



M/A/R/C®'s IHUT solution provided clear direction for the optimization of a unique bathroom cleaner

THE CHALLENGE

A leading provider of household cleaning products wanted to extend their line of popular bathroom cleaners, delivering greater convenience for additional cleaning tasks. The IHUT needed to determine which of two formulations aligns best with the brand promise.



The client wanted *clear direction* on:



Product delivery to expectations



Fit with strong parent brand equity



Tactics to enhance in-market potential

THE SOLUTION

A monadic **2-cell IHUT** was conducted among category decision makers to evaluate the performance and expected adoption of the two formulations during an in-home usage period.

THE RESULT

While one formulation showed a clear advantage over another, analysis revealed product delivery was below expectations causing the ASSESSOR® Repeat Potential to fall below benchmark. Refinement opportunities related to positioning and packaging were identified to correct the disconnect with the base equity. Value perceptions were light, although consumers were willing to pay for greater convenience. Options such as bundled multi-packs, were recommended to increase value and usefulness for larger households.

