



Developing a Message That Resonates:

Converting Data to Impactful Coverage

Brian Sansoni – American Cleaning Institute

ACI Background:

Home of the Cleaning Products Industry

Founded in 1926

Located in Washington, DC

170+ member companies

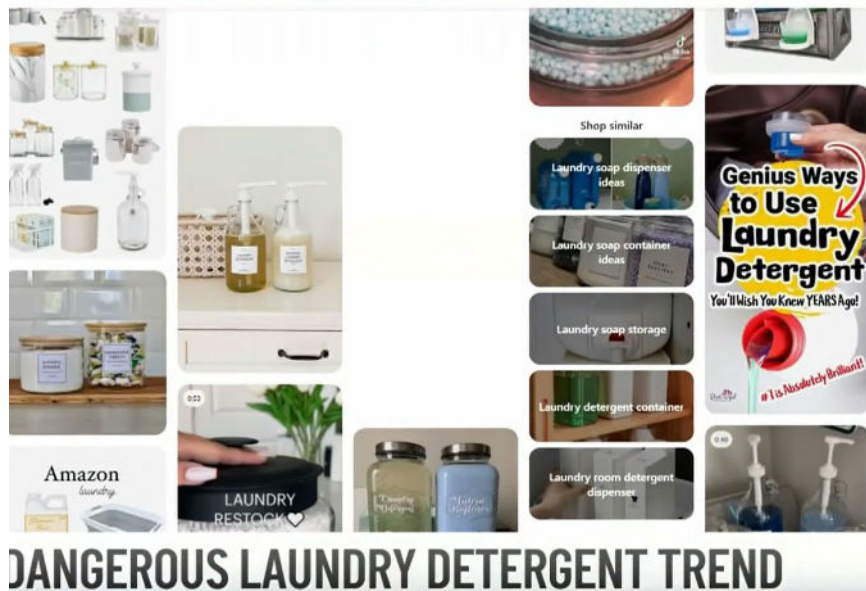
Members include:

- Manufacturers of household, healthcare, industrial and institutional cleaning products
- Chemical producers (surfactants, fragrance, enzymes, etc.)
- Finished packaging suppliers
- Chemical distributors



Challenge: Portrayals of Unsafe Storage

- What we were seeing – unsafe storage of liquid laundry packets
 - Plastered all over social media



- How could we call out that narrative?





Maven Road Liquid Laundry as Décor

March, 2023



Highlight, Promote Research Results

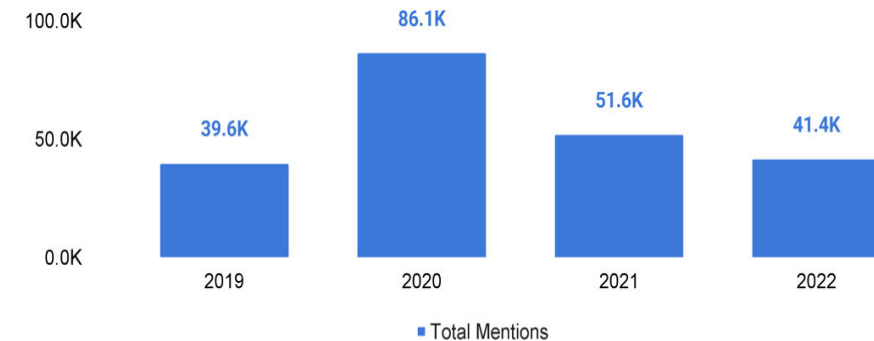


WHAT DO 800,000 SOCIAL MEDIA POSTS GET WRONG ABOUT LAUNDRY STORAGE?

Has the trend in Instagram evolved over the past 4 years?

Instagram's trend grew the most during 2020, experiencing a 117.5% increase year over year. COVID quarantine saw the rise of virality on **DIY Laundry Room Makeover, Organization and Setups**- related topics.

