

method.

“people against dirty”



The logo for Method Products, featuring the word "method." in a lowercase, sans-serif font. The text is white and set against a dark grey rectangular background. The background has a subtle gradient and a slight shadow effect.

method.

“people against dirty”

Located: San Francisco, California, USA

Founded: 2000—2001

Founders: Adam Lowry and Eric Ryan

Designs, develops and produces nontoxic, biodegradable natural cleaning products.

In 2012 Method Products joined the Ecover Group, to form the world’s largest green cleaning products company by sales.

“people against dirty”



clean



safe



green



design



fragrance



clean

At method, we're happy about what we do. Sometimes we're even a little giddy. But when it comes to the effectiveness of our products, we're dead serious. They work. How could we be happy if they didn't? Our cleaners use powerful formulas made with naturally derived surfactants that work by dissolving and removing dirt. Our team of green chefs (aka formulation chemists + product designers), ensure that our products are not only highly innovative, but also highly effective.



safe

Cleaning can be a chore. Stinging eyes, burning lungs and headaches aren't just unfortunate side effects of a well-kept home. They're warning signs. That's your body telling you, "Don't use this. This is bad for you." Our greenskeeping team rigorously assesses every ingredient we use, so we can be completely sure of its safety. That's why method's entire product line is both people- and pet-friendly, specially formulated to put the hurt on dirt without harming a hair on you or your loved ones' heads.



green

We're in business to change business. At method, we see our work as an amazing opportunity to redesign how cleaning products are made and used, and how businesses can integrate sustainability. Our challenge is to make sure that every product we send out into the world is a little agent of environmental change, using safe and sustainable materials and manufactured responsibly. Little green soldiers in the battle of doing-well-by-doing-good, if you will. This is why we make our bottles from 100% recycled plastic, why we constantly seek to reduce the carbon emitted by our business (and why we offset the remainder), why we never test on animals, why we design innovative products using natural, renewable ingredients, and why we're transparent about the ingredients we use, how we make our products, and what our track record is as a green business.



