

E-1074-010

## Stop Endocrine Disruptors

**Product**

Clovin total brand campaign

**Category Entered**

Positive Change: Environmental - Brands

### ENTRY DETAILS

#### Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From

2022-05-26

Date To

Efforts that are ongoing should leave the end date blank in the Entry Portal.

#### Countries Effort Run In

List the countries the effort

Poland

#### Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

National

#### Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Household Supplies

#### Industry/Category Situation

Select one.

In Decline

### EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

#### The Challenge:

(Maximum per line: 20 words)

How to lead the industry change to safer and greener household chemicals being a small local player against chemical lobby?

#### The Insight:

(Maximum per line: 20 words)

To build awareness of silenced chemical threat, Clovin decided to make tangible shocking proof of chemical pollution of human bodies.

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## The Idea:

(Maximum per line: 20 words)

Alarming mothers that endocrine disruptors from household chemicals leak to human milk, opened eyes for need of ED-free household product.

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## Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Scent containing toxic pollution from human milk was sent to mothers in EU Parliament with CTA. Mass-market awareness campaign followed.

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## The Results:

(Maximum per line: 20 words)

After investigation, EU Parliament started legislation change. **Clovin became new safety standard benchmark, tripling shares to 4,8% on declining market**

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## Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

**Addressing the threat to human health caused by endocrine disruptors (ED), widely used as detergent component, Clovin mobilized the public opinion and established new safety standard (ED-free label) for mass-market household chemicals. The brand gained competitive edge, breaking through "green-washing" initiatives clutter. Hundreds of thousands switched to greener and safer products. On the declining detergent market, small regional player, scratched 4% SOV media budget and tripled its volume shares to 4,8%, becoming a benchmark for green chemicals safety for generations to come.**

**It took us 6 weeks and 100 bottles of toxic perfumes to initiate EU legislation change #fastestlobbying**

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# SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

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1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 275 words; 3 charts/visuals)

Scientists claim we've breached Earth's threshold for chemical pollution<sup>1</sup>, yet we're not as socially conscious of chemical safety as we are of climate. The global production of chemicals has increased 50fold. With new chemicals, unknown threats emerge and determining risks takes years of research on environmental and health impacts. By then, toxic substance will often be ubiquitous, used in products across society.

This is the striking case of endocrine disrupting chemicals (ED). Scientists alarm that ED used in everyday products (like detergents), can cause irreversible health effects (infertility, cancer, diabetes).<sup>2</sup>

WHO and UN named endocrine disruptors a "global threat" that costs the EU €157 billion a year in health expenses.<sup>2</sup> Yet, with chemical lobby<sup>3</sup>, seeing regulations as economic barrier, ED remain a blind spot in EU legislation<sup>4</sup> and keep poisoning our bodies, water, and soil.

Clovin, Polish producer of green household chemicals and a pioneer in ecological solutions, has a state-of-art technology to produce greener and safer chemicals. In 2022 we changed all our production to ED-free products and together with TUV Nord designed the first in the world ED-screening procedure.

The problem? No awareness of the threat of endocrine disruptors in chemical products even in the most vulnerable groups of consumers.<sup>5</sup>

In other words - Introducing the ED free product, even if of tremendous significance for human health and environment, has no impact if it has no value to the consumer.

With 1,6% share of volume of market dominated by big players<sup>6</sup> and gigantic media budgets (P&G, Unilever, Henkel) and with a friction of their spending, how could we turn our eco advantage into market advantage and ignite mass-market demand for ED-free products?

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

## RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Customer (marketing) and Activity (comms) objectives (1 required, 3 maximum for both types). If you had fewer customer and marketing objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? View guidance here.

## Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

### Reference 1

#### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

To make consumers, especially mothers, switch from their usual detergents to safer for health and environment Endocrine Disruptors Free products (grow Clovin volume shares from 1,6% to 3,2%)

#### Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Market showed increasing decline tendency in sales units (-5,0% YoY sales MAT March2023)<sup>6</sup>, and the war in Ukraine caused the prices of ingredients to go up. Prices went up and 36% of shoppers say they are buying more private label than in the previous year<sup>7</sup>. So while we had to increase average price per unit, we as a measure of market success we set goal of Clovin volume share growth at least +100%

#### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Market volume share (Total Poland) of Clovin branded detergents ( ED-free detergents only) (Nielsen data)

#### Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Brand or Business Transformation

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

Volume (growth/maintenance/easing decline/volume share)

## Marketing Objectives

1

#### Objective - Overview & KPI

State your objective here.