Despite 2022's values being close to those registered back in 2019, the trend still goes strong into providing useful guides and tips on how to organize laundry environments according to creators aesthetics. Contrary to what can be observed on Youtube, Instagram is more of a space to post the final result of the laundry room rather than a step-by-step of the process.



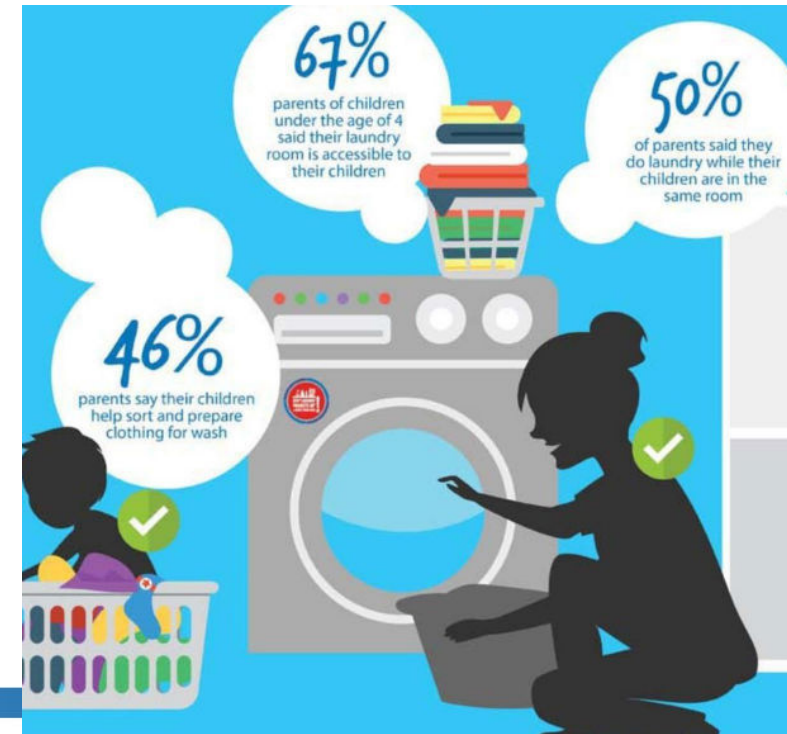
Highlight, Promote Research Results

- ACI Consumer Surveys



Store cleaning products in their original containers, up and away from curious hands

More than half of Americans (52%) prioritize safety when it comes to storing cleaning products, yet more than 50% of Americans say they plan to, would consider or already store laundry products in decorative jars or clear containers





Coverage: Store, Not Decor

Storing your laundry pods in decorative containers? Experts sound alarm on #CleanTok

Think Twice Before Putting Your Laundry Pods In That Decorative Container

‘Style over safety’: Viral ‘cleantok’ trend posing danger with household chemicals, experts say

Kickstart: Damn the influencers, use child-resistant containers

American Cleaning Institute Partners with Safe Kids Worldwide to Combat Unsafe Social Media Storage Trends

The Store Not Décor challenge will educate parents and caregivers on safe storage.
September 11, 2022

