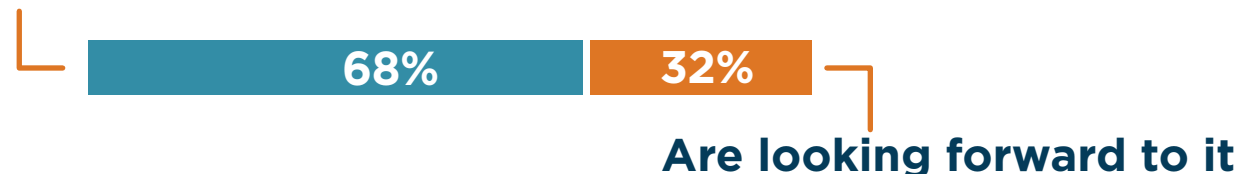
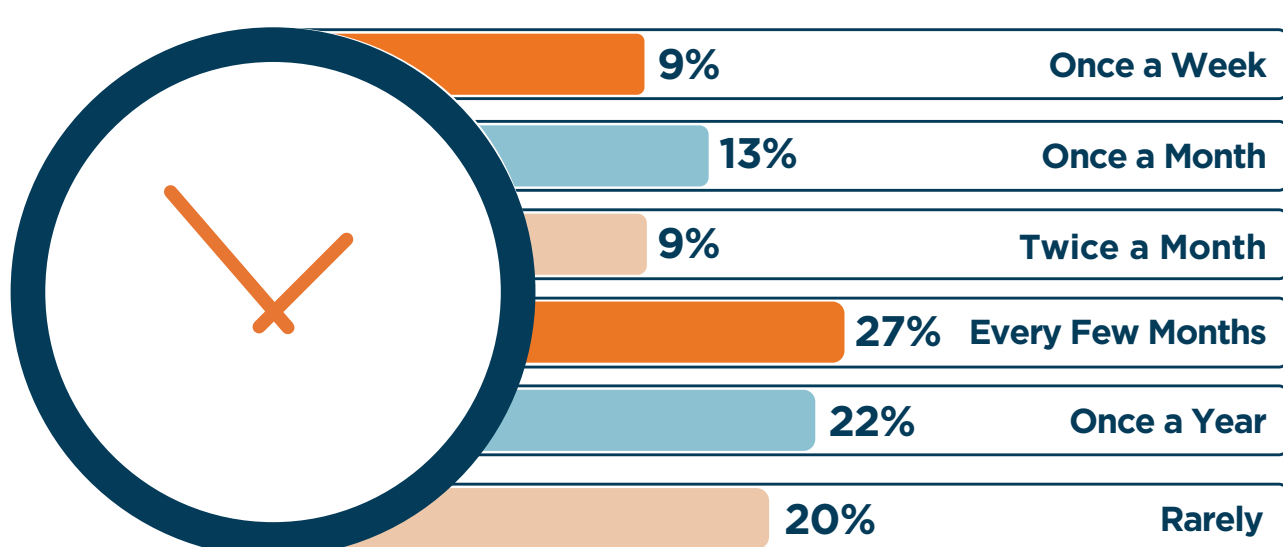


CLEANING ROUTINE:

Aren't excited about spring cleaning



How often they deep clean:

