

Strategic Message Planner: WD-40

Advertising Goal

To entice a women that are homeowners with young children to use WD-40 as their main household cleaner to replace the multiple products that they currently use.

Client: Key Facts

- According to Business Insights, WD-40 Co. was founded in 1953 in San Diego, California.
- Water displacement, 40th attempt was created as a corrosion protector for missile covers.
- After a slight recipe change, WD-40 sales skyrocketed in 1965 and transformed into a household name.
- WD-40 Co. went public in 1973.
- WD-40 Co. has such a favorable reputation because it has been around for over 63 years and have dominated its competitors for year.
- According to WD-40's website, WD-40 Co.'s philosophy is, "Our purpose is to deliver unique, high value and easy-to-use solutions for a wide variety of maintenance needs of "doer" and "on-the job" users by leveraging and building the brand fortress of WD-40."

Product: Key Features

What Is the Product?

- According to WD-40's website, WD-40 is a multi use product that was designed as a lubricant but now has a wide-variety of uses.
- WD-40 comes in a variety of packaging, including travel size, extendable straw, smart straw and commercial size.
- Since it was originally created as a corrosion protector for missile covers, it has been rebranded several times since it was created. It is now branded as a tool used in mechanical shops, garages and for automotive and hardware needs.
- WD-40 is sold at homegoods stores, convenience stores and automotive stores between \$2.99 and \$26, depending on the size and packaging.

What Is the Purpose of the Product?

- According to Business Insights, it is a multi-purpose maintenance products for household, marine, automotive, construction, repair, sporting goods, gardening, and various industrial applications.
- The purpose of this products has vastly changed since it was created. It has gone from being a automotive product to being a multi-use product that has so many uses that more are being discovered each day. Over 2,000 uses are being listed on <http://wd40.com/uses-tips>.

What Is the Product Made of?

- Although the recipe for WD-40 is a secret, Wired.com sent a can of it to the lab and figured out the main ingredients.
- Mineral oil: The main ingredient in WD-40 is a mix of baby oil, Vaseline, and the substance inside homemade lava lamps.
- Decane: It is a common ingredient in gasoline, but it is in WD-40 to help keep it from freezing.
- Nonane: This makes WD-40 water-repellent.

Who and What Made the Product?

- WD-40 Co. makes the WD-40 product. They have used the same formula for over 50 years for the product.
- WD-40 has been around for over 63 years so it is a very well-known, trusted brand.

Target Audience: Demographics and Psychographics

The target audience is women ages 25 to 40 who are living in a family household, which means they can be living with a spouse or without one and they have one or more children living with them. According to the census.gov study, this includes almost 26 million households.

According to Gallup.com, among United States workers age 60 or younger, almost half are women, and half of those women have a child at home. Almost 41 percent of these working mothers say that they don't have time to do today what they needed to get done yesterday. Most of these mothers' time is filled with taking care of their kids' needs and doing household chores around their family home.

From a study done by Ad Age, it was determined that members of the target audience are very busy and live a hectic life. This means when they are shopping for household items, they only have time to run into the store, grab something and then run out. They do not have time to shop for an hour for a variety of products that meet every one of their needs. According to a study done by Ms. Muley, women have 85 percent of the purchasing power in the household. The majority of women are also in charge of daily household activities that include cooking, doing laundry, cleaning, dusting, mopping, vacuuming and doing the dishes. These women say that the less products they have to purchase to accomplish these tasks, the better.

Although most of the target audience has heard of WD-40 before, they associate it with mechanical shops, garages, hardware and automotive needs. WD-40 is also sold mainly in the hardware or automotive aisles at super stores, which women do not frequent as much as men.

Product Benefits

- Since WD-40 has been around for over 63 years, mothers know that it is a trusted brand and they feel safe using it around their home and children.

- Since it has a wide variety of packaging, women can use it when they are traveling, in hard to reach places and for large jobs which is a huge benefit to women since they can use it in almost any place and situation.
- There is over 2,000 uses and more are being discovered everyday. This makes WD-40 all house-owning go-to product when they don't know what else to do. WD-40 can help in the home, garden, garage, cleaning, and with their children problems, which is most important to mothers.
- Since it is sold at a variety of use, mothers can just pick it up on their way home to save time. This makes it so convenient for mothers to use WD-40.

Direct Competitors and Brand Images

According to Hoovers, WD-40's direct competitors are household cleaning products:

- The Clorox Company: The company's household cleaning products are world leaders, but our target audience knows that the vast majority only serve one purpose, which means that they have to buy multiple products to get a few chores accomplished.
- S. C. Johnson & Son, Inc.: It is one of the world's largest makers of consumer chemical products, but some mothers and homeowners do not like using it because of all of the dangerous chemical in its products.
- Church & Dwight Co., Inc.: It is a global consumer products company that started with Arm & Hammer baking soda and turned it into a variety of products, but homeowners also think that it gets pricey purchasing all of the variety of products that only serve one purpose.

Indirect Competitors and Brand Images

- Soap and Water: The target audience has always trusted soap and water, and so has their mothers, and their mothers' mothers. They also realize that sometimes soap and water just doesn't do the job.
- Vinegar and Water Home Remedies: According to keeperofthehome.com, the target audience loves experimenting with at-home, natural cleaners that are good for their families' health. However, due to how busy these women are, they normally do not have time to put the recipe together or experiment with them.

Product Brand Image

- Current brand image: The target audience believes that WD-40 is mainly a man's tool that is only used for mechanical purposes.
- Desired brand image: WD-40 is a household tool that can replace other products that mothers already use in their daily lives.
- Brand image challenge: The target isn't aware of all of the uses that WD-40 has or how it can help them in their daily lives.

Strategic Message: The Promise

All house-owning women should buy WD-40 because it has thousands of uses that will make their hectic life much easier, which may also replace their current household products in the long run.

Supporting Evidence: The Proof

- The WD-40 Co. has been around for years, and keeps gaining loyal customers each year, so mothers know that they can trust it.
- It comes in a variety of packaging so that it can appeal to everyone in the target audience. The variety of packaging allows women to use it when they are traveling, in hard to reach places and for large cleaning jobs.
- WD-40 has one of the widest spectrums of uses of any product on the market, so mothers can use it for any and everything.
- WD-40 is made up of relatively simple ingredients that make it much more appealing than the chemical-ridden products that the competition are offering so mothers will think it is safe to use around their children.

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