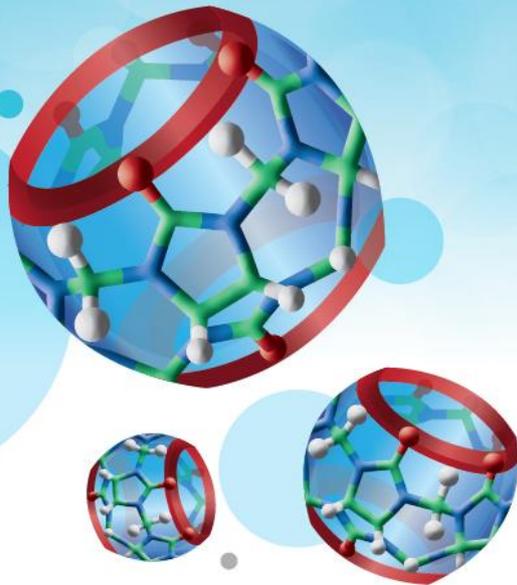


AqFresh™ Innovations

GROW YOUR BRAND WITH REVOLUTIONARY
NEW ODOUR-CAPTURE PRODUCTS



INNOVATION MARKETING CASE STUDY

BACKGROUND

At Aqdot, we bring a high level of innovation insight, expertise, experience & creativity to our customers to inspire you with unique & disruptive consumer product ideas in many sectors including beauty care, personal care, home & pet care, and professional cleaning & freshening.

If you are searching for unique & superior innovation ideas in mature markets, we develop or co-create brilliant ideas crafted into high-value product concepts based on our category experience and consumer insight combined with our marketing & chemistry expertise. Most importantly, we offer you access to our patented AqFresh molecule capture, carry & release technology which has endless applications to drive superior innovation consumers love.

THE 7 CRITICAL SUCCESS FACTORS OF INNOVATION

In this case study, we present a successful example of our approach to innovation – Odebase Open Plan Living Odour Erasing Spray – through the framework of our 7 critical success factors of innovation:

CSF1: POWERFUL CONSUMER INSIGHT

Traditionally bad smells have been masked, not erased, by the use of fragranced air freshener aerosol sprays. For some people those fragrances are too strong and too artificial, for some they cause allergies. In exploratory qualitative consumer research, we found that many people don't want the chemical overload of artificial perfumes wafting around their homes.

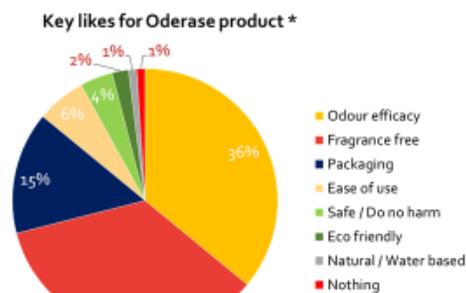
Many families with young children only want to use gentle, allergy-safe products and are concerned about over-use of chemicals in the home. We also found that many pet owners say that their cats & dogs don't like perfumes either. When dogs are washed with a fragranced pet shampoo, they roll around outside or on the carpet to rid themselves of the chemical smells!

In one quantitative concept & use consumer research study, we found that fragrance-free was one of the 2 key likes of Oderase Bathroom Odour-Erasing Spray, along with its odour removal efficacy.

Very strong appeal in consumer test results

Oderase consumer product placement test amongst 90 friends & family

- 70% liked it a lot and 0% disliked it
- 76% thought it much or a little better than their usual air freshener and (only 5% thought it not quite as good)



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We also found that as many families live in open plan homes where the kitchen and living room are all one open space, they find a real problem is the fact that kitchen odours can waft into the living room.

CSF2: COMPELLING CONCEPT DEVELOPMENT

Depending on the brief, and whether an outsourced development or co-creation approach is preferred, a typical concept development project will take around 2-3 weeks. A compelling innovation concept is one that is built on a core insight that resonates strongly with consumers. Often trends and new habits & lifestyles are a good source of inspiration. The growing problem of food waste malodours spoiling the natural living room freshness due to the rise of open plan living areas, is a great example.

Our AqFresh odour capture technology is highly versatile enabling us to develop odour elimination formulations that are perfectly suited to dealing with particular problem odours. We focussed on building a product concept that resonated with consumers by dealing with the worst kitchen smells: fish, onion, curry odours. We also tailored the product to fit the consumer problem exactly – by developing an air freshener spray for both air and fabrics – suitable for sofas, cushions, curtains and rugs.