Make greener and safer product with ED-Free Certificate available to mass consumer (+2500 new points of sale - widening distribution by 100%)

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

To be a real competition to big established brands in a category of detergents, and make consumer switch to ED-free product we needed to build a wider distribution network for ED-free product, especially gain interest and distribution in mass retail chains – in the category of low involvement and habitual buying, this is the way to make a lasting impact and not just fight for consumer on-line ( like niche eco brands often do).

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of new POS points of sale (offline),

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Penetration / Acquisition

2

### Objective - Overview & KPI

State your objective here.

Increase sell-in to point of sale, with only ED-free products - double sell-in in comparison to the same period year to year (Q1 2023 vs. Q1 2022)

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

We wanted to grow by occupying very concrete segment – ED Free Detergents. We changed the whole production process and we had ambitious goal of doubling the sales with ED Free Products. (+100%)

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

sell-in growth

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

Conversion

Penetration / Acquisition

3

### Objective - Overview & KPI

State your objective here.

Maximization of reaching Polish mothers with the campaign (8 mln unique users)

(Max: 30 words)



### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

With zero awareness of the problem of hormone disruptors, and with restricted budget, we needed to maximize the reach in the group of mothers of young children or during pregnancy – they are circa 8 million women with particular media consumption patterns (parenting portals, women magazines, morning TV).<sup>8</sup>

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Reach, CPV, views, reactions , gained free coverage in media, especially those targeted to young mothers

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Advocacy / Recommendation

Consideration

Conversion

Weight / Value of Purpose

## Activity Objectives

1

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Start a legislation change to make ED-substitution new market reality (Alarm mothers and get 1000 signatures under STOP EDC petition to officially present it to EU Parliament )

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

To start formal path of changing the UE legislation we needed to engage not only consumers, but to bring it to the attention of European Parliament.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Our goal was to bring the issue under consideration of EU Parliament -- we needed the minimum number of signs for the petition and/or any official action from EU Parliament

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Advocacy / Recommendation

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

2

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Mass TV campaign about the new ED-free certificate to boost sales dynamics of ED-free products (+50% compared to previous year during campaign in Q3&Q4 2022)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

With 1,6% of volume share we needed more awareness of new standard, to boost sales of ED-free certified products. The effect of the campaign should affect the dynamic of sales compared to the same period in previous year – the reference was the past year result with no campaign investment.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

First step was distribution, second - keep the consumer demand (sell-out) and market interest (sell-in) growing. Measure: Q3,Q4 2022 year to year sales dynamic.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
  - Unsure which objective type to select? View guidance here.
- sales dynamics

## Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

<sup>1</sup>Persson, L., Carney Almroth, B. M., Collins, C. D., Cornell, S., De Wit, C. A., Diamond, M. L., ... Hauschild, M. Z. (2022). Outside the safe operating space of the planetary boundary for novel entities. *Environmental Science & Technology*.

<sup>2</sup>Trasande, L. et al. Estimating burden and disease costs of exposure to endocrine-disrupting chemicals in the European union. *J. Clin. Endocrinol. Metab.* 100, 1245–1255 (2015)

<sup>3</sup>Stéphane Horel, A Toxic Affair: How the chemical lobby blocked action on hormone disrupting chemicals, Corporate Europe Observatory Report (2015)

<sup>4</sup>3 actions to protect people and wildlife from EDCs, Client Earth Report, Chemicals, 16 September 2020

<sup>5</sup>Melissa Kelly et al. Public Awareness and Risk Perceptions of Endocrine Disrupting Chemicals: A Qualitative Study, *International Journal of Environmental Research and Public Health* 2020 Nov; 17(21): 7778.

