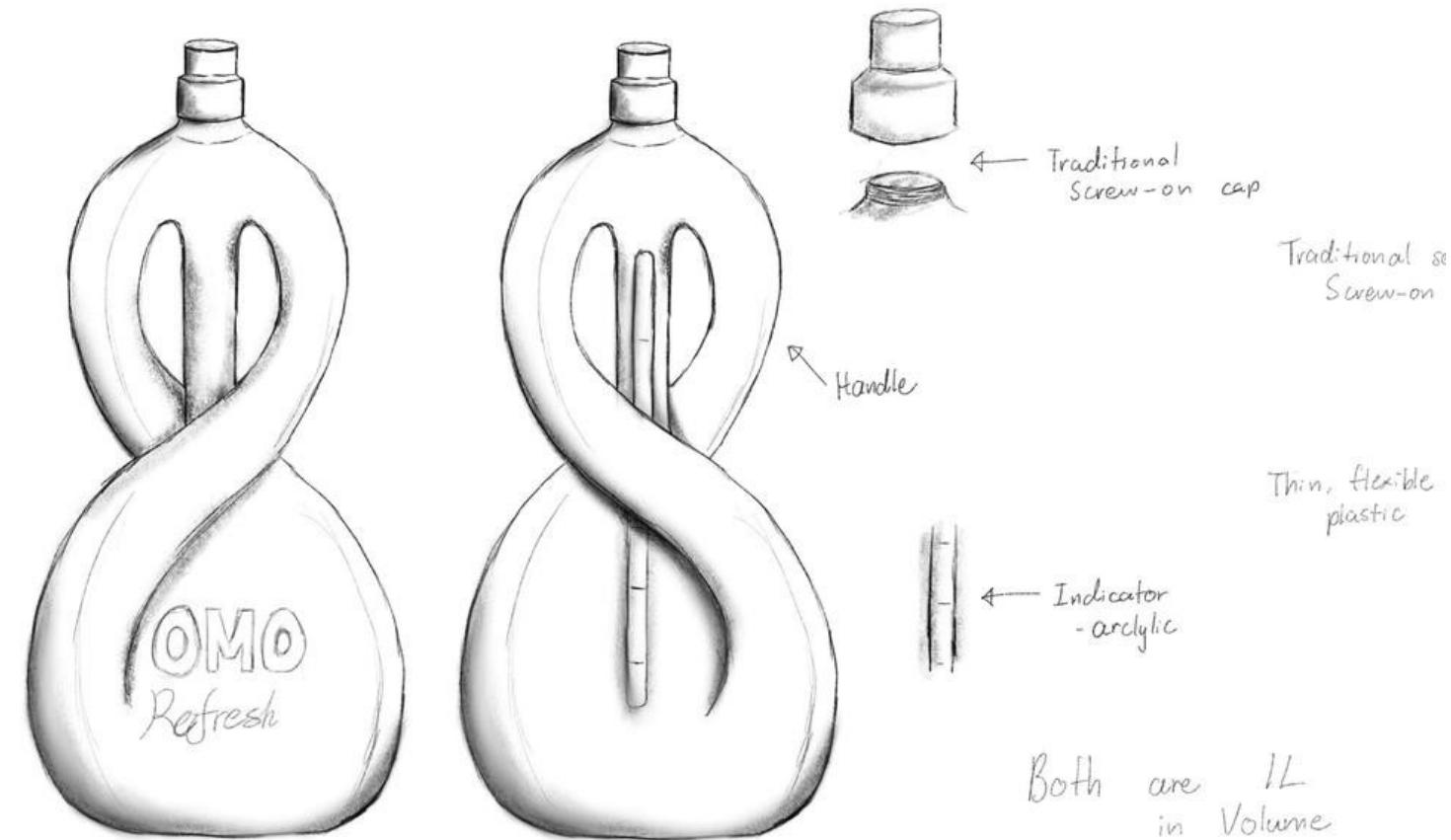
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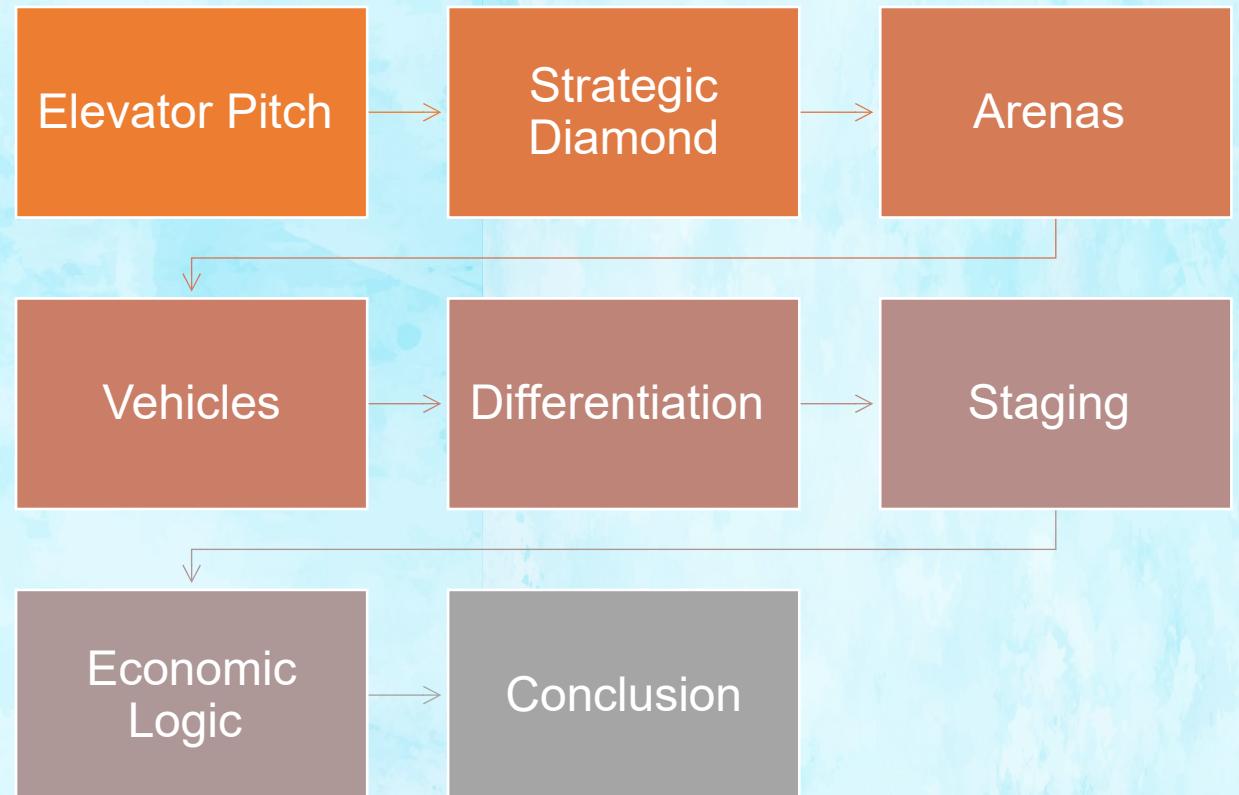
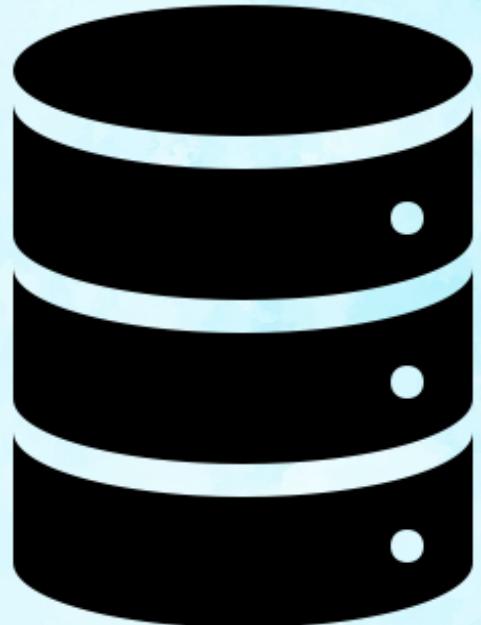
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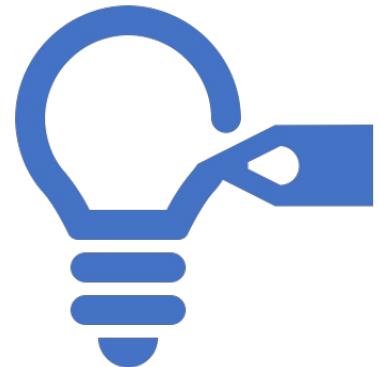
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# Contents