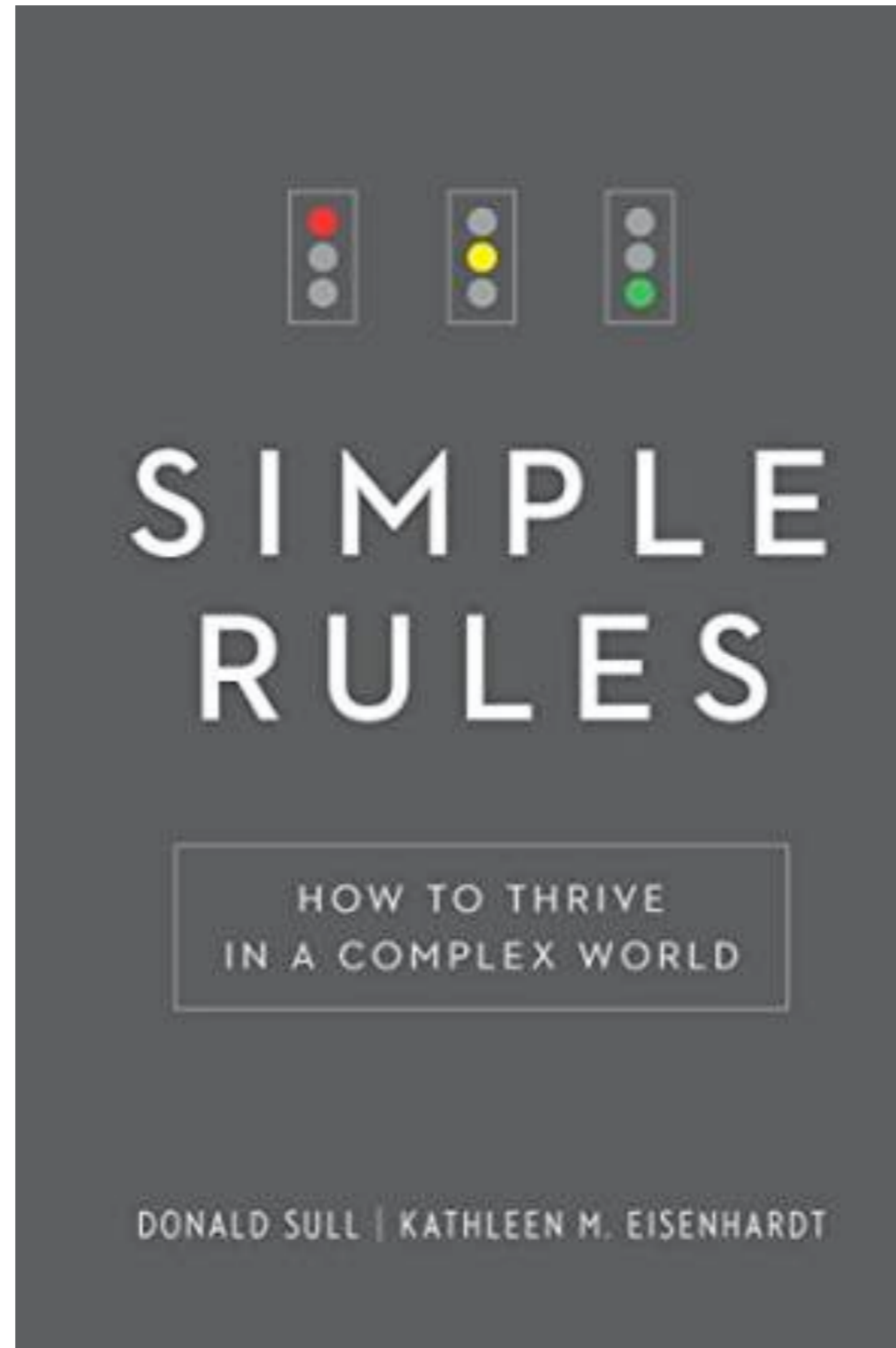
design

Most companies treat product design like it ain't no thang. At method, we believe product design is a thang. It's very much a thang. So when we were figuring out how to package our products, we enlisted world-renowned designer Joshua Handy to sculpt some of the finest pieces of recyclable plastic art this side of MoMA. Form, meet function. Function, form. You two play nice.



fragrance

Some companies might think that ammonia or bleach is the fragrance of clean. At method, we're for flowers. Also fruit. Maybe a herb here or there. We've noticed that some home products lead to rapid breath-holding and window-opening. But no one holds their breath while slicing a grapefruit. So we'll stick with that



STRATEGY AS SIMPLE RULES

HBR JANUARY 2001
Eisenhardt Sull

Performance Goal: Profitability Long-term Dominance GROWTH
 Strategic Question: Where should we be? What should we be? HOW SHOULD WE PROCEED?
 Strategic Logic: Establish Position Leverage Resources PURSUE OPPORTUNITIES
 Works best in: Slowly changing, well-structured markets Moderately changing, well-structured markets RAPIDLY CHANGING, AMBIGUOUS MARKETS



When business was simple, companies could afford complex strategies. Now that business is complex, they need to simplify. Smart companies have done that with a new approach. A few straightforward, hard & fast RULES that define direction without confining it.



TRANSLATE STRATEGY TO SIMPLE RULES

what does it mean in practice? name of company?

DON'T MAKE THEM TOO BROAD.
 "We encourage flexibility & innovation" won't do it. You have to provide CONCRETE guidance

DON'T MAKE THEM TOO VAGUE
 "All investments must deliver an ROI" won't do it. It does not sort priorities

DON'T let them go STALE
 Once a rule no longer works, get rid of it

- How-to-RULES → spell out key features of how a process is executed - what makes our process unique? →
- Boundary-RULES → focus managers on which opportunities to pursue + which are outside the pale →
- Priority-RULES → help managers rank the accepted opportunities →
- Timing-RULES → synchronize managers with the pace of emerging opportunities within other parts of the company →
- Exit-RULES → help managers decide when to pull out of yesterday's opportunities →

DON'T MAKE THEM MINDLESS
 There are unwritten rules in cultures that destroy value. "everyone has a say" can slow you down. Root out the mindless, unwritten rules

1. Create a Culture Club

Use culture as a competitive advantage by branding from the inside—out.

2. Inspire Advocates

Don't sell to customers, create advocates for your social mission.

3. Be a Green Giant

Personalize sustainability to inspire change on a grand scale.

4. Kick Ass at Fast

If you're not the biggest, you'd better be the fastest.

5. Relationship Retail

Deliver retail differently by creating fewer but deeper relationships.

6. Win on Product Experience

Be product-centric and deliver remarkable product experiences.

7. Design Driven

Design builds leadership into your DNA.

