

DAWN ULTRA

A Research Report

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(Dawn, 2017d)

Executive Summary

The research in this report was gathered and compiled by Abdullah Alsobaihi, Rosemary Huseh, Ryan Thompson, and Minxi Yao.

We searched the history and background about the Dawn brand. In order to understand the Dawn product and help predict changes and improvements to the product and its advertising messages that could earn a larger profit for the company, we study their advertisements, website, and all the detail information about their product line.

In the secondary research, we search the product about the specifications, history, mission, and specific brand. We also analyze the product advertising, industry overview and product features and benefits.

In the primary research, we focus on textual analysis. We work on design, actors, messages, and target audience of the advertisement of Dawn.

**SAVE ON
THE BRAND
THAT HELPS
SAVE WILDLIFE**



(Dawn, 2017c)

Table of Contents

Industry Overview.....	3
Company Overview.....	4
Product Overview.....	5
Product Features and Benefits.....	6
Direct Competitors.....	7
Indirect Competitors.....	7
Product Advertising.....	8
The Future of Dawn Ultra.....	10
References.....	11

Industry Overview

The soap and detergent manufacturing industry encompasses the formulation and production of personal soaps, laundry soaps, synthetic and organic detergents, inorganic alkaline detergents and related compounds (“Soaps and Detergents,” 2015). The industry is dominated by well-known, billion-dollar brands.



(Eldon Lindsay, 2015)

Price competition remained prominent in developed markets in 2015 (“Soaps and Detergents,” 2015). Companies, particularly European companies, have begun to focus on developing countries due to low economic growth in the early 2010s.

A few multinational companies in the United States and Europe dominate the soaps and detergents industry (“Soaps and Detergents,” 2015).

2015 saw the first rise in industry-wide revenue since 2009. The industry made \$206.69 billion in 2015, \$186.89 billion in 2014 and \$190.10 billion in 2013 (Gale Business Insights: Global, 2017.).

Manufacturers saw consumers willing to pay higher prices for convenience, in the form of soap pods (“Soap and Other Detergents, Except Specialty Cleaners,” 2017). Procter and Gamble reported selling half a billion dollars worth of Tide Pods in North America in 2013.

Antibacterial soaps have been a significant trend, but sale of certain antibacterial chemicals was banned by the FDA in 2016 (“Soap and Other Detergents, Except Specialty Cleaners,” 2017). Critics of these chemicals showed concern for potential harm. These chemicals had reached very high levels, to the point that the Centers for Disease Control and Prevention found traces of the chemicals in the urine of 75 percent of U.S. citizens.

Sales of bar soaps continue to drop in favor of liquid soaps (“Soap and Other Detergents, Except Specialty Cleaners,” 2017). Some factors cited for this include the belief that bar soap holds more germs and is less convenient. Another recent market trend is an increased consumer demand for biodegradable detergents (“Soaps and Detergents,” 2015).

Procter & Gamble is the industry leader (Gale Business Insights: Global, 2017). Their top competitor is Unilever P.L.C., which had higher revenue than P&G in 2002, 2003 and 2015. Henkel AG & Company KGaA and Kao Corp. are third and fourth respectively in the industry, though their combined revenue barely reaches more than half of Procter & Gamble in 2015.

Company Overview



(Logok, 2017)

Procter & Gamble's mission statement is to provide high-quality products that will improve the lives of consumers around the world ("Purpose, Values & Principles," 2016).

Procter & Gamble is a global manufacturer of consumer products. The company was founded in Cincinnati, Ohio in 1837, when William Procter and James Gamble signed a partnership agreement ("History of Innovation - Who We Are," 2016).

The modern Procter & Gamble provides a broad range of branded consumer goods. It is one of the largest consumer products companies in the world and serves roughly five billion customers globally.

Procter & Gamble's net revenue in 2016 was \$65.3 billion ("P&G 2016 Annual Report," 2016). The company's operating income was \$13.4 billion. Its net earnings attributable to Procter & Gamble were \$10.5 billion. Its net earnings margin from continuing operations is 15.4 percent. The company spends most of its money on advertising and makes most of its money from retail outlets, including websites and stores ("P&G 2016 Annual Report," 2016).

Debashis Mondal conducted a SWOT analysis of the company (Mondal, 2013).

- **Strengths:** The company is valued \$191.47 billion on the market. Procter & Gamble has over 300 brands available in over 180 countries. Around 25 of these brands make annual sales over \$1 billion. Many of the company's products are considered non-cyclical.
- **Weaknesses** include the company's rapid market share loss. Health products are mostly made for women. Procter & Gamble does not make private label products. Its products face competition from domestic and international brands.
- Some opportunities Procter & Gamble can take advantage of are untapped rural markets, a growing middle class in China and India, development of health products for men and consumer desire for green products from eco-friendly companies.
- Procter & Gamble is threatened by fast moving competition and cheaper substitutes for its products. Private label growth threatens Procter & Gamble's market share. The global recession has decreased consumer spending. Company costs increase with the cost of raw materials.