<sup>6</sup>NielsenIQ; Sales Data; Detergents Poland MAT to 03 2023

<sup>7</sup>NielsenIQ Shopper Trends 2023 report, Poland

<sup>8</sup>Estimation based on data from Polish Central Statistical Office (GUS)

## SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

While “eco” aspect or eco label is still perceived as “nice to have” addition to crucial functional benefits of the washing product (a finding supported by our focus group research - IQS qualitative research in February 2022) rather than everyday necessity<sup>1</sup>, in reality the health cost of human exposure to endocrine disrupting chemicals in everyday products is estimated as equal to 2% of Europe’s gross domestic product.<sup>2</sup>

*Commerce & Shopper Cases:* Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

*(Maximum: 300 words; 3 charts/visuals)*

Endocrine disruptors (ED) can be especially dangerous during pregnancy and the first years of life, because chemicals mimicking hormones can disrupt all processes of developing organism, causing IRREVERSIBLE health damages.<sup>2</sup> That's why **mothers of young children and pregnant women were chosen** – not only as target group that traditionally make shopping decisions in Polish households, but women in the moment of “transition”, when behavior change is more probable in the habitual shopping behavior (vide newborn products and detergents, specific eco and anti-allergy choices) and at the same time target group potentially most affected by harmful chemicals.

**The disruptive strategy was to target also mothers among politicians and EU Parliament Members, to leverage the emotional response to legislative challenge.**

We needed both change in the legislation and in consumer demand. We needed people to understand that chemical pollution is not only about oceans and faraway icebergs, it's already also about our bodies. **Mothers (W 25-49) were not only the most affected but also most responsive target group for building awareness of the chemical threat and demand for the Endocrine Disruptors Free products.**

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

*(Maximum: 300 words; 3 charts/visuals)*

The traditional environmental message has in center the good of the planet. In this case we put at the center not the faraway icebergs, but the pollution of our children's bodies – addressing the campaign to the audience of the highest receptibility for the issue.

It took 20 years to ban one endocrine disruptor (BPA) in baby bottles, and despite alarming voices from Endocrine Society - the ED chemicals still create threat of unknown consequences to human health and environment, but any change for better is being delayed and questioned.

The pollution data was there, but too complex to be apprehended by consumers and even the authorities. Therefore, Clovin strategy was to raise awareness among consumers, politicians and industry, by transforming available scientific data into a shocking proof of chemical pollution.

With such a controversial issue, we needed bulletproof data, that's why we used the very own official safety reports of European Commission.

We took publicly available European Commission data on every single endocrine disrupting chemical and found that the levels of endocrine disruptors that can accumulate in human body fat tissue was so high, it could be perceived by olfactory senses.

The toxic chemicals are often the non-substantial component of the product such as fragrance, that gets into human body without being digested in the liver, resulting of pollution of human tissue, which is especially dangerous when accumulated toxic chemicals are then released with mother's milk to affect the most vulnerable developing organisms of newborns.

So we turned European Commission's official safety reports into a real “breast milk perfume” –a toxic scent made solely of endocrine disruptors legally used in household products, found in human milk.

This was a striking demonstration of consequences of current chemical policy – resulting in feeding endocrine disruptors to newborns with every precious breastfeeding.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

*(Maximum: 20 words)*

To change status quo, we made and revealed a shocking, emotional proof of everyday chemical pollution, that moms couldn't ignore.

## Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list

<sup>1</sup>Trasande, L. et al. Estimating burden and disease costs of exposure to endocrine-disrupting chemicals in the European union. *J. Clin. Endocrinol. Metab.* 100, 1245–1255 (2015)

<sup>2</sup>GfK, ConsumerScan Household Panel, 2021

sources of data provided in your responses above, do not include any other information.

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

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## SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

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3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

*(Maximum: 100 words; 3 charts/visuals)*

The 100 bottles of toxic, but perfectly legal, breast milk perfume was produced and used in broad-scale PR and lobbying actions.

Mothers - Members of European Parliament, received the perfume as a Mother's Day gift, with a request to change the law. The stunt was revealed to the media and broader public, rising the awareness and gaining support for the cause. The official petition on behalf of thousands of consumers was presented to European Parliament. Clovin introduced a new safety standard for the whole chemical industry (with TUV Nord certification agency) and advertised the new ED-free products in TV campaign.