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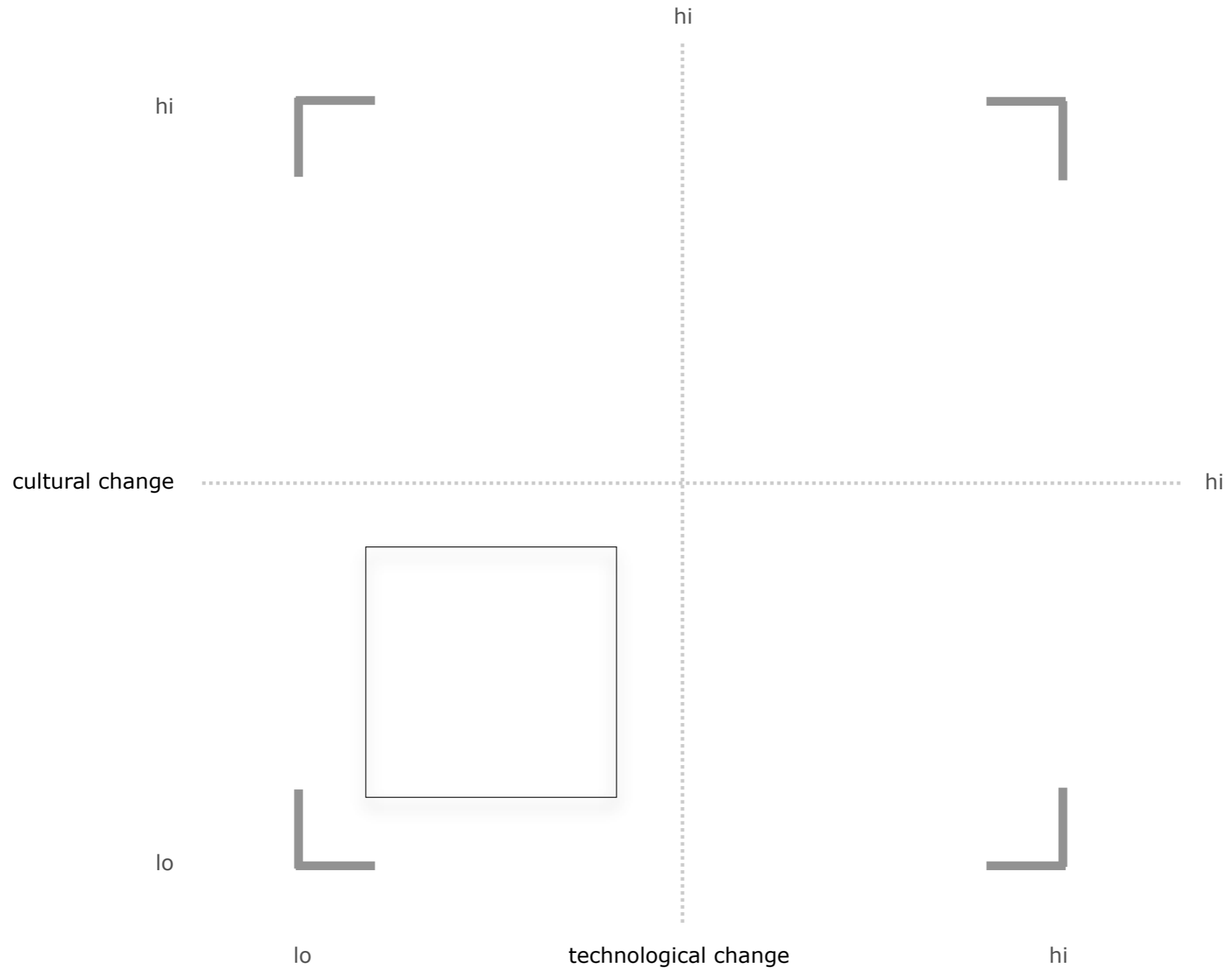