Product Overview



(Dawn, 2017e)

Dawn Ultra is a dishwashing liquid owned by Procter & Gamble Co. (“Ultra Dishwashing Liquid,” 2017). The product is available for purchase in supermarkets, like Walmart and Target, as well as through online retailers like Amazon. The product costs, on average, \$6.40 for a 56 oz. bottle, according to the list of retailers on the product’s web page (“Ultra Dishwashing Liquid,” 2017).

Dawn was introduced in 1973 (“Birth of an Icon: Dawn,” 2012). Besides being used for dishwashing purposes. Additionally, Dawn is later used to remove oil on animals, such as during the Exxon Valdez and Deepwater Horizon oil spills. The product quickly became a market leader. Dawn has produced a number of other products. Dawn Hand Renewal with Olay Beauty is a dish soap providing hand beautification and Dawn Power Clean offers the dishwashing power of an overnight soak in just five minutes (“Birth of an Icon: Dawn,” 2012).

Wildlife experts have been using Dawn since 1978, because the product can degrease while remaining gentle enough to be used on birds and mammals affected by oil spills (“Birth of an Icon: Dawn,” 2012)). Wildlife partners have used Dawn products to clean more than 75,000 aquatic animals.

Dawn Ultra is branded as having “3X More Grease Cleaning Power” (“Ultra Dishwashing Liquid,” 2017).

Highly Recommended

96 percent of reviews on Dawn Ultra's webpage recommend the product ("Ultra Dishwashing Liquid," 2017).

Variety

Dawn Ultra comes in a number of scents to match the tastes of every consumer ("View All Dawn Products by Scent," 2017.)

Dawn Brand Name

Dawn is a long-standing, popular Brand dating back to 1973 ("Birth of an Icon: Dawn," 2012).

3X Grease Removal

Dawn has triple the grease cleaning power of its top competitors ("Ultra Dishwashing Liquid," 2017).

Accessibility

Dawn Ultra can be purchased from nearly all major retailers ("Ultra Dishwashing Liquid," 2017).

Eco-friendly

Dawn is both strong enough and gentle enough to clean animals harmed by oil spills ("Birth of an Icon: Dawn," 2012).

Competitive Pricing

A 56 ounce bottle of Dawn Ultra can be purchased for a low as \$5.95 ("Ultra Dishwashing Liquid," 2017).

Concentrated Formula

Dawn uses a concentrated formula, so consumers can clean more dishes with less liquid ("Ultra Dishwashing Liquid," 2017.)



Direct Competitors

Palmolive Ultra Pure and Clear is a dish liquid from Colgate-Palmolive. Ultra Pure and Clear is a minimalist alternative marketing itself as gentle on the senses with no heavy fragrances (“Palmolive Ultra Pure & Clear Dishwashing Liquid,” 2017).

Palmolive Ultra Antibacterial is a dish liquid from Colgate-Palmolive. Ultra Antibacterial is marketed as being able to kill E. coli, salmonella and staph (“Palmolive Ultra Antibacterial Dishwashing Liquid,” 2017).

Lavender Dish Detergent is a dish detergent from Gain, another Procter and Gamble brand. Lavender Dish Detergent is marketed heavily on scent and the way it smells is its primary selling point (Gain, 2017).



(Palmolive, 2017a)



(Palmolive, 2017b)



(Gain, 2017)

Indirect Competitors



(OxiClean, 2017)



(Cascade, 2017)



(Ajax, 2017)

Complete Powder Dishwasher Detergent is a powder by Cascade, another Procter and Gamble brand. Cascade markets itself as having all the cleaning power of Dawn in powder form (Cascade, 2017).

Ajax Dish Pacs are dishwasher pods from Colgate-Palmolive. Pods are convenient and prevent consumers with dishwashers from overfilling on soap (Colgate, 2017).

OxiClean Dishwasher Detergent Crystals are concentrated crystals for use in a dishwasher. OxiClean is a Church and Dwight brand that markets itself on superior stain removal (OxiClean, 2017).

Product Advertising

Procter & Gamble has spent 4 to 5 billion annually on advertising. On the Dawn Facebook page, they post many video ads that get a lot of views and comments from people (Timeline [Dawn], 2017). The page has over one million likes. Five video ads for Dawn Ultra from the brand's Facebook page were analyzed. Videos were selected from across three years. One video is from 2014, two are from 2016 and two are from 2017.