3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 100 words, 3 charts/visuals)

The first phase of the campaign was plotted around "stop endocrine disruptors" message – the direct mailing of toxic perfume to Moms - Members of Parliament served as very targeted vehicle to create assets – PR materials, awareness 90seconds video on YT, print and digital ads directing to the website explaining the action with CTA to sign the petition, backed by moms-influencers. In the second phase we advertised in TV/digital the first ED-free certificate products from Clovin with claim "It's not laundry. It's a revolution" and bumpers targeted to mothers "Are you a mom? Look for ED-free detergents."

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)

The plan was concrete: in the first phase alarm moms to build awareness and ignite the changes in the legislation and create demand on the market. In the second - introduce and advertise safer and greener alternative detergents to the mass market.

To achieve this objective, we designed a PR stunt to shake the public opinion and possibly lobby for our cause in EU Parliament. It took 20 years to ban 1 endocrine disruptor from baby bottles, because status quo suits chemical industry – until a substance is not regulated it can be still used even in products for newborns, the formulas don't have to be changed, and consumers have no chance to make an informed choice. Even EcoLabel – a European Union official certificate with the strictest norms on ecology, fails to recognize ED as prohibited or restricted in eco products. What's more, while other countries try to address this issue on a national level with national ED-restricting programs, in Poland there is not one consumer organization that would bring up this issue. After years of research on safety, confirmed by EU Safety Reports, we knew that even such "innocent" ingredient as "fresh laundry" fragrance can hide ED, that accumulate in human tissues. But we needed first to make a tangible proof, and present it to the public in an emotional way – introducing the first in the world ED-free certificated products would have no impact if it had no value to the consumer. We knew the case of Nutri-score – it took years and millions of EUR spent on education and lobbying (and 1 billion in counter lobbying)<sup>1</sup> to make it an

industry standard in some countries. With a friction of the budget, we decided to activate the most affected group across different reference groups – moms that are pop-culture influencers, general public and law makers. **The toxic perfume** - emotional and striking proof of chemical pollution called for immediate action. Translating the generic and unknown threat into tangible proof of pollution affecting our children's bodies, helped us gain interest and momentum and opened way not only to free media coverage but also to gain new points of sales. Creating new screening procedure allowed us to create new benchmark – safety standard that we advertised in a campaign for mass market, boosting at the same time consumer demand and retail chains' demand.

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## Key Visual

You have the [option](#) to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

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## Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

<sup>1</sup> Nutri-Score in the EU: 18 years of food lobbying, FoodWatch News, 24.11.2022

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

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## SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS. RESULTS MUST RELATE BACK TO YOUR SPECIFIC AUDIENCE, OBJECTIVES, AND KPIS.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

## 4A. Results Overview

*(Maximum: 350 words, 5 charts/visuals)*

On the declining market (-5% volume sales), the campaign TRIPLED Clovin volume shares to 4,8% in 03.2023vs.05.2022.<sup>1</sup> Despite 4% SOV.<sup>2</sup> All that growth coming from ED-free detergents. Clovin ignited changes that ended with new EU Parliament legislation draft in December 2022, that obliges producers to warn about ED the same way they warn about carcinogens and toxic substances. This was made possible thanks to a consistent strategy and communication that lead to the success:

- Making the toxic perfume from the pollution in breast milk, became a striking proof of everyday chemical threat, that couldn't be ignored. Sending the perfume to Moms - Parliament Members on Mother's Day (26.05.2022), was a bold move with no guaranteed result, but, already on 7<sup>th</sup> of June one of the mothers - the Swedish MEP known for promoting breastfeeding at work, spoke up about the urgent problem of regulation of ED chemicals in the Parliament.
- The digital video revealing the action and explaining the threat made us collect the needed signatures for the petition in 24 hours (exceeding the threshold by 290%). We presented the petition to the EU Parliament, which resulted in EU Commission starting an official investigation based on the information we provided. In October 2022 Clovin was invited to public consultations on new legislation, recognizing new hazard classes for ED chemicals in detergents, that will result in changes in formulations for the whole industry. The imminent law changes mean the new safety standard on the market, that Clovin is the first to fulfill.
- Designing together with TUV Nord, the independent certification entity, the first ever screening procedure for endocrine disruptors in detergents, gave Clovin competitive edge and unique value in negotiations with store chains, resulting in 270% increase in distribution (from 2500 to 9250 points of sale)<sup>3</sup> and 174% grow in sell-in thanks to ED-free products.<sup>4</sup>
- Backed with TV campaign of ED-free product, Clovin - a David fighting Goliath, set a new safety standard for the whole industry and reached 4,8% value shares on market - igniting the substitution of green, sustainable and most of all, safer for people and planet, chemicals.<sup>1</sup>