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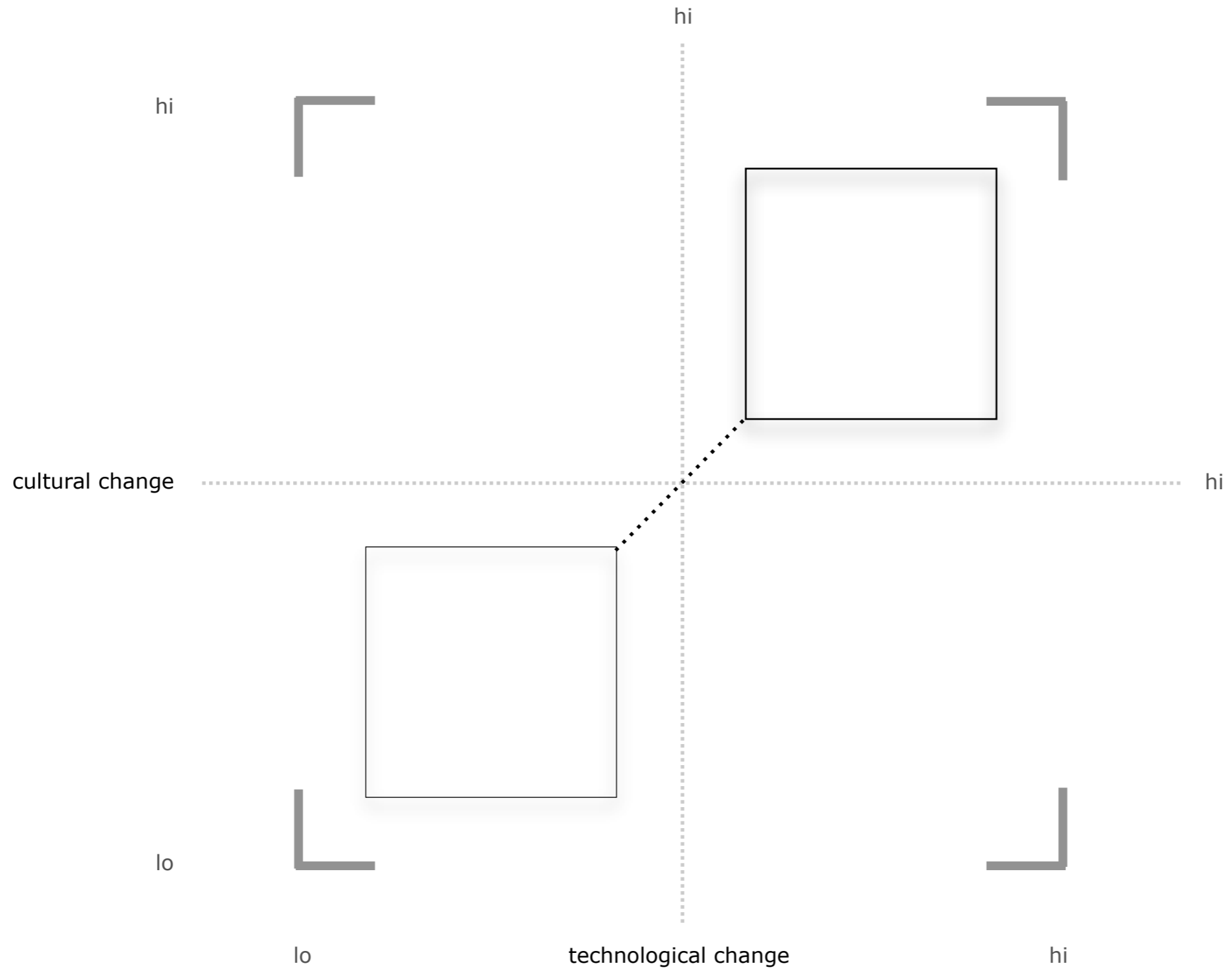
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