# Elevator Pitch



**Picture this ...**



**Plastic waste**

# Elevator Pitch

## OMO refresh

Saves up to 85%  
plastic

Luxurious design

Less time wasted  
on diluting at home

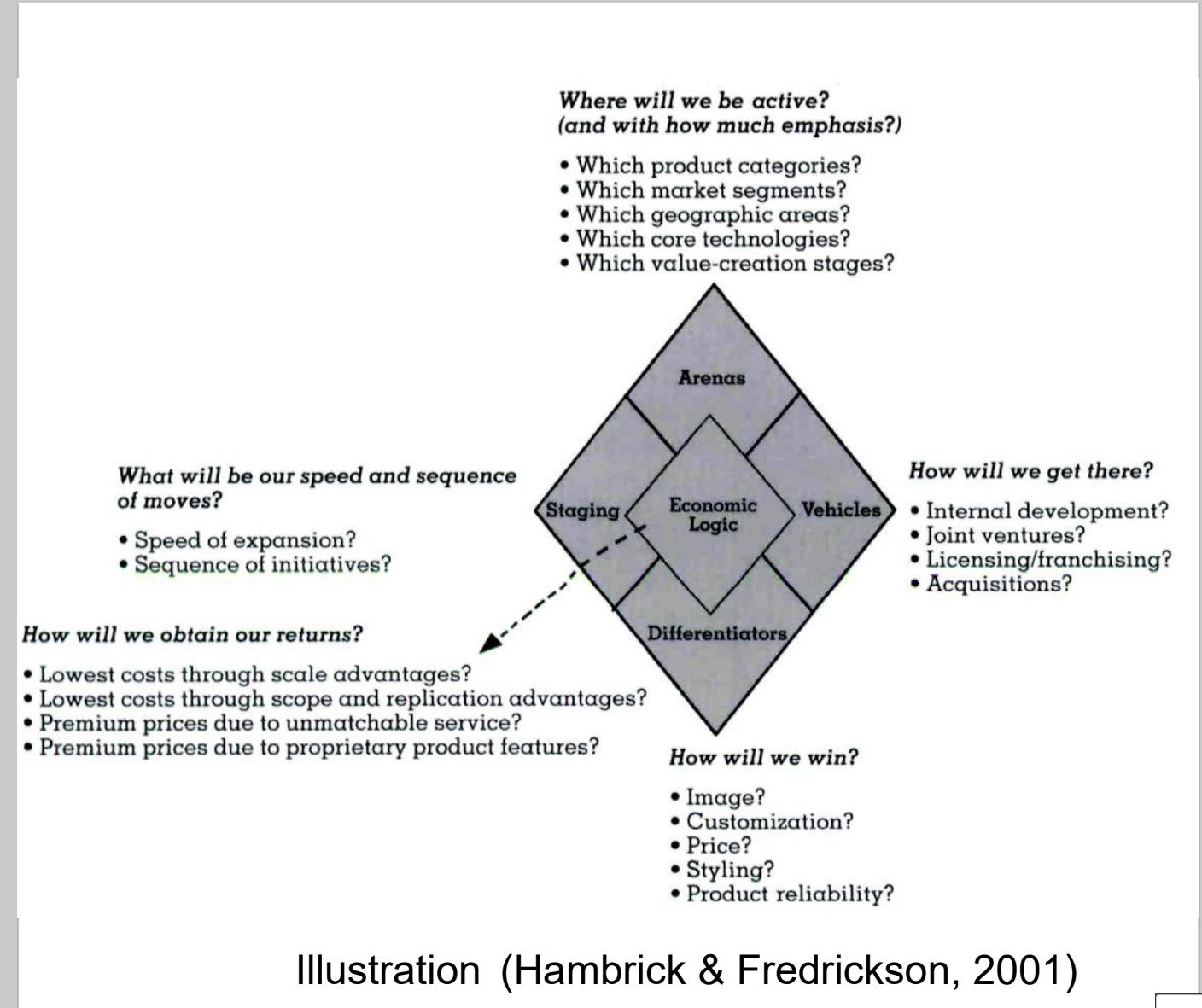
**Less plastic, less time**



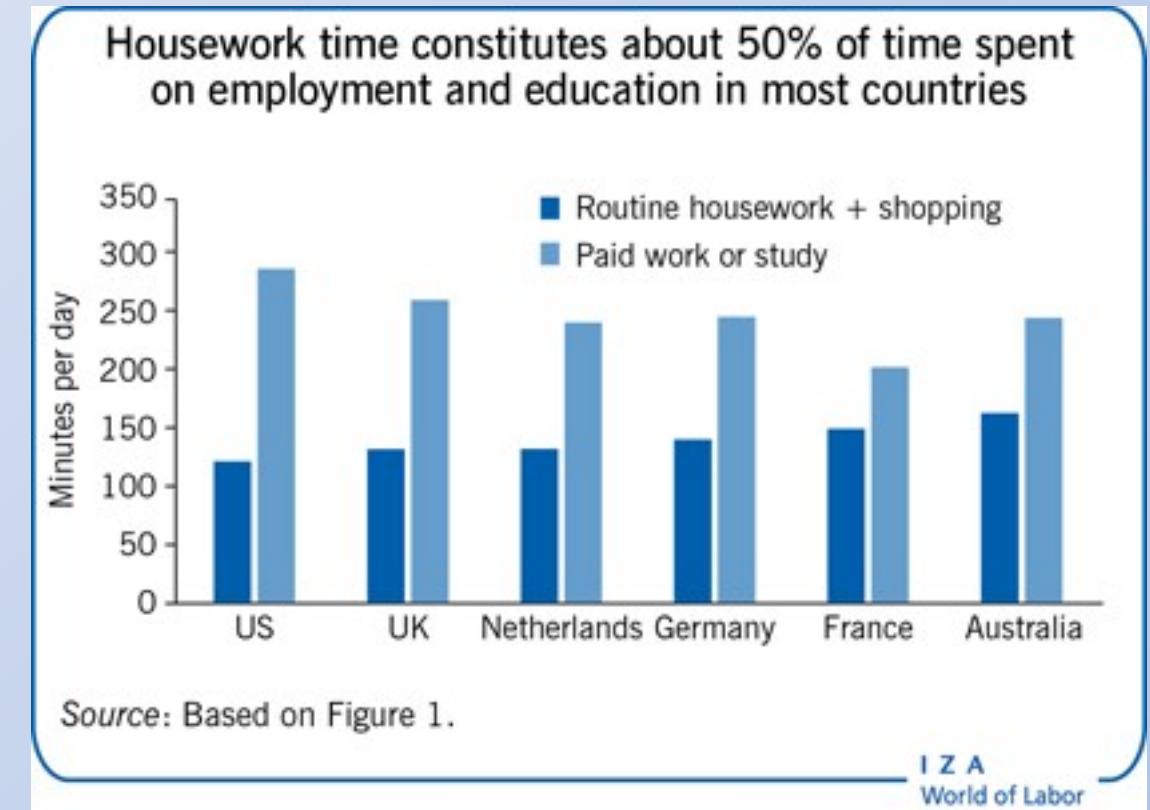
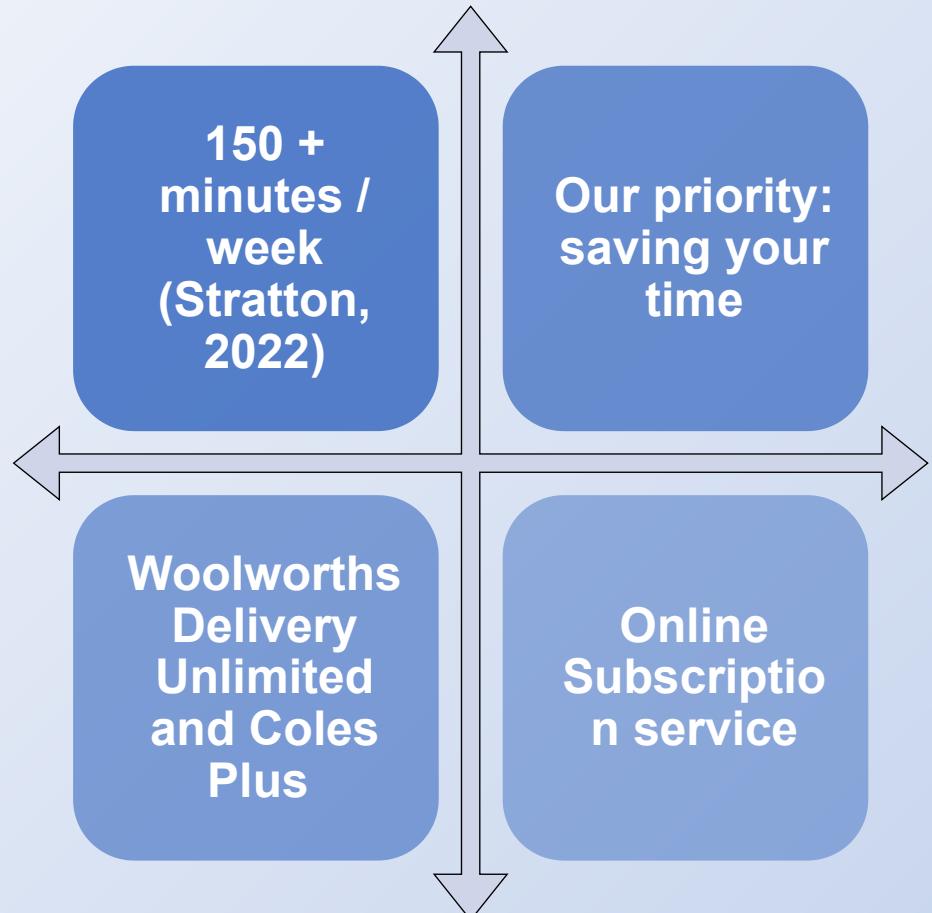
# Strategic Diamond

- **Arenas:** where will we be active?
- **Vehicles:** how will we get there?
- **Differentiators:** how will we win in the marketplace?
- **Staging:** what will be our speed and sequence of moves?
- **Economic logic:** how will we obtain our returns?

(Hambrick & Fredrickson, 2001)



# Arenas



Stratton, 2022

# Arenas

Unilever  
Sustainable  
Living Plan

Towards  
responsible  
consumption

Why liquid?  
Not powder?

Refill strategy

## REDUCING ENVIRONMENTAL IMPACT BY HALF

Contributing to the following SDGs:



### WASTE

**Our products:**  
Halve the waste associated with the disposal of our products by 2020.

● -32%

our waste impact per consumer use has reduced by around 32% since 2010\*

**Our manufacturing:**  
By 2020 total waste sent for disposal will be at or below 2008 levels despite significantly higher volumes.

✓ -96%<sup>†</sup>

reduction in total waste per tonne of production since 2008

By 2030 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.\*

Our greenhouse gas and water impacts have increased and waste impact per consumer use has reduced since 2010.

### SUSTAINABLE SOURCING

By 2020 we will source 100% of our agricultural raw materials sustainably.