MarketingDaily

CONSUMER PACKAGED GOODS

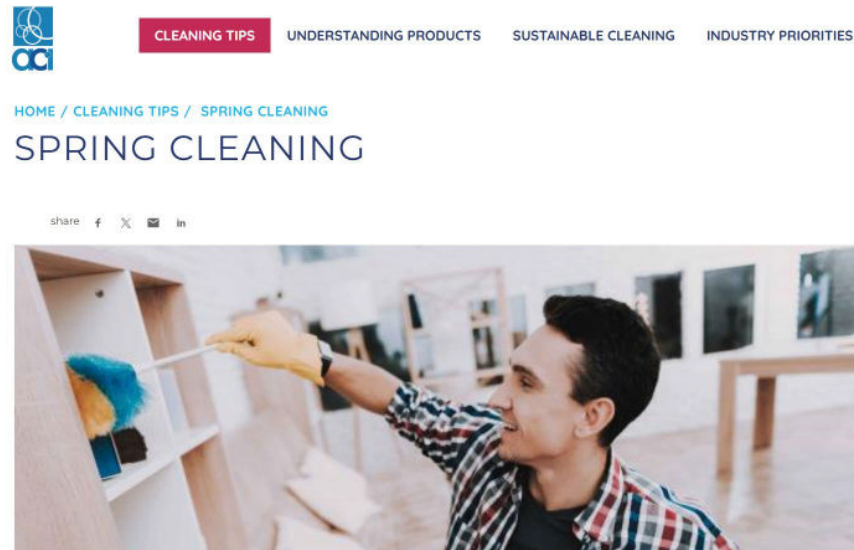
Cleaning Institute Uses Pinterest For Campaign Fighting Trend It Helped Sustain

by Les Luchter , May 6, 2022



Goal: Create Conversations About Cleaning

- How can we make spring cleaning compelling?
 - We undertake annual National Cleaning Surveys
 - Measure consumer cleaning behaviors and attitudes
 - Use recognized consumer research firms
 - Highlight results while sharing spring cleaning tips, trends



Spring Cleaning Survey

Wanna be happy and healthier? Try deep cleaning and decluttering

Americans say cleaning has a positive impact on both their physical health (91%) and their mental health (84%)



Spring Cleaning Survey

Avoid getting overwhelmed by focusing on one room at a time – 58% of Americans take this approach!

Clear things out, take stock of items, and make a plan



2021 NATIONAL CLEANING SURVEY

SPRING CLEANING



69%

OF HOUSEHOLDS PLAN TO
SPRING CLEAN THIS YEAR

55%

SAY THEY'VE BEEN CLEANING
MORE THAN USUAL DUE TO COVID

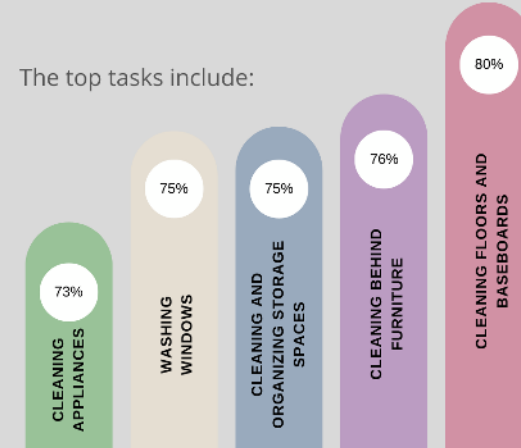


2025 SPRING CLEANING SURVEY

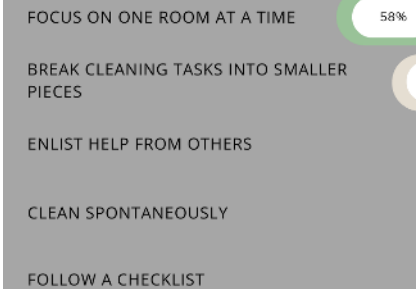
80% U.S. households plan to engage in spring cleaning this year.

45% Plan to clean more than usual.

The top tasks include:



CLEANING STRATEGIES:



