



Vision One

Client Success Stories



"It's always a pleasure working with Vision One. They always provide excellent work, fast project turnaround times,



Nico Deuschel

Business Account Manager, Acdoco

Author



Jas Gidda

Quantitative Director

About Vision One

Vision One is one of the UK's leading and fastest-growing specialist market research agency, with award-winning products and services guiding you to success through a bespoke research journey.

Washing Machines Need Love!

Developing and refining a new and successful laundry care product on European Markets.



The Challenge

Dr Beckmann are the leading brand within the UK washing cleaner market. However, their key competitor, Dettol, has recently introduced a Lemon Breeze scented product which appears to be performing well and is now replacing their Original offering. As a result of these changes, Dr. Beckmann are now considering introducing a fragranced product and are looking to undertake research to assess whether there is demand for such a product and if this product could replace the existing offering. Vision One were commissioned to undertake this study.



Research Approach

An online survey methodology was used for this research. A number of interviews were completed among a target sample of respondents who purchase 'Washing Machine Cleaning' products.



Research Findings


There emerged a strong interest in fragranced washing machine cleaner, with both candidate products (i.e. Citrus Burst and Ocean Fresh) preferred to the Original product. Overall, Citrus Burst was the most preferred fragrance.



Action

Our research provided a number of key insights, with recommendations for the launch of this product. However, until consumer reactions to this new product launch can be gauged, the Original product should not be discontinued.

Contact Us

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