Chair  
Committee on Petitions

Brussels,  
JR/cbs [IPOL-COM-PETID (2022)35448]  
Mr Bartosz Woźnicki

D 312627 10.11.2022

**Subject:** Petition No. 0596/2022

Dear Mr Woźnicki,

I would like to inform you that the Committee on Petitions has begun its examination of your petition. The Committee considers the petition to be admissible since the subject-matter falls within the sphere of activities of the European Union, under the terms of the Rules of Procedure of the European Parliament.

The Committee has requested the European Commission to conduct a preliminary investigation of the various aspects of the problem based on the information you have submitted.

It will continue its examination of your petition as soon as it is in receipt of the necessary information.

The Committee felt, moreover, that the issues raised in your petition should be submitted, also, to the Committee in the European Parliament within whose terms of reference it falls and decided as a result to refer it to the Committee on the Environment, Public Health and Food Safety, for information.

[https://www.europarl.europa.eu/doceo/document/TA-9-2020-0201\\_EN.pdf](https://www.europarl.europa.eu/doceo/document/TA-9-2020-0201_EN.pdf)

I will keep you informed of any further action taken on your petition in due course.

Yours sincerely,

Dolors Montserrat  
Chair of Committee on Petitions



# Commission sets up rules and long-lasting chemical

## Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

To make consumers, especially mothers, switch from their usual detergents to safer for health and environment Endocrine Disruptors Free products (grow Clovin volume shares from 1,6% to 3,2%)

### Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Market showed increasing decline tendency in sales units (-5,0% YoY sales MAT March2023)<sup>6</sup>, and the war in Ukraine caused the prices of ingredients to go up. Prices went up and 36% of shoppers say they are buying more private label than in the previous year<sup>7</sup>. So while we had to increase average price per unit, we as a measure of market success we set goal of Clovin volume share growth at least +100%

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Market volume share (Total Poland) of Clovin branded detergents (ED-free detergents only) (Nielsen data)

### Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Brand or Business Transformation

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

Volume (growth/maintenance/easing decline/volume share)

### List Result

(Maximum: 30 Words)

In market declining in sales volume (-5%), Clovin gained volume shares: from

1,6% 05.2022, before the campaign start, to 4,8% 03.2023 (Index300) and value shares (index330).<sup>1</sup>

## Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business. (Maximum: 75 words, 3 charts/visuals)

Introducing the new safety standard and ED free certificate for chemical products and marketing its value for health and environment to the consumer, resulted in building unique competitive advantage, which placed Clovin in a much more favorable position in negotiations with retail chains and drove consumer demand for Clovin ED-free products, breaking through the clutter of industry "green claims", on the market declining in volume sales, with consumers switching to cheaper, private labels.

## Marketing Objectives Results

### # 1

#### Objective - Overview & KPI

State your objective here. (Max: 30 words)

Make greener and safer product with ED-Free Certificate available to mass consumer (+2500 new points of sale – widening distribution by 100%)

#### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

To be a real competition to big established brands in a category of detergents, and make consumer switch to ED-free product we needed to build a wider distribution network for ED-free product, especially gain interest and distribution in mass retail chains – in the category of low involvement and habitual buying, this is the way to make a lasting impact and not just fight for consumer on-line (like niche eco brands often do).

#### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of new POS points of sale (offline),

#### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Penetration / Acquisition

#### List Result

State your corresponding result here.