The product name was also a crucial element and we crafted one that ensured clarity and a unique compelling story that resonates: Open Plan Living Odour Erasing Spray.

Oderase Open Plan Living Odour Eraser Spray 200ml

More effective, more caring way to clear odours quickly from fabrics & air



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- New Oderase Open Plan Living Odour Erasing Spray is a Fragrance Free Room Spray that is an effective air freshener and fabric refresher.
- It's ideal for an open plan kitchen, you can spray it on fabric sofas, cushions, curtains and rugs that absorb cooking or pet smells, and as an air freshener to clear the air after cooking.
- It's incredibly effective even on fish, onion and curry odours, and because it's Fragrance-Free it leaves no tell-tale fragrance behind.
- It restores the air to its fresh, clean, natural balance.
- 2 x 200ml bottles, up to 2000 spritzes!

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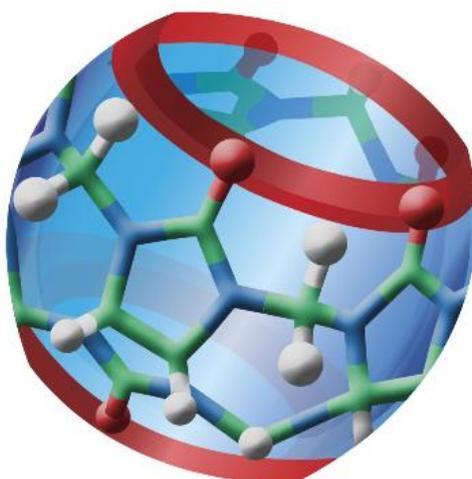
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CSF₃: UNIQUE INGREDIENT TECHNOLOGY

At Aqdot, we use our revolutionary molecule capture, hold & release technology to develop advanced odour elimination air fresheners and high-performance personal care products.

This patented technology consists of AqTMBit Cucurbiturils – barrel-shaped molecules that powerfully attract and capture VOCs to eliminate them. They act rapidly and keep on working for lasting freshness.

1. Fast-acting, long-lasting, fragrance-free odour removal developed with Cambridge University
2. Human and pet friendly, the consumer product Oderase with AqFresh is endorsed by Allergy UK and the Good Housekeeping Institute
3. Effective on a wide range of different malodours (eg. sweat odours, urine odours, damp dog odours, chemical odours, and other unpleasant smells)



CSF₄: RAPID PRODUCT DEVELOPMENT

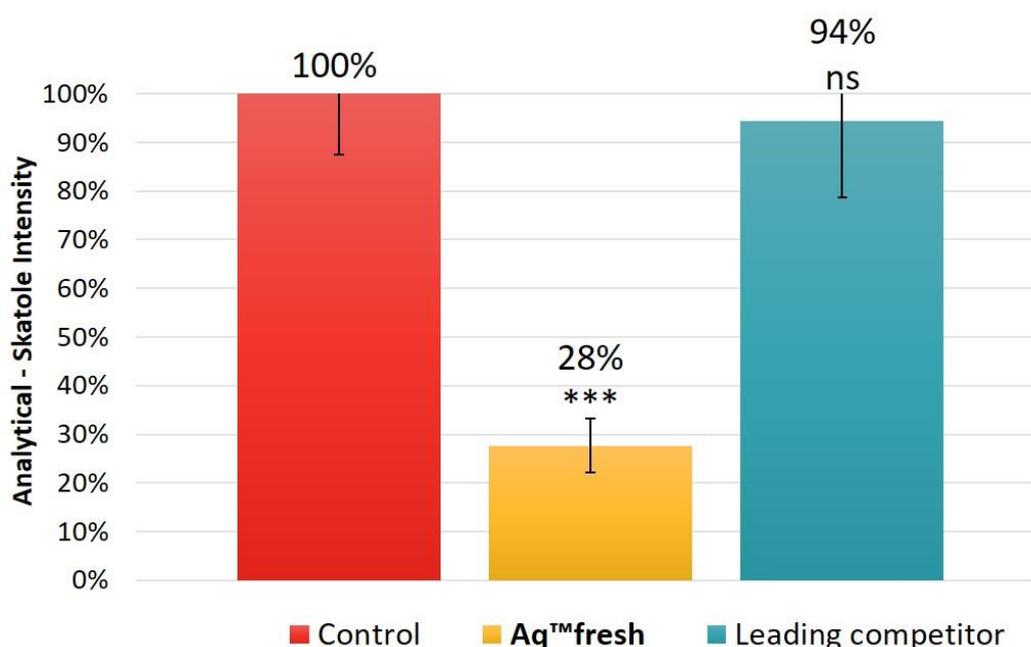
Using a combination of advanced supramolecular chemistry and cosmetic & homecare product formulating expertise, we develop stable, regulatory-compliant, formulations that consumers love.