● 62%<sup>†</sup>

of agricultural raw materials sustainably sourced by end 2019



From *Unilever sustainable living plan 2010 to 2020: Summary of 10 years' progress*

# Vehicles

**Why should OMO enter e-commerce? Statistics from Australia Post (Franzi et al., 2022).**

E-commerce is a massive industry with overall spending on online physical goods worth \$62.3 billion USD.

It has very strong overall growth, with 23.4% overall year on year growth.

E-commerce makes up a larger and larger share of total retail sales.

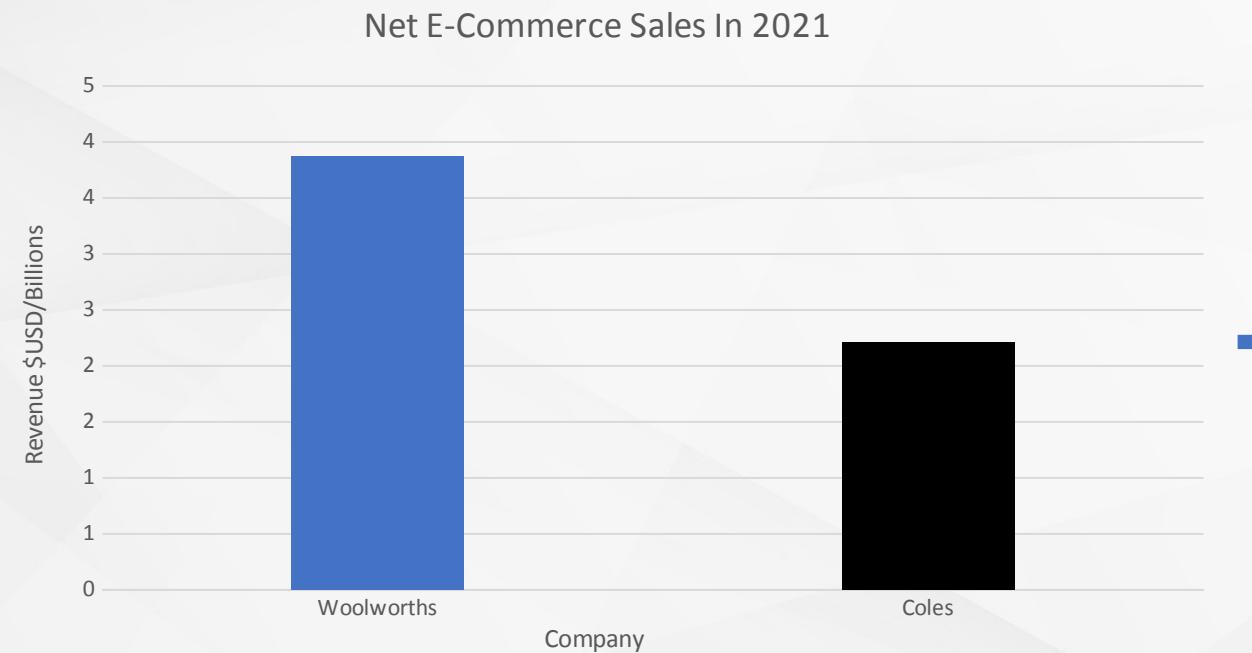
Sustainability is an increasingly important aspect for e-commerce businesses, with 88% having sustainable practices and products.

60% of consumers have reported that they are willing to pay more when it comes to buying ethically, products.

# Vehicles

## Why Woolworths?

- Woolworths beats out Coles in terms of overall online customer satisfaction, getting a score of 74% compared to Coles with 71% (Rachel Clemons, 2021).
- Woolworths has a much larger e-commerce than Coles, with 2021 net sales \$3.874 billion USD, 75.2% higher than Coles.
- This makes Woolworths a much more lucrative partner from a financial and growth standpoint.



# Differentiation - Target Audience

Mid-to-high income families

How can we help their busy lives?

# Differentiation - Comparison

Current Similar Products on the market:

- Zero Co.
- The Dirt Company
- Cove Laundry

But no big company has employed this idea

- A golden opportunity that translates to first-mover advantage.

# Differentiation - Aesthetics

63% of shoppers are women, who are responsible for laundry (The OMO Team, n.d)

