

# [iterate] Marketing Strategy Brief

## Background

Our major cities are drowning in ever-growing mountains of garbage. Overloaded recycling plants have stopped taking unsorted waste. China has refused to recycle for us. Innovative closed-loop recycling solutions in the market are for corporations, not affordable and simple enough for consumers who want identity and lifestyle they can be proud of.

## Target Market

Well-educated urban office workers who are aware of the issus and have been reducing, reusing and recycling and ready to step up their game further.

## Positioning Statement

Easy, friendly affordable consumer lifestyle for green urbanites.

## Tone

urban, warm, open-minded, bright, positive, friendly, approachable, cheery, clean, techy, green, soothing, honest

## Offering to Customers

iterate Refill: artisan home care, cleaning, personal care, snacks, drink on dispensers

iterate containers: reusable naturally decomposable containers and products

iterate membership

Small seating and snacking space with gadget recharging area

Partner exhibits showcasing zero-waste/closed-loop recyling solutions

Old container disposal (with a feel-good story to tell - so the customers know where they go next)

## Price Strategy

Natually decomposable containers

Attractive standard containers:\$3 and \$6

Artisan/handcrafted containers: \$12, \$15 and \$19

Every purchase of a container comes with content (self-help at the refill bar)

Refill priced according to sizes of containers.

Products are priced 25% above the avarage popular brands but still lower than artisan brands

e.g. Softsoap hand wash is \$1.9 for 12 oz | iterate tea tree hand wash is \$2.4 for 12 oz.

## Distribution

Brick-and mortar: small stores near major office hubs

Online: iOS/Android/web, Instacart

First in New York City, San Francisco and Los Angeles. Then expand to Washington DC, Boston, Austin, San Diego, Chicago, Minneapolis and other cities striving to become zero-waste

## Sales Strategy

Product sale: container and refill bar, cafe, exhibit space (for green business partners)

Club membership: \$20 — get 50% refill discount storewide and free product samples

Corporate sales: product (with delivery service) or membership for staff | the targets are large tech campuses, large corporations and banks, gym, hotels and resorts

Partnering with green businesses

## Service Strategy

iterate people are good vibe curators. They are not scientist nor experts but they have feel-good stories to share. They are open, happy, positive and welcoming. They already admire you in the minute you step into the store and treat you like a hero. They have faith in human beings.

## Promotion Strategy

Free product samples in naturally composable bubbles or other revolutionery green packaging solutions distributed directly to tech offices, banks, corporations, and within high traffic business districts

Online ads on news sites, Facebook, store front ads