



Case Study

New Product Concept Development

Helping to bring a new pre-prepared microfibre mopping system to market

The Challenge

A global brand of household and cleaning products required support with their development of a pre-prepared microfibre mopping system. The project objective was to understand and define which developments in the product segment would have the greatest impact on customers with a focus on performance, cost, efficiency and hygiene. The client received our support along the initial stages of the product development process; from the idea creation, the idea screening, the discovery and the exploration.

The Solution

We conducted 40 in-depth telephone interviews with contract cleaners and in-house cleaners in France, Germany, Sweden and Finland. Pre-prepared microfibre mopping systems are used as standard throughout the Nordics so here we spoke to general businesses. In France and Germany, we predominantly spoke to hospitals, where pre-prepared mopping systems are standard. Telephone interviews were chosen as the most efficient method of reaching this difficult target audience.



The Insight

On the back of the research, the client received detailed information on:



The most valuable process, product improvements and digital enhancements a future product development could meet



Unmet hygiene needs throughout the market



Brand perceptions of the client's professional household goods brand



The routes-to-market and most effective marketing messages, channels and product pricing of a future product development