Most of the ads get straight to the point, with very little clutter getting in the way of the product. For example, text is very minimalistic and is usually only used to display slogans such as "3X more grease cleaning power" ("3X More," 2017) or "Dawn saves wildlife" ("Dawn Helps Save Wildlife," 2016). Furthermore, two of the ads were just under 20 seconds ("3X More," 2017 and "A Little Goes a Long Way," 2017) and the shortest was seven seconds long ("Dawn Helps Save Wildlife," 2016).

These three ads are almost entirely blue and white, maintaining brand consistency. A bottle of Dawn Ultra is prominently displayed in all three. This shows that "Dawn Helps Save Wildlife," "3X More" and "A Little Goes a Long Way" rely predominantly on Dawn's branding to promote the product.

"The Big Picture," "Dawn Helps Save Wildlife" and the untitled video focus more on the company's environmental work than the product itself ("The Big Picture," 2014; "Untitled," 2016; "Dawn Helps Save Wildlife, 2016). The actors in these videos show compassion to animals, which associates loving and caring behavior with the Dawn brand. Hospitality and domestic life are typically associated with such traits.



(Dawn, 2017d)

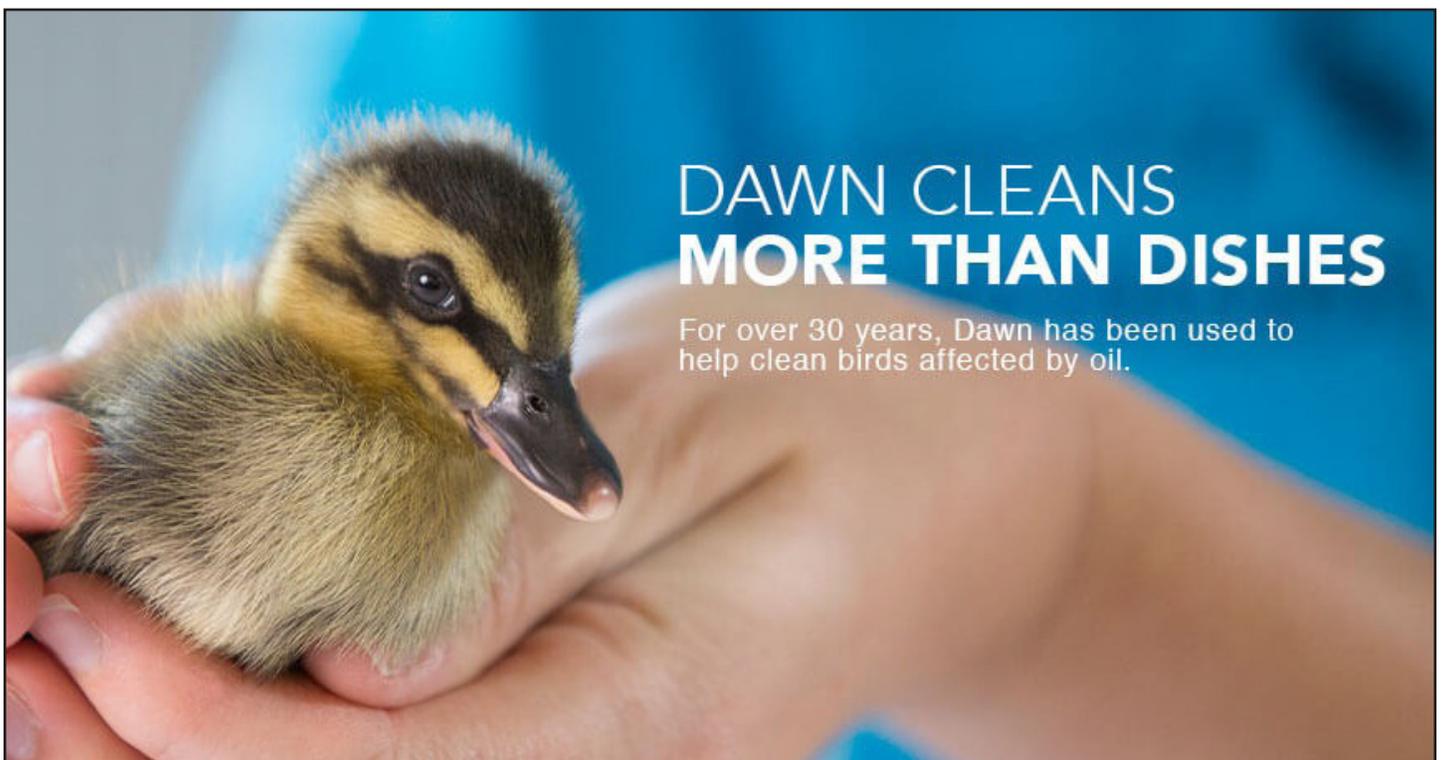
Target Audience

These ads consistently send two messages. First, Dawn Ultra is better at cleaning dishes than other brands (“3X More,” 2017 and “A Little Goes a Long Way,” 2017). Second, Dawn is an environmentally friendly brand, so purchasing Dawn supports wildlife preservation (“The Big Picture,” 2014, “Untitled,” 2016 and “Dawn Helps Save Wildlife,” 2016)”

Anyone who has dishes needs some kind of soap or detergent for washing those dishes. This makes Dawn’s audience incredibly broad, as the need the product fulfills transcends typical demographics. However, these ads heavily push the environmentalist angle.