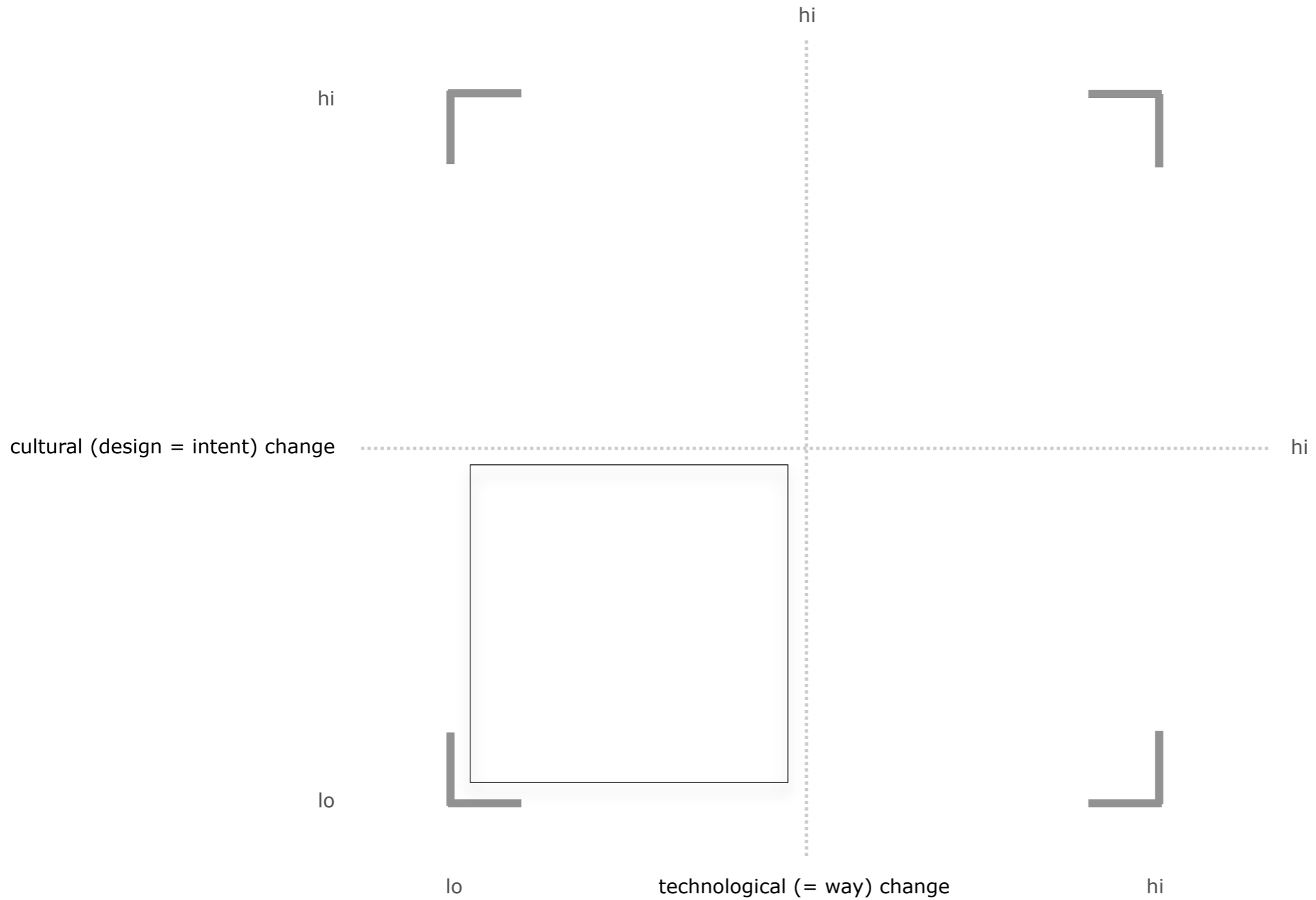
Framing and Re-framing Cultural and Technological Change ...