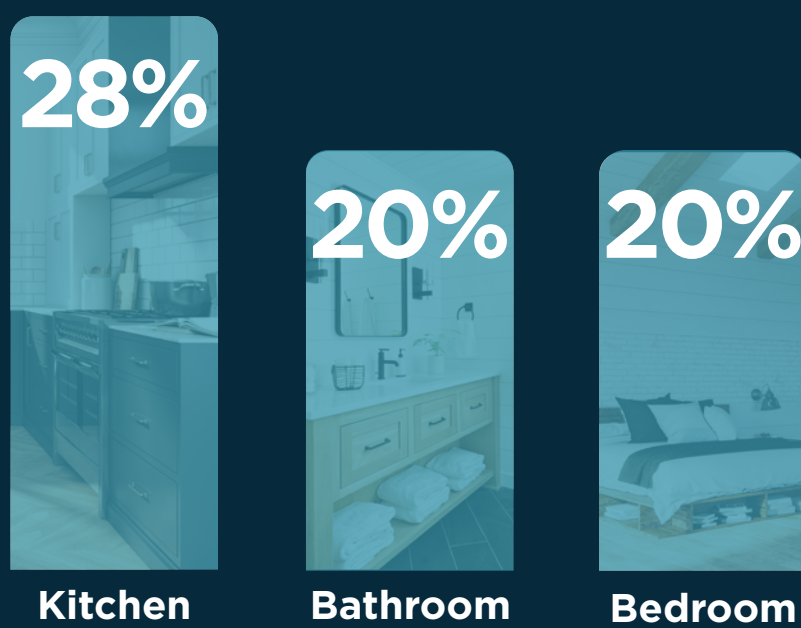


84% of respondents don't clean as often as they'd like

NO MESS, NO STRESS

We surveyed 1,046 shoppers to find out about their spring cleaning habits - from how much they're spending to their cleaning routine.

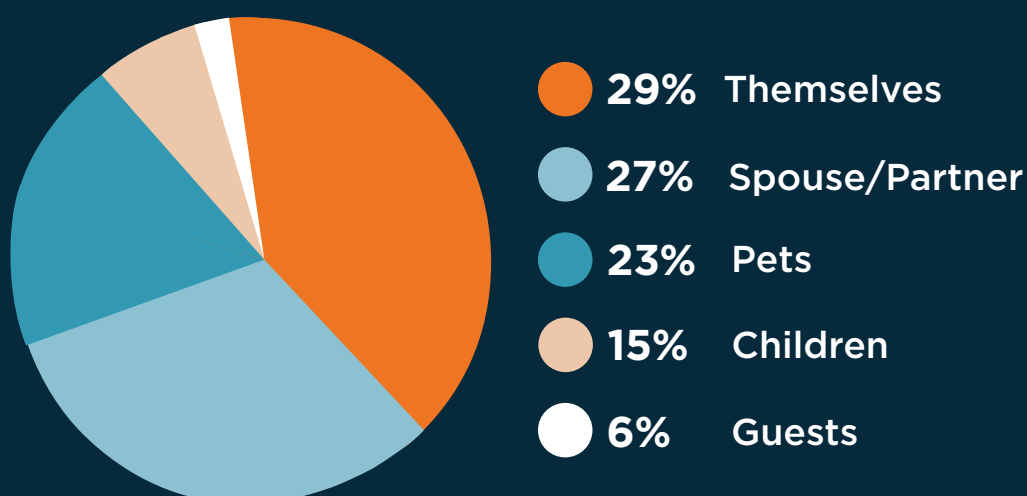
TOP 3 PRIORITIES:



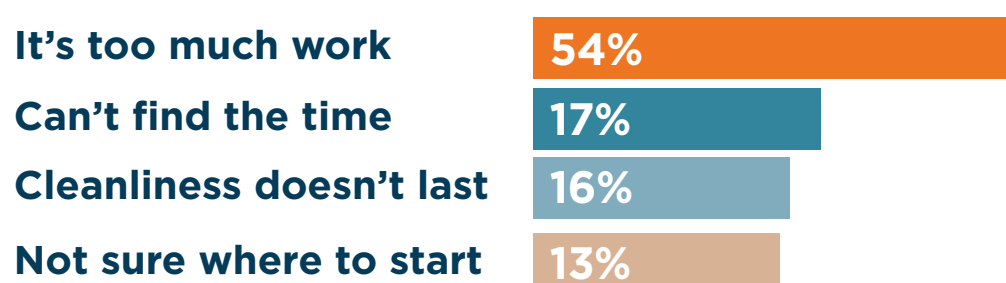
Other Priorities:



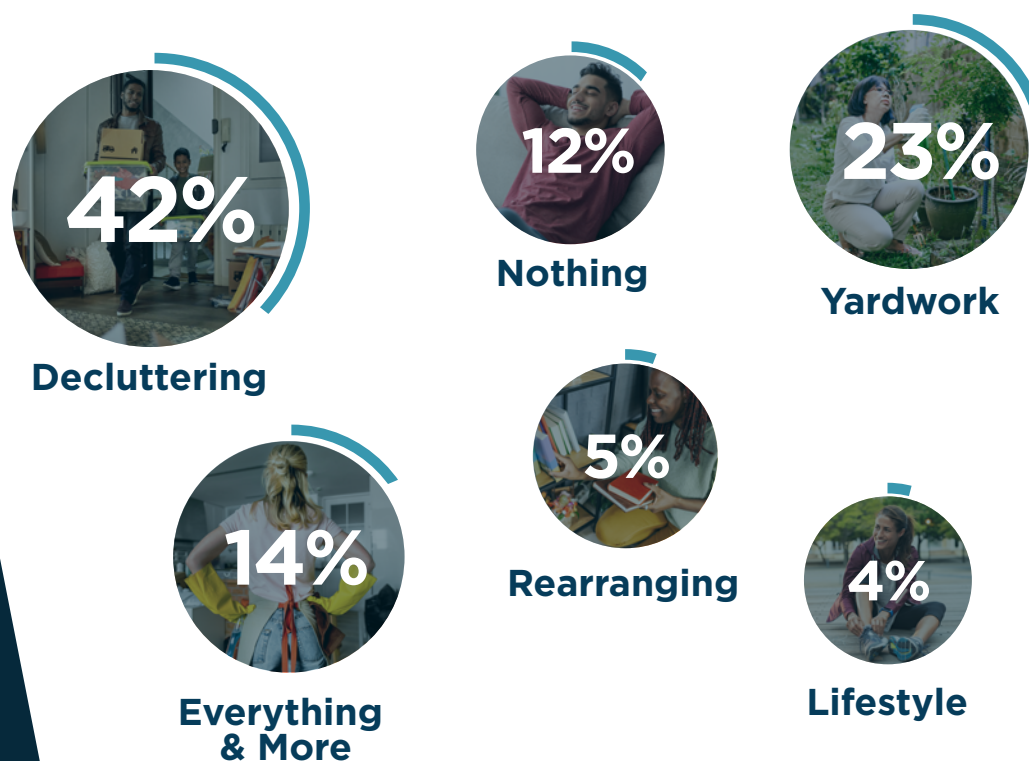
WHO'S THE MESSIEST:



What prevents them from cleaning more often:



What else is part of their spring cleaning routine:



What those who declutter do with their unwanted or unused items:



SHOPPING PREFERENCES:

Where they shop for cleaning supplies:

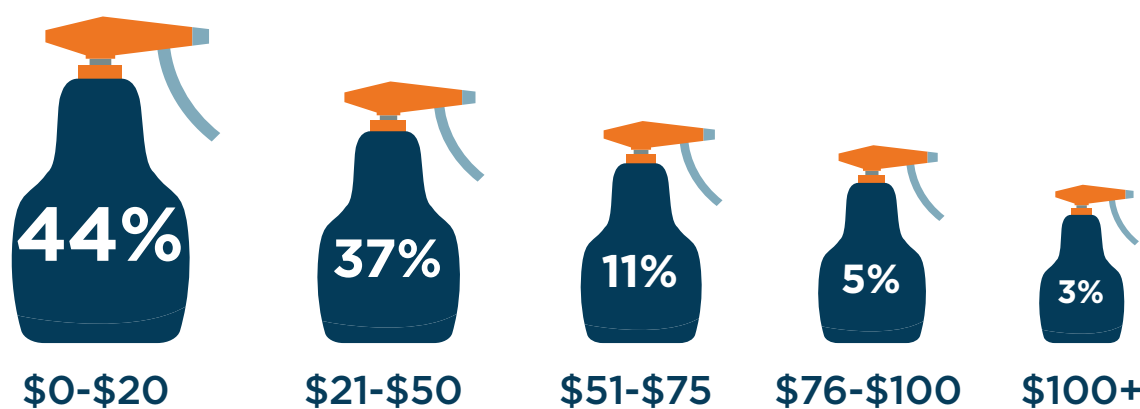


Which factor is most important:



4% of respondents make their own cleaning products

How much they plan to spend:



SPRING CLEANING & BREAKTIME

Get in front of shoppers while cleaning is at the forefront of their mind, using one of our **Fast Break campaigns**. A lightweight version of our **fun, personalized, interactive content** that can be **live in as little as 72 hours!**

- Educate shoppers on the effectiveness of your cleaning products for their needs through a fun **quiz** with personalized product offerings
- Amplify a special "Spring Cleaning" offer** to help convert the 18% of shoppers who stated price as their purchase driver to inspire trial
- Engage shoppers with a **giveaway** for a chance to win your brand's products
- Use a **receipt upload** to reward consumers who purchase your products for their spring cleaning needs