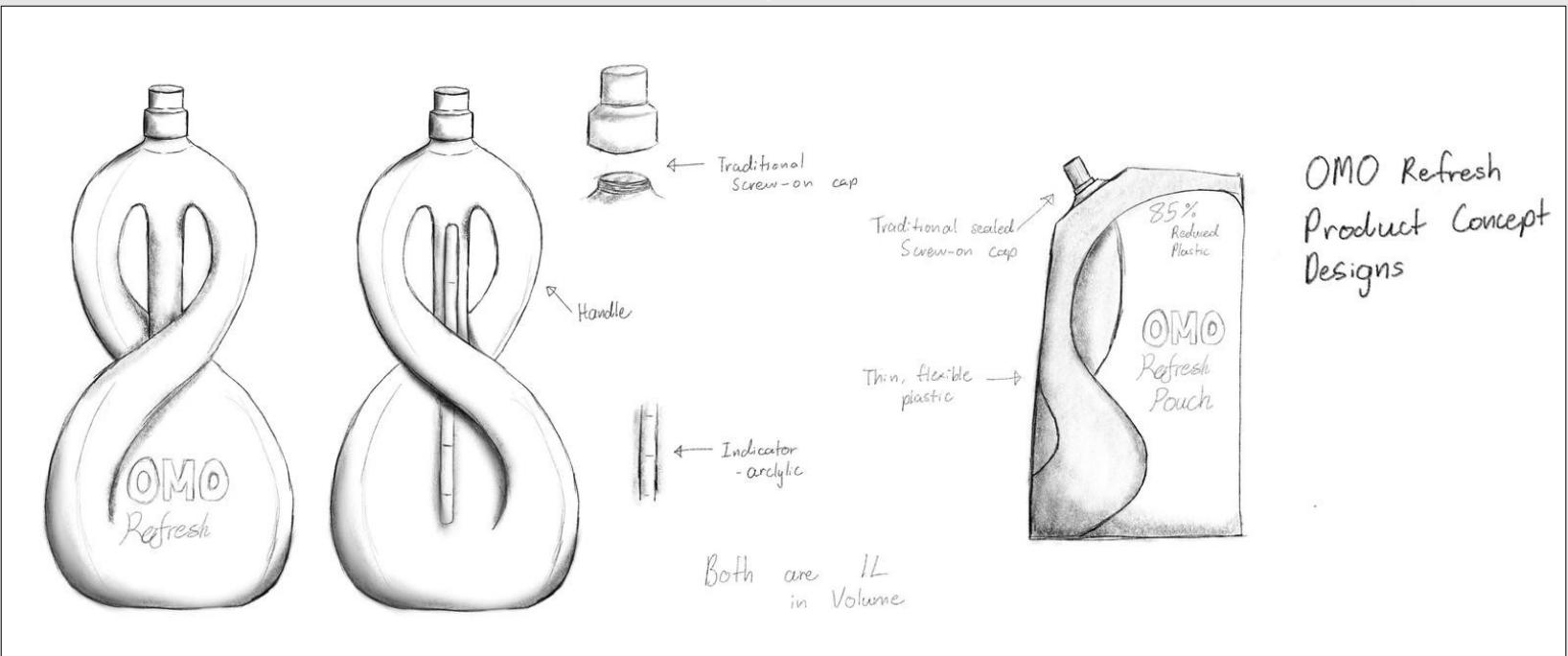
Minimalistic and floral designs

# Differentiation - Sustainability and Livelihoods

45% of Australians: “will prioritize the environment and climate change in how they live and the products they buy” (Nijssen-Smith and L’Huillier, 2021) – from Ernest & Young

Current Initiatives: Refill Station at one Sustainability Concept Coles Store and OMO Dilute at Home

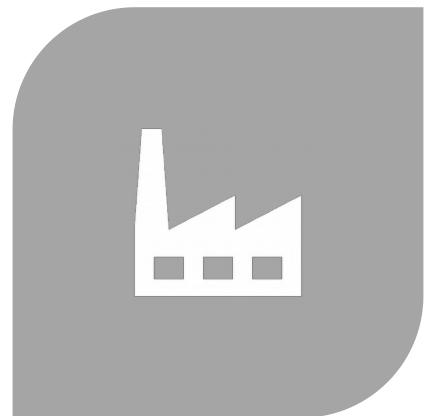
# Differentiation - OMO Refresh



# Staging - Stage 1



**MARKET RESEARCH**

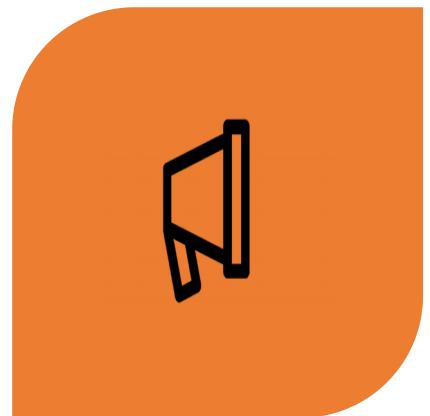


**INTERNAL KNOWLEDGE  
TRANSFER (TRESEMMÉ  
AND DOVE)**



**NEGOTIATIONS**

# Staging - Stage 2



CAMPAIGNING



DIRT IS  
GOOD!