Coverage

Forbes

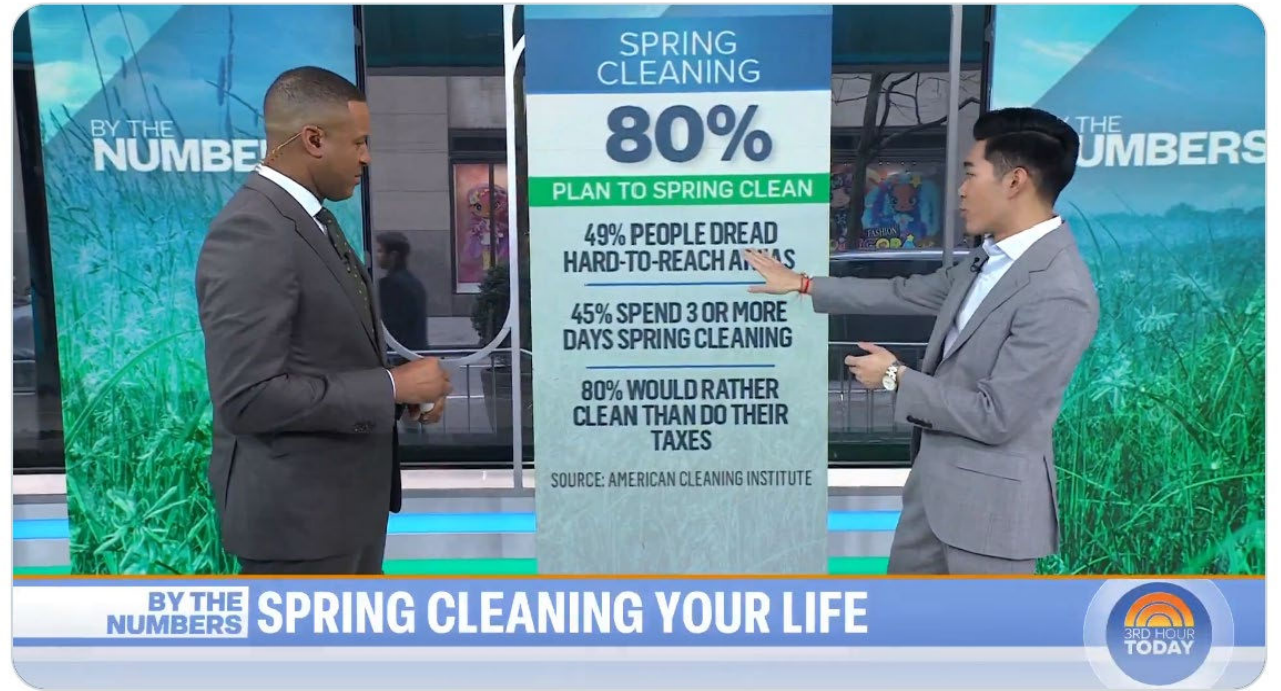
80% Of Households Are Spring Cleaning. Here's How To Make It Easier



TODAY 
@TODAYshow



From your closet to your finances, it's time for a refresh — and [@bcheungz](#) shares the numbers and tips to Spring clean your life. 🧼 🌻



Coverage

LOCAL NEWS

Tips for spring cleaning in 2024

Survey: 87% of Americans Feel Their Best When They Have a Clean Home




More Americans Prioritizing Spring Cleaning

HOME • LIFESTYLE

Spring Cleaning Hacks: 5 Tips To Stay Organized

FOR MORE INFORMATION

 **CleaningInstitute.org**
IG: @americancleaninginstitute
X: @CleanInstitute
FB: American Cleaning Institute

FOX 5 MORNING 8:35 38° WASHINGTON, DC PARTLY CLOUDY 38° WEATHER SPORTS

A woman in a red dress stands next to a large screen displaying a graphic. The graphic has a blue background with white and yellow text and icons. It shows a row of house icons, with 8 out of 10 highlighted in yellow. Below this, it says '80%' in large white text, followed by 'of US households spring clean and most of them plan to do more than usual this year'. There is an icon of a cleaning spray bottle and a yellow glove.

2024 Spring Cleaning

80% of US households spring clean and most of them plan to do more than usual this year

HAVE YOU STARTED SPRING CLEANING?

Takeaways: Using Data to Drive Messaging

- Determine your message track
- Map out questions, identify reputable research firm
 - Baseline questions?
 - Identify new trends?
- Maximize your spend
 - Multiple survey questions or omnibus survey?
- Know your (target) media audience
 - Beat reporters/producers



Thank you, Public Affairs Council!

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