Our product innovations are fully ready-to-go for launch, complete with costed, consumer-tested, stability-tested, safety-assessed & regulatory-compliant formulations & packaging.

At Aqdot, we have a high level of expertise & technology available to our customers in the area of advanced odour analytical testing. We follow a test protocol using gas chromatography to analyse the amount of residual malodour molecules present in the headspace after treatment with the test formulation vs control. Results are reported as % reduction malodour intensity, with statistical significance. We also have our own externally-validated expert panel of sensory assessors who evaluate the intensity of residual malodour after treatment with the test formulation vs a control.

We achieved significant and compelling efficacy results for Oderase Open Plan Living Odour Erasing Spray, enabling support for strong product claims to be used on pack and in marketing communications.

AqFresh™ removes 72% of a malodour compared to a leading competitor which only removes 6%



CSF₅: ROBUST COMMERCIAL VIABILITY

Depending on the category and brief, a typical NPD launch development project from artwork to first delivery of product will typically take around 8 weeks. Our product innovations are fully ready-to-go for launch, complete with costed, consumer-tested, stability-tested, safety-assessed & regulatory-compliant formulations & packaging. This means that you have a robust launch support package you can use to satisfy yourself and your colleagues that you have the next big innovation success story for your company.

All you need to do is supply your packaging artwork, then we take care of the manufacturing & supply, leaving you free to concentrate on retailer listings and your launch marketing campaign.

It is a fast & effective route to innovation success built on products with high-performance patented supramolecular technology.

CSF6: DISTRIBUTION AS PARTNERSHIP

As a category-value-adding premium innovation, Oderase Open Plan Living Odour Erasing Spray was launched in Ocado, a perfect fit, especially thanks to their strong focus on eco-friendly products.

The Oderase® products have shown proven consumer appeal: 75% of consumers preferred them to their usual brand in research and shoppers have rated them very good online (average 4.3 out of 5).

A branded online shop for D2C sales was also set up enabling direct consumer feedback to be gathered.



CSF7: ENGAGING MARKETING COMMUNICATIONS

Oderase digital marketing communications strategy is to engage consumers by highlighting familiar occasions where odours embarrass, and they don't want a lingering artificial fragrance. These topics resonate so strongly with consumers that a high level of comments & shares on Facebook has been key to success in building consumer awareness and sales in own and established D2C channels.



CONCLUSION: A HIGHLY SUCCESSFUL LAUNCH

Oderase launched with a bathroom odour erasing spray in November 2018 and has an online-only brand in the UK, on one marketplace selling >100 units / week. In September 2019, Oderase Open Plan Living Odour Erasing Spray was launched, and there are more products in the pipeline to launch in 2020.

If you would like to talk to us about rapidly launching a ready-to-go odour-erasing consumer product innovation under your own brand, please get in touch.

Oderase has received fantastic consumer reviews:



05 November 2019 by [fatfat](#)

so much better than harsh fragrances

I find it does have its own very mild scent which is very pleasant. It works well and I find it must useful in the bathroom.

Was this helpful? [Yes](#) [No](#)



04 November 2019 by [mrsmop](#)

it works!

I was a bit sceptical about this product - how could it work without a scent? But somehow, it does! I've used it around the house, on our Roman blinds and on the dogs bed and its really impressed me. The fact that its fragrance free also means that it doesnt interfere with the scent from candles or my oil diffuser.

Was this helpful? [Yes](#) [No](#)



23 September 2019 by [SussexMama](#)

Just love this!

I use this after cooking curry, roasts etc, and leave in the bathroom for 'loo smells'. Love that it doesn't leave a nasty synthetic headachy scent, but neutralises the bad smells. Thank you Ocado for stocking the larger size bottles!!

Was this helpful? [Yes](#) [No](#)

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HELPING YOU ADVANCE YOUR WORLD

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