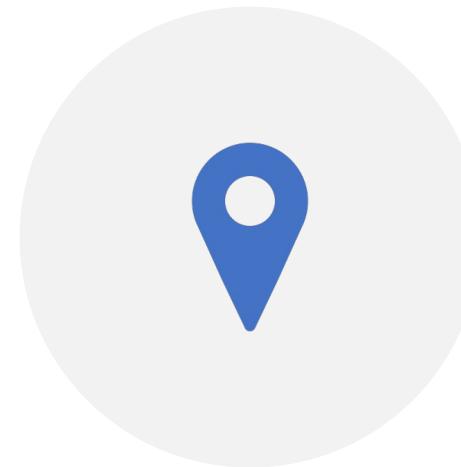


LESS PLASTIC  
LESS TIME

# Staging - Stage 3



**EXPANSION INTO RURAL  
AREAS**



**100KM WITHIN MAJOR  
CITIES**

*Profit = profit per package × numbers of packages sold*

## Economic Logic

Profit = profit per package  $\times$  numbers of packages sold (new customers)



Resource Recycling ▾ Plastics Recycling Update ▾ E-Scrap News ▾ Conferences ▾

## Analysts say higher PCR prices are the new normal

Published: April 6, 2022

Updated: April 6, 2022

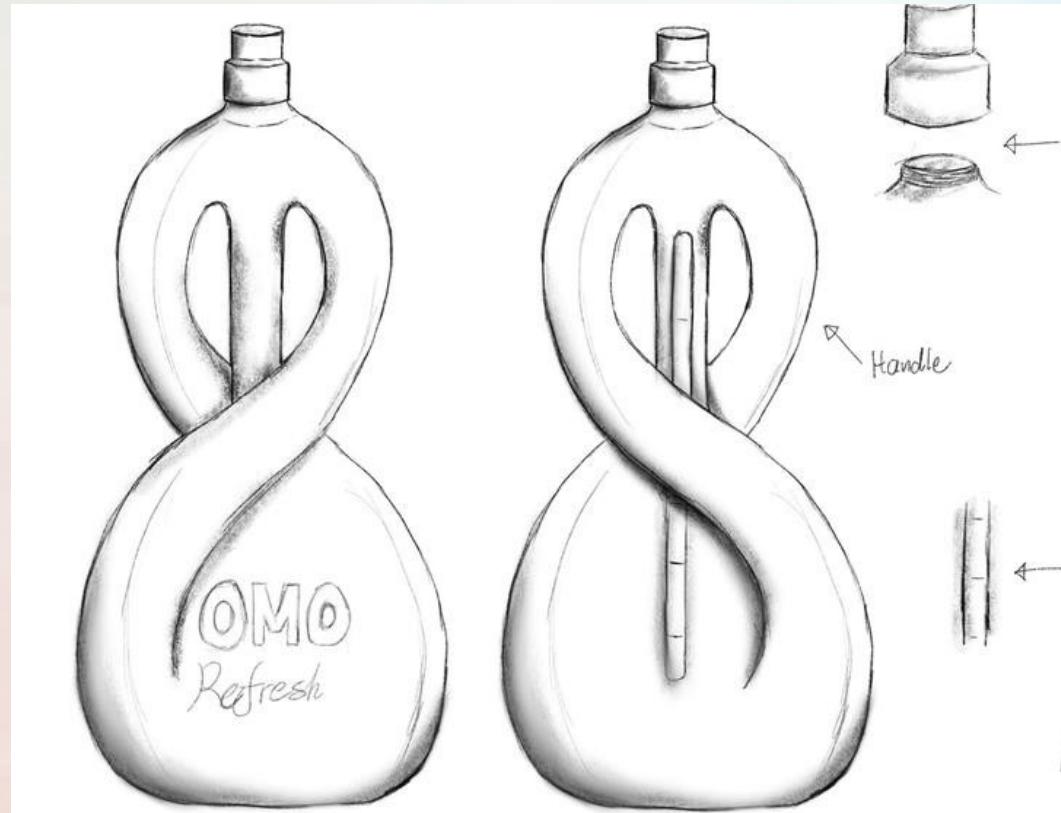
by [Jared Paben](#)



higher PCR plastic costs (Paben, 2022).

L'OCCITANE introduced eco-refills in 2008 and today there are now 26 eco-refills of your favourite products available. So when you are running out of your liquid soap, shampoo, body and hand washes, there is no need to purchase a new full-sized bottle, instead you can choose to use on average **85% less plastic** and opt for an environmentally friendly option. That means we're saving roughly 200 tons of plastic every single year. (L'Occitane en Provence, 2022)

Profit = profit per package  $\times$  numbers of packages sold (new customers)



visual appeal  
(Bogomolova et al., 2019)



subscription service  
(Iyengar et al, 2020)

