

Problems on which our solutions are based.

Other Problems/Habits

Normal Observations

We had done an extensive telephonic interview with a focus group of 100 people from different geographies, age group and ethnicities. And the insights from same are mentioned below.

60% respondents view the instructions part of their products for price, ingredients and steps of usage.

90% respondents are willing to shift to a brand which has its ingredients sourced from natural sources.

Effectiveness of the brand over-rides the aspect of sustainability for 70% respondents.

70% respondents only remember the Mumbai beach cleaning activity as a initiative towards environment. That is due to a lot of celebrity inclusion and constant social media posts and engagement.

75% respondents are not sure of difference between dry and wet waste and where to dispose it.

82% respondents do not segregate the waste at their home, leading to mixing of wet and dry waste.

93% respondents have recently cultivated the habit of using a cloth bag instead of plastic bag.

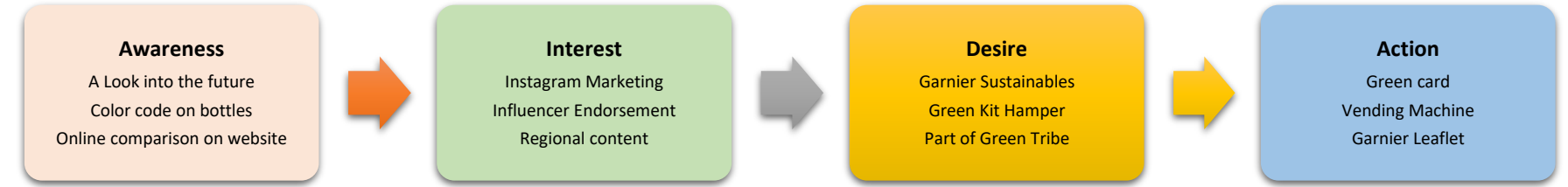
But still 71% of them sometime forget to carry their cloth bags, as it is inconvenient to carry an empty bag to a store and it hasn't been a part of their routine.

90% respondents are unaware if the products they use have recyclable packaging or not due to lack of clear demarcation.

75% respondents either do not know the right way to dispose off plastic or they do not have the facility at their place.

People with access to recycling machine said that the machine is next to the dustbin, so there is no difference. There is no incentive and most of times, the machine is closed.

Only 10% people are actually advocates of their environment conscious habits. They do not ask others around them to follow it.



Activation Calendar	0-6 Months	6-12 Months	12-18 Months
Campaign	Vending Machines, Colour Coding	See your future, Green Card, Leaflet, Garnier Sustainables	New Introductions, Green Kit,
Content	BTS Shots, Usability, “Did you Know posts”	Green Card Benefits, No use of Virgin Plastic, Plantations	Product Placement (OTT), User Reviews, Results of Initiatives, Future expansion announcements
Platforms	IG, FB- Reels, Offline Retail, Communal Gatherings, College Fests	Newspaper, Magazines, IG Reels, YouTube	AdSense, Tie-Ups of Collaborated Brands, Offline Presence
Tie Ups	Local Vendors, Influencers, Students and Activists, Tech and Sustainability pages	Premium/Macro Influencers, Youtubers Egs. @mostlysane @filtercopy @nutshellindia	Production Houses, Real-Time users, Loreal Officials,

A Writeup for trends

Beyond the walls of Bins, life is defined.
I think of Green when I'm in an Earth state of mind.
Single use plastic for years can be traced
Disposing your waste shouldn't be a matter of haste
Steer clear with Garnier coz that is true
To give you a clue – Tins go in the blue
Since you are so keen – Veg Skins go in the green
What you do now is what you'll see
Don't let things Be coz there's no Planet B

Marketing Mantra

**Help Garnier KEEP
YOUR SKIN AND EARTH
HEALTHY**

#Trashtags

#HealthySkinHealthierPlanet
#IAmAnAGrader
#NotAVirgin
#TheGoodSus
#GoodThingsGoGreen
#UseYourWaste
#GreenKitGang
#GreenTribe
#GarnierGardener

Potential Tie-ups



KPIs

- | | |
|---|--|
| <ul style="list-style-type: none"> • Number of Likes and reshares • Site Traffic • Organic Search • Plastic Waste collection • Customer Acquisition Cost | <ul style="list-style-type: none"> • No. of green cards sold • Garnier Page reach and visits • Remixes on reels • Sign-ups • Press mentions |
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"A Look into the Future" – AR Screen used as mirror

Screens will be set up in public places which will look like a mirror, but they will be using AR technology.

As people will pass by it, they will be able to see everything as it is except the point that their surroundings will be changed to consequences "How the world will look in 2025".

The main motive here is to educate people with possible in person experience, with how the world will look in 2025 if we keep on polluting our planet in various ways.



Website for comparison

As online comparison of FMCG products is not possible, there will be segment on our Garnier Sustainable site to compare Garnier products with its competitors based on various parameters.

Will help Garnier to **benchmark** against the competition as well as help users to make informed choice.

Particulars	0-6	6-12	12-18
Vending Machine (Rs. 2,25,000/machine)	36 mn	Upon success	Upon success
Guerilla marketing (Rs. 10000/screen)	1.2 mn	1.8 mn	-
Influencers	2.5 mn	3.5 mn	1 mn
Green cards (Rs.4/card)	4 mn	5 mn	7 mn
Leaflet (Rs.1.5/leaflet)	0.6 mn	0.8 mn	1 mn
Keychain bags (Rs.5/bag)	2.5 mn	3.2 mn	3.8 mn
Instagram	1 mn	2.5 mn	1.5 mn