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Framing and Re-framing Cultural and Technological Change ...



we believe
in role
models
in bottles
we see that
ingredients
come from
plants not
chemical
plants. we
love yummy
smells. we keep
the movement
well, moving. we
believe in breaking
the mold. not growing
it. we are permanent
citizens of hopenhagen.
we are people
against dirty.

soap = hope

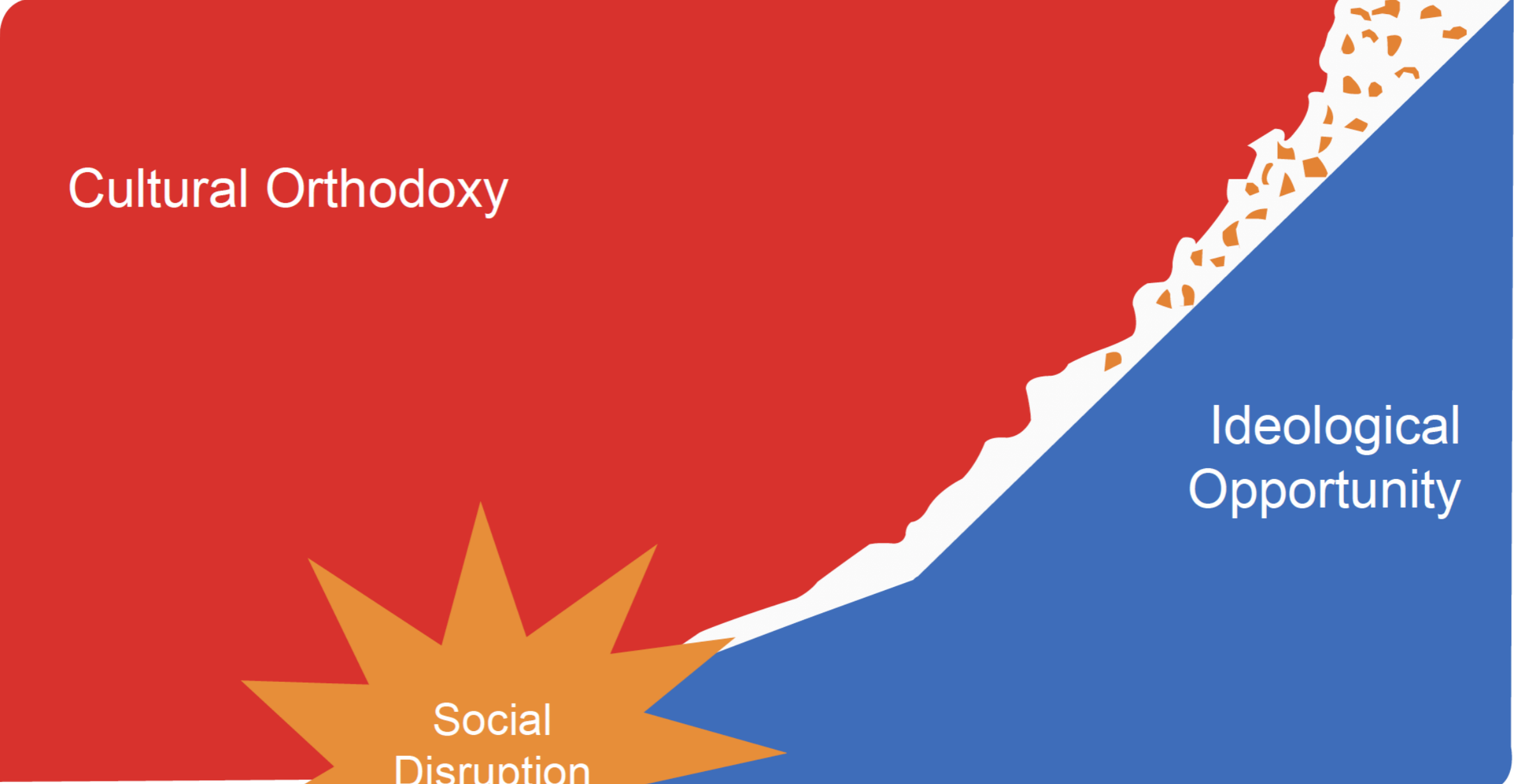
Re-framing Cultural and Technological Change / Clean / Safe / Green ...



6 Stage Cultural Strategy Model ...

Cultural Strategy ...

1. Map the Category's Cultural Orthodoxy.
2. Identify the Social Disruption.
3. Unearth the Ideological Opportunity.
4. Collect Appropriate Source Material.
5. Apply Cultural Tactics.
6. Craft Cultural Strategy.