# Conclusion

OMO Refresh

Concept



**Sustainable**

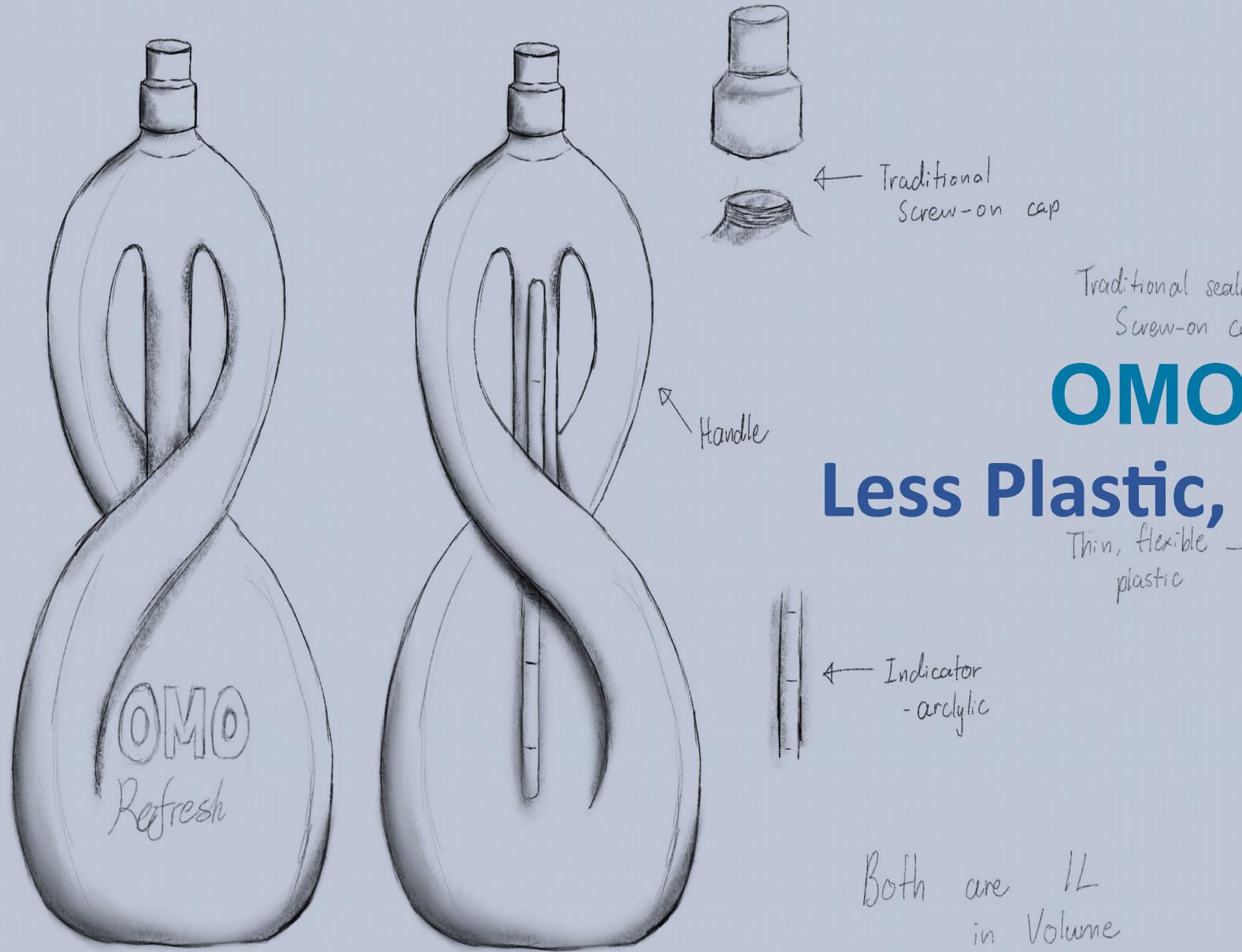


**Improves livelihoods**

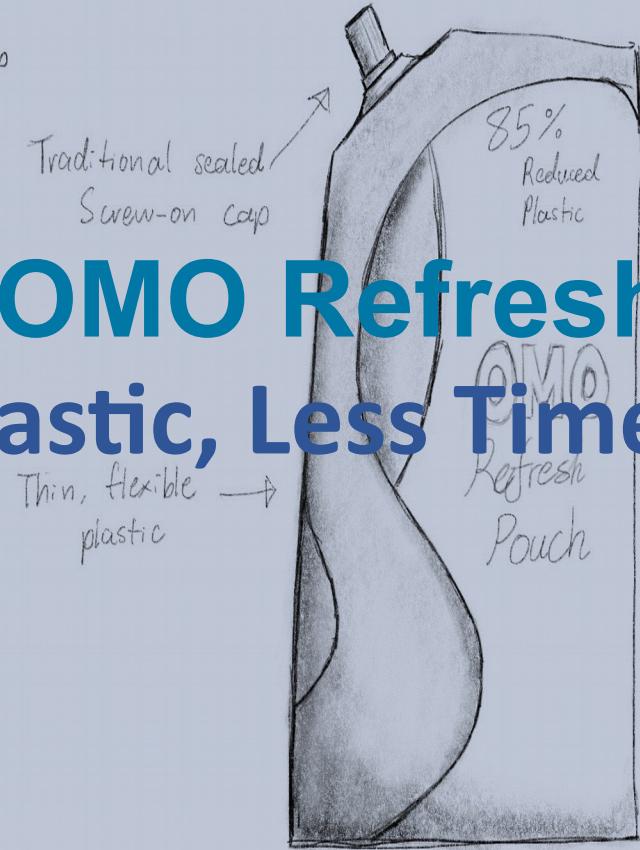


**Versatile**

OMO Refresh  
Product Concept  
Designs



# OMO Refresh Less Plastic, Less Time



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# Thank You