We increased the modern store chain distribution and franchise with 9250 traditional sales points. That's + 6750 new point sf sale, (+270%), exceeding the goal by 170%<sup>3</sup>

## Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business. (Maximum: 75 words, 3 charts/visuals)

In Q1 2022 distribution was 2500 POS, including two supermarket chains - Dino and Polomarket. In Q1 2023 the distribution reached 9250 POS, including JMP, and out of scope online supermarkets (Frisco, Bee.pl;) and online marketplaces - Allegro, Amazon, Shopee). This is the result of strong competitive advantage and product characteristic changes, that gave us new angle in negotiations with retail chains, who would only take products with presumably high demand and turnover.

## # 2

### Objective - Overview & KPI

State your objective here.

Increase sell-in to point of sale, with only ED-free products - double sell-in in comparison to the same period year to year (Q1 2023 vs. Q1 2022)

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

We wanted to grow by occupying very concrete segment – ED Free Detergents. We changed the whole production process and we had ambitious goal of doubling the sales with ED Free Products. (+100%)

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

sell-in growth

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

Conversion

Penetration / Acquisition

### List Result

State your corresponding result here.

We have increased sell-in by 174%<sup>4</sup>

### Context

Explain, with [category, competitor, and/or prior year context](#), why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

The result for Q1 2023 YoY give full picture of the effects of long term strategy started in May of 2022. The ambitious goal of 100% growth required gaining new channels of distribution (modern trade). It is a combined result of higher number of point of sales and higher goods turnover.

## # 3

### Objective - Overview & KPI

State your objective here.

Maximization of reaching Polish mothers with the campaign (8 mln unique users)

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

With zero awareness of the problem of hormone disruptors, and with restricted budget, we needed to maximize the reach in the group of mothers of young children or during pregnancy – they are circa 8 million women with particular media consumptions patterns (parenting portals, women magazines, morning TV).<sup>8</sup>

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Reach, CPM, views, reactions, gained free coverage in media, especially those

(maximum: 50 words) reach, CPV, views, reactions, gained free coverage in media, especially those targeted to young mothers

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Advocacy / Recommendation

Consideration

Conversion

Weight / Value of Purpose

List Result

State your corresponding result here.

Campaign (combined MyFirstPoison and Revolution TV campaign result) reaches over 8 mln UU, also gaining free coverage in all horizontal, gossip and biggest parenting portals.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business. (Maximum: 75 words, 3 charts/visuals)

"My First Poison" with only 0,6 SOV reaches audience of over 6 mln with exceptionally effective CPV of 0,03 PLN and over 120K comments and 600 K reactions.<sup>7</sup> Print, digital and sponsored content brought additional coverage in all main horizontal, medical and parenting portals, maximizing the reach to young mothers in short time. The TV campaign reaches 5,285 mln women W25-49, 1,6 mln on FB, 1 mln na YT in targeted campaign.<sup>8</sup>

Activity Objectives Results

# 1

Objective - Overview & KPI

State your objective here. (Max: 30 words)

Start a legislation change to make ED-substitution new market reality (Alarm mothers and get 1000 signatures under STOP EDC petition to officially present it to EU Parliament)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

To start formal path of changing the UE legislation we needed to engage not only consumers, but to bring it to the attention of European Parliament.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Our goal was to bring the issue under consideration of EU Parliament -- we needed the minimum number of signs for the petition and/or any official action from EU Parliament

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Advocacy / Recommendation

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

## State Result

State your corresponding result here.

The petition gathered 1000 signatures in 24 hours<sup>5</sup>, in June Swedish MEP brought up urgent need to regulate ED.<sup>6</sup> In December 2022 EU Commission presented a draft of new legislation.

## Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business. (Maximum: 75 words, 3 charts/visuals)

Raising the issue in EU Parliament by Swedish MEP and gathering the signatures so fast resulted in presenting the petition officially to Parliament already in June 2022, and EU Parliament taking action. EU Parliament asked EU Commission to start an investigation based on the information we provided and in October 2022 invited Clovin to consultations. In December 2022 European Commission presented a draft of new law with new hazard classes for ED chemicals.

