



WE MOVE QUICKLY.

SPEED

IS CRITICAL IN NEW
PRODUCT DEVELOPMENT.
WE RUSH OUR PRODUCTS

TO MARKET

TO MAKE THE CONSUMER
HAPPIER, FASTER

“On schedule, during Spring 2003, we were ready to go. We had a mop that worked and could be made in enough quantities for a multi-national launch.”

Dimitris Panagopoulos – Supply Director Eastern Europe

“The team kept this show running 24 hours a day, overcoming all difficulties encountered in order to deliver the very challenging timings.”

Jacques Van Diepen – Technical leader



“When we find a solution like Dettol Easy Mop that makes household drudgery easier, we can’t wait to get it into households.”

Rachel Crebier – Category Marketing Manager, Surface Care



Brilliant shine, fresh fragrance, faster speed.

Following the success of our 3in1 dishwasher tablet, we were determined to improve it even further.

Insight identified two improvements, more shine and new fragrance. We already had an answer with our orange fragrance in North America so we scheduled an early launch for a new fragrance line-up in Spring 2003.

The challenge was to see if we could meet our goal of an improvement in shine performance at no extra production cost. Initial indications suggested we needed at least 12 months to perfect the right formula, but by working intensively as a project team we were able to come up with a solution six months early, achieving a simultaneous launch and beating the previous shine performance by 100%.

So now we have 3in1 Brilliant – all the convenience of 3in1 but with our best ever shine performance on glass and cutlery, and it comes with a whole new fragrance line-up, regular, lemon and orange. The result? Increased global share. Two new benefits for consumers. And all delivered six months early.

Bruce McCarthy – Category Marketing Manager, Automatic Dishwashing



Vanishing stains. Vanishing product.

Sometimes, even fast-acting television is not fast enough. To boost Vanish Oxi action’s simple ‘demo-commercials’, we performed the same demo live in Italian supermarkets, showing people what they’d seen on television.

This multi-media barrage closed the usual credibility gap but created gaps on supermarket shelves in a country where distribution is notoriously slow to build up. Within just one month, stores were out of stock. So, in a matter of days, our factories increased their capacity and maintained the sales momentum. In fact, during six months, more than 2 million Italian families bought Vanish Oxi action, achieving Italy’s fastest ever new-product penetration.

Paolo Cavallo – Senior Vice President, Regional Director, Southern Europe



“One challenge was to fit the large pack on any size retail shelf. By printing the front face on five of the six panels we enabled flexibility in orientation and accessibility for our consumers.”

Edwin Driesenaar – Global Trade Marketing

“It was a difficult learning curve, however the learnings taken from this sourcing project are now benefiting other projects in the pipeline...”

Damien De Pompignan – Purchasing

WE MOP UP BORING TIME



It's hardly a unique insight to realise that housewives hate mopping floors. The job is a chore and a bore. So when we came across a prototype mop that could ease this drudgery we were determined to get it into consumers' hands fast.

The Easy Mop saves time and effort and is contemporary and hygienic. A separate bucket's not needed, as the liquid floor cleaner is carried inside the mop-head, its flow controlled by a

trigger on the handle. After mopping, the absorbent pads on the head can be thrown away.

We found the solution in China. Adding the Dettol branding added excitement and putting the Dettol bottle in the head added weight where it was needed.

Testing the prototype in focus groups told us that we were onto a winner. We told ourselves that we had to rush the Dettol Easy Mop to market. We're passionate about speed. When we find a solution that makes a household task easier, we can't wait to get it into households.

We put together a multi-national, multi-functional team. Our technical people more or less moved to China where they co-ordinated the design and production. Weekly conference calls, despite the team working across many time zones, kept the project on track. This was a huge technical challenge as we'd never made a mop before. The time-frame was equally challenging.

On schedule, during Spring 2003, we were ready to go. We had a mop that worked and could be made in enough quantities for a multi-national launch. We developed impactful packaging that worked on any size supermarket shelf. We created advertising that highlighted the Easy Mop's ease of use and Dettol's reassuring brand name.

Despite complex technical, design and sourcing issues, we made a household task easier for consumers. And that's what we always strive for.