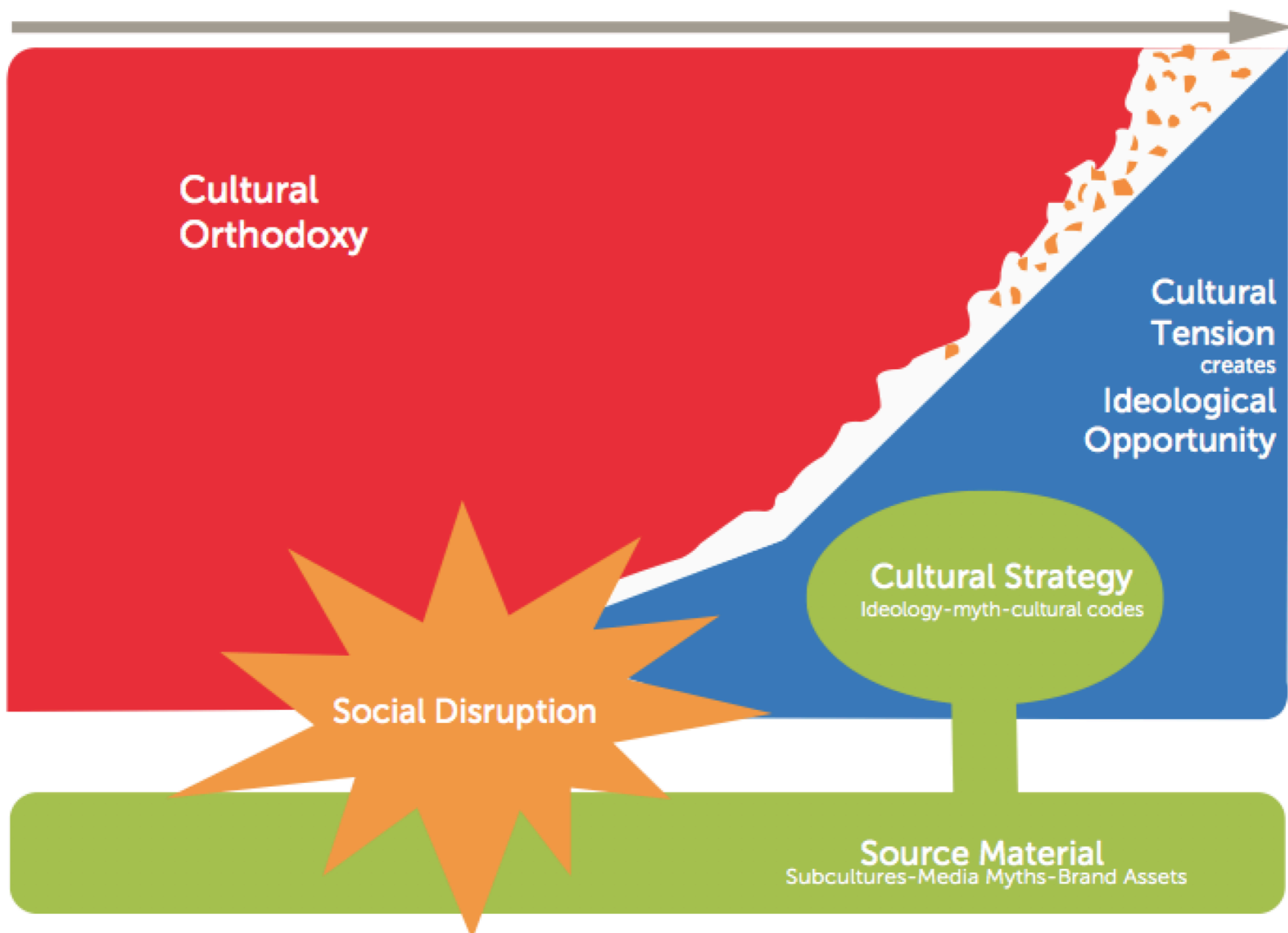


Cultural Orthodoxy

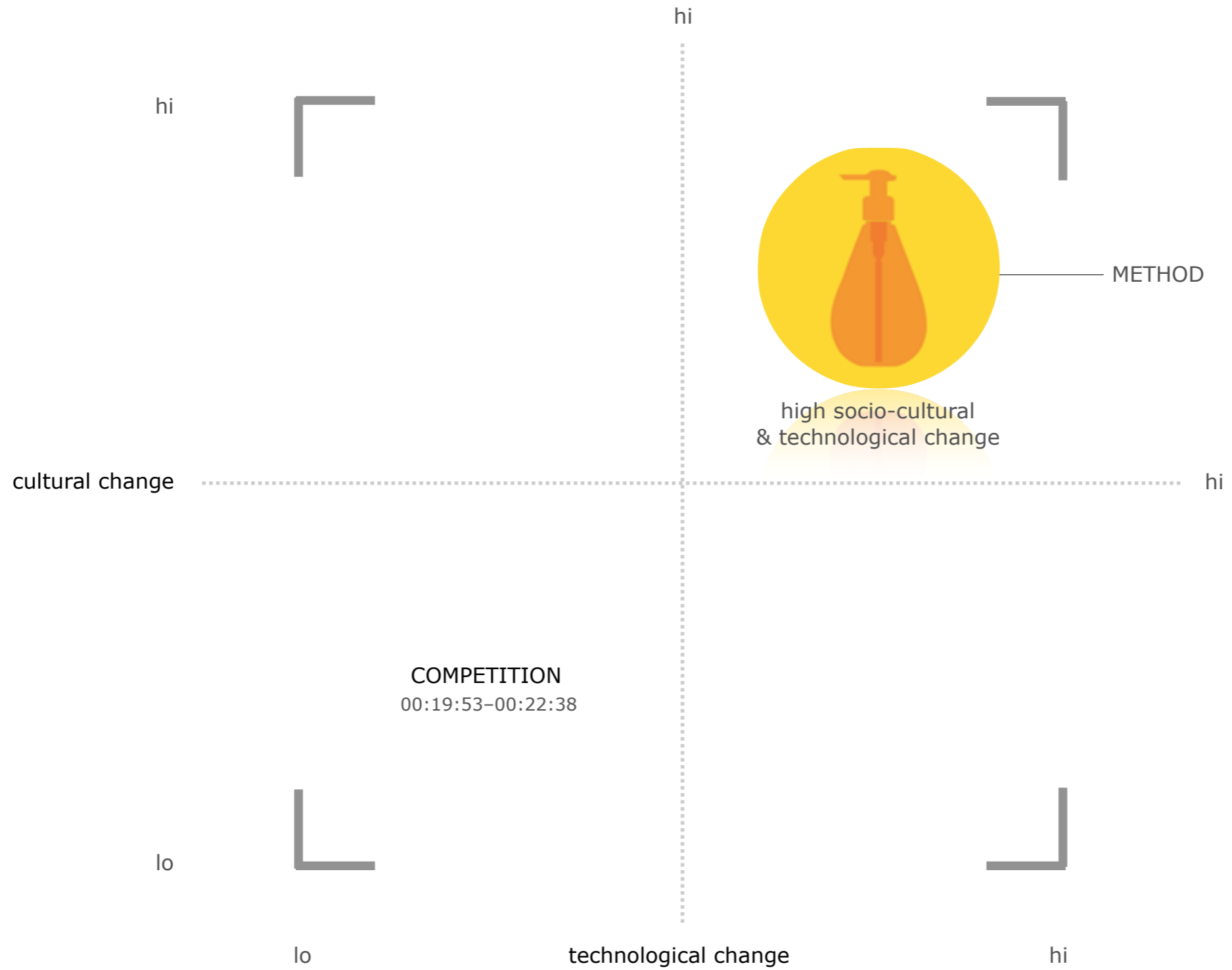
Ideological Opportunity

Social Disruption

Source Material
Subculture. Media Myth. Brand Assets.



Cultural Change / Technological Change ...



STRATEGIC PARTNERS

fantm
BIO
KARIMANIFESTO
CLIENTS



KEY ACTIVITIES

1
2
3
SIMPLE RULES
4
5
6
DESIGN DRIVEN

KEY RESOURCES



VALUE PROPOSITION



method.

CLEAN
NON-TOXIC
ECO-FRIENDLY
STYLISH
FRAGRANCED
HOME CARE
CLEANING PRODUCTS



CUSTOMER RELATIONSHIP

AWARDS
EVENTS
PUBLICATIONS
PRESSPAK

DISTRIBUTION CHANNELS

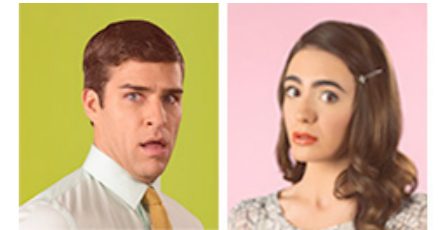


TARGET

CUSTOMER SEGMENT



PEOPLE
WHO VALUE
METHOD'S
METHOD



COST

\$30,000
BOTTLE DESIGN

REVENUES

UNIT PRICE \$2.99
GEL HAND WASH



TRIMPS = 1 LOAD
Just add water

50 LOADS



method
LAUNDRY
DETERGENT

FRESH AIR



duet
steam

FanFresh
Dynamic Venting Technology

4.5 cu. ft.



POWER

DELICATE
WOOL
SILK
HAND WASHABLES
QUICK WASH
WASH CYCLES

Controls Lock/Unlock
Hold for 3 seconds

CLEAN WASHER
with affresh

SOAK

WASHER / CANCEL
Door Locked

Estimated Time Remaining

○ Add a garment ○ Sensing
Soak Wash Rinse Spin Done

Delay Wash

Sanitize
Hot
Warm*
Warm
Cold

Water Temp
*Warm Water Selection

5 Principles of Creating a Cultural Brand ...

Cultural Brands ...

1. Recognise a disruption in society e.g. clean happy.
2. Create a sense-of-community in customers e.g. people against dirty.
3. Create an experience with the customer.
4. Offer strong products and services.
5. Are supported by a consistent brand infrastructure.



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