## # 2

### Objective - Overview & KPI

State your objective here. (Max: 30 words)

Mass TV campaign about the new ED-free certificate to boost sales dynamics of ED-free products (+50% compared to previous year during campaign in Q3&Q4 2022)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

With 1,6% of volume share we needed more awareness of new standard, to boost sales of ED-free certified products. The effect of the campaign should affect the dynamic of sales compared to the same period in previous year – the reference was the past year result with no campaign investment.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

First step was distribution, second - keep the consumer demand (sell-out) and market interest (sell-in) growing. Measure: Q3,Q4 2022 year to year sales dynamic.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

sales dynamics

## State Result

State your corresponding result here.

The TV campaign boosted sales dynamic - +64% in Q3 2022 and +76% in Q4, increasing both sell-in and sell-out<sup>4</sup>

## Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business. (Maximum: 75 words, 3 charts/visuals)

The consumer demand is one of the main factors in negotiations with retail chains – and being present in retail chains has impact on volume share growth. The other factor is goods turnover – the marketing campaign effect was to inform about ED-free product at mass scale (TV reach) and boost the demand and sales (vs last year) – to guarantee the proper turnover pace and make product more attractive for both consumers and retailers.

+64%

+76%



### Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

### 4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

**Business Events (e.g. changes in supply chain, government regulations)**

**Societal or Economic Events (e.g. changes in economic, political, social factors)**

**Public Relations**

### 4B. PUBLIC VERSION: Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

### Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

The war in Ukraine resulted in rise in price of chemicals and final products, reducing the profit margin and rising average unit price. One of the main Clovin production units is situated in Ukraine and had to limit its production. Growing inflation generally made consumer switch to cheaper products. However it didn't stop us in tracks.

The case of endocrine disruptors is not new and by no means obvious – on one hand The European Commission published a [Chemicals Strategy on Sustainability towards a toxic-free environment](#) on 14 October 2020, as part of the European Green Deal. This definitely made our battle easier - there was the fundamental consensus Europe needs to regulate chemicals better. On the other

(Maximum: 200 words; 3 charts/visuals)

- The EU has worked on legislative controls for endocrine disrupting chemicals for 20 years, with a range of delaying tactics from industry successfully slowing down the processes at various stages. As a result, despite some progress, the EU's Commission never managed to present any binding proposal ( Sweden even sued the EU Commission for the delay and won). That's why we believe the real change depends on self-regulation of the industry, that we wanted to catalyze by our actions.

## Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

<sup>1</sup> NielsenIQ; Sales Data; Detergents Poland MAT to 03 2023

<sup>2</sup> Local media monitoring, 2022

<sup>3</sup> Client Enterprise Resource Planning Data (ERP)

<sup>4</sup> Client data

<sup>5</sup> Change.org data

<sup>6</sup> EU Parliament Recording, Committee on Environment, Public Health and Safety, June 2022

<sup>7</sup> Display and Google monitoring systems, 2022

<sup>8</sup> Local media monitoring, 2022,2023

## INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

## PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under €50,000 and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

### Paid Media Expenditure (Current Year)

Campaign Period: Competition  
Year

€50-200 Thousand

### Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year

Under €50 Thousand

Compared to other competitors in this category, the budget is:

Select one.

Less



Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

More

### Media Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media?

What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

*(Maximum: 100 words)*

This commercial campaign, thanks the PR stunt gained immediate attention of Polish and international media (Including AdAge, Campaign and Forbes)- but we consider more important then just earned media value total coverage by all media outlets consumed by our target groups<sup>1</sup> -morning TV, print advert in most popular women weekend magazine "Wysokie Obcasy", thematic TV channels, all biggest parental and medical portals belonging to the biggest media outlets (onet.pl, wp.pl, gazeta.pl), popular gossip portals (pudelek.pl, noizz.pl), mom-influencers followed mostly by young moms - all that contributed to the maximum effectiveness in reaching the target group within the limited budget

## PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life.

This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

### Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

€50-200 Thousand

### Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

*(Maximum: 100 words)*

The production budget included producing 200 bottles of toxic perfume and sending them to Parliament Members, journalists and influencers, producing educational video explaining the problem and other assets of the campaign - print advert, digital banners and educational website leading to the petition. The second phase included redesigning of the packaging with ED- certificate and producing a 15" TV spot and 6" bumpers to inform about ED products ( main part of the cost app. 90% of the budget).<sup>2</sup>

## OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

*(Maximum: 100 words)*

### Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as

Yes : For the purposes of the campaign, we have created a Landing Page with two basic functionalities: 1. As source of information on endocrine disruptors in chemical products 2. With CTA to sign the petition to EU Parliament that

communication channels for case content. redirected to change.org. The video ads were published also on the previously existing Clovin profiles on Facebook and Instagram.