This approach doesn’t just target nature lovers. The gentleness of the product becomes the focus in ads like “Dawn Helps Save Wildlife,” which shows a pair of human hands delicately washing a baby duck (“Dawn Helps Save Wildlife, 2016). Such an angle targets the stereotypical middle-class housewife.

Many different people follow Dawn on Facebook, meaning Dawn reaches a wide demographic through these ads (Timeline [Dawn], 2017). Many of the people commenting and liking Dawn’s posts are married people, specifically women, of diverse ethnicities. A lot of these people have their own families which means they most likely use household products when cleaning.



(Dawn, 2017c)

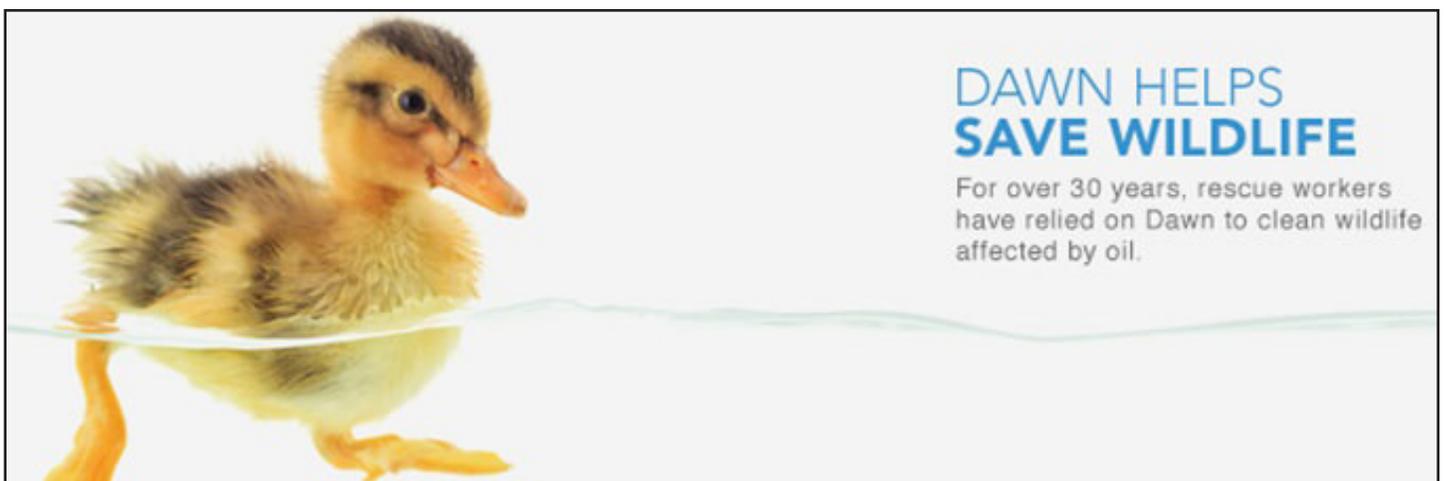
The Future of Dawn Ultra

Dawn Ultra is a very successful product that is used by many people. The company, Procter & Gamble does have its positives and negatives too. Dawn has many weaknesses such as advertising. Dawn doesn't promote as much as it should. Most of the ads created by Dawn are so similar. In many ads, the main purpose of promotion is watching someone clean using Dawn. Even though it is a cleaning product, there should be other ways to advertise it. Dawn needs to be more creative when showcasing their product.

For over 30 years, Dawn dish soap has been an important part of rescuing and releasing more than 75,000 wild animals affected by oil pollution, according to their website. The future of Dawn seems helpful and restoring because so many wildlife rescuers have partnered with them to rescue several animals. The media talks about this product in various ways. On Facebook, there are pages dedicated to their wildlife project as well as their main page that posts advertisements. These videos get lot of attention from the public. Each one of the comments matters because it can help Dawn to improve.

Dawn needs to focus more on college students. It's important for college students to have household items at a reasonable price because some do not live at home with their parents. Young people need to be able to clean and do certain household work while they are living on their own. Dawn has several products for dishwashing and other types of cleaning.

Overall, Dawn needs to improve their advertising and create more original ads. This will help their product in the long run. All these ads are shown on TV or social media. Some can be found in magazines too, but seeing them on TV or social media will gain a larger audience.



(Dawn, 2017d)

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