(Maximum: 100 words)

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

### Sponsorships

Select all that apply.

Product Placement – Occasional

Sponsorship – Talent or Influencer

### Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

My First Poison - first phase of the campaign included paid collaboration with 5 Moms-Influencers ( since May till September 2022) plus prolonged collaboration with mom-influencer and actress Zofia Zborowska and Mama Chemik (Mom Chemic) in promoting ED-free products. There was one-time product placement in morning TV Show at the beginning of the campaign (May 2022) – we felt the topic was so new and complex it required more in-depth explanation – we decided to hire both eco-influencers and famous moms influencers (actress, lifestyle), to support our cause

## SOURCES

### Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

<sup>1</sup>Local media monitoring

<sup>2</sup>Client data

**Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

## ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

## All Touchpoints

Select all that apply.

Branded Content – Editorial

Digital Mktg. – Influencers

Digital Mktg. – Product Placement

Digital Mktg. – Programmatic Display Ads

Digital Mktg. – Programmatic Video Ads

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Video Ads

Direct Mail

Interactive / Website / Apps

Packaging & Product Design

Print - Magazine

Public Relations

TV

## MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

### Main Touchpoint 1

Most integral touchpoint.

Digital Mktg. – Short Video (:15-3 min.)

### Main Touchpoint 2

#2 Most Integral Touchpoint

TV

### Main Touchpoint 3

#3 Most Integral Touchpoint

Direct Mail

## SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

## Social Media Platforms

Select all that apply, or select Not Applicable.

Facebook

Instagram

YouTube

## CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

## CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

**The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.**

**Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.**

The Creative Reel is viewed once the case has been read.

### Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



### Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Branded Content - Editorial

Digital Mktg. - Influencers

Digital Mktg. - Product Placement

Digital Mktg. - Programmatic Video Ads

Digital Mktg. - Short Video (:15-3 min.)

Digital Mktg. - Social: Paid

Direct Mail

Interactive / Website / Apps

Packaging & Product Design

Print - Magazine

Public Relations

TV

## IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

### Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace.

Do not include agency names in the file name or within the images.

Technical Requirements: .jpg/.jpeg format



My First Poison KV

OK



Print Ad with QR redirecting to website

OK



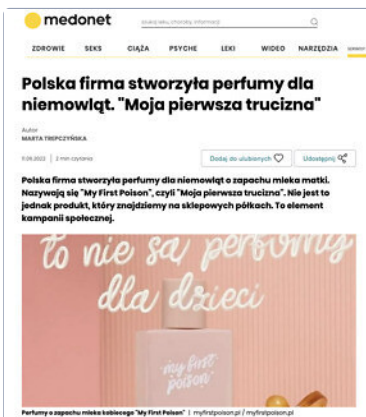
StopED website

OK



Influencer Instagram Post - Paid

OK



earned-media article in biggest horizontal portal onet.pl

OK



Clavin's Facebook fanpage cover photo

OK

### Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

"This is not baby perfume" - main claim for My First Poison activity.

The print ad in Wysokie Obcasy Magazine explained "this perfume was made from endocrine disruptors found in mothers' milk." and CTA "stop endocrine disruptors. With QR code directed to the website with claim "Together we can change it".

The website had educational value, presenting also the ED-free certificate.

The example of captivating influencer post "Perfume made of toxins found in mother's milk?"

Earned media article in medical section of the biggest Polish horizontal portal onet.pl "Polish company made perfumes for babies" and immediately below image with our campaign claim "This is not a baby perfume" and CTA "stop endocrine disruptors"

Clovin FB cover photo showing KV of TV campaign - the claim reads: "It's not laundry. It's revolution" and presents ED-free stamp to be found on new packaging.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges