



Mr Muscle® provides a range of superior cleaning products scientifically formulated to make the toughest cleaning jobs easier. The brand is constantly innovating by understanding its consumers' cleaning needs and by adapting to the changing consumer habits that have taken place over the years. Mr Muscle® is a household name to its UK customers and is one of the most popular and recognisable brands in the household cleaning aisle.



Brand History

- ▶ **1986:** The first Mr Muscle® TV advert airs. Mr Puny demonstrates that you don't need muscles to clean your oven if you use Mr Muscle® oven cleaner. It includes the slogan: 'Loves the jobs you hate' which continues to be used until 2006.
- ▶ **1992:** The Mr Muscle® triggers, which are still used today, are launched.
- ▶ **2004:** Mr Muscle® releases its first drain product.
- ▶ **2008:** Mr Muscle® the scientist is created. The brand positioning changes to 'the Science of Tough Cleaning'.
- ▶ **2011:** Mr Muscle® triggers launch in bright orange bottles for extra impact on the shelf.
- ▶ **2013:** Mr Muscle® enters the toilet segment.



Market

Mr Muscle® is a household cleaning brand designed to tackle dirt and grime in all areas of the home. In a competitive market worth £387 million and growing 3.8 per cent year on year, Mr Muscle is one of the top five cleaning brands in the UK (Source: AC Nielsen £ sales 52 w/e 27 Oct 2012, total coverage).

It is owned by US-based SC Johnson, one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control and shoe care. It markets such well-known brands as Glade®, Kiwi® and Pledge®. The 127-year-old company, generates \$9 billion in sales, employs nearly 13,000 people globally and sells products in virtually every country around the world.

Did You Know?
Mr Muscle® triggers are made at the SC Johnson factory in Mijdrecht in Holland. This factory includes an 80 metre tall wind turbine.

Product

Through scientific research, Mr Muscle® has created products at the forefront of its field that suit almost every cleaning occasion. Three key product ranges are available to tackle limescale, soap scum and grime in the bathroom.

Mr Muscle® Toilet Power is a range of powerful toilet cleaners while Bathroom & Toilet Cleaner is a concentrated liquid cleaner in a convenient trigger pack formulated to remove soap scum and kill 99.9 per cent of all viruses and bacteria.

Mr Muscle® Shower Shine is a daily shower spray that helps to prevent the build up of limescale, soap scum and grime and its Anti-bacterial Bathroom & Toilet wipes are a quick and hygienic bathroom cleaning option.

Mr Muscle® 100% Limescale Destroyer is especially formulated to clean even stubborn limescale deposits.

Did You Know?
The turbine produces about 50 per cent of the electricity to power the plant, preventing 2,100 metric tonnes of GHG emissions annually.

In the kitchen, Mr Muscle® has products including Lemon Fresh cleaner and Oven Cleaner, a foaming product with a self-scouring formula which can be used on cold ovens.

For general cleaning, its products include All Purpose Cleaners, Window and Glass Cleaner, Window and Glass Wipes and Orange Action Floor Wipes with Orange Oil which cut through grease and can be used on tiles, linoleum and laminated wood.

As the market leader in the drain segment, Mr Muscle® has a range of products: its Sink & Drain Gel is a powerful gel specially formulated to clear blocked sinks, plugholes and pipes effectively. The thick gel will sink through standing water and will not disperse until it meets the blockage.

Mr Muscle® Sink & Drain Foamer clears slow draining sinks, plugholes and pipes. It is a combination of two liquids that activate on contact to unleash a powerful cleaning foam that will remove grease, grunge and hair from the entire width of the pipe.

Achievements

Mr Muscle® is the number one specialist cleaner (Source: Nielsen Household database, Total Coverage MAT October 2012) with a range of products which provide consumers with fast and effective solutions to tough cleaning problems. Thanks to this product range and a strong brand equity, Mr Muscle® is the market leader of the drain, kitchen, shower, and window categories.

Furthermore, in 2005 Mr Muscle Multi-Task was voted Product of the Year for the General Household Cleaning Products category.



Recent Developments

Thanks to close consumer understanding, Mr Muscle® continues to make cleaning easier. Each product has the right amount of muscle to power through every job, from tough tasks to touch-ups.

One of the most recent Mr Muscle® product launches is the new 2 in 1 Drain Unblocker: a drain kit with a tool and a gel. The tool is used to loosen the clog in the pipe then the thick, concentrated gel is poured down the sink to dissolve and flush out the blockage the first time round, guaranteed. No plumber is needed when Mr Muscle® comes to the rescue!

As the brand stands for making the toughest cleaning jobs easier, it was appropriate for Mr Muscle® to enter into the toilet market. Mr Muscle's® strong brand equity should allow it to easily move into this segment as a trustworthy brand that has no trouble cleaning such an important area of any family home.

Promotion

Since 1986, Mr Puny was used in all communications to show that consumers didn't need muscles to use Mr Muscle®. The character and tagline appeared to be counter-intuitive for consumers and led to the well-known slogan: 'Loves the jobs you hate'. In 2008, Mr Muscle® the scientist replaced Mr Puny. Mr Muscle® empowers its consumers and enables them to be the heroes of the household by using his scientifically formulated products.

The brand uses bright orange packaging across many of its products to disrupt shopper monotony and have a strong shelf standout. The Mr Muscle® brand and product range has grown dramatically and is one of the most popular and recognisable brands in the household cleaning aisle.

Brand Values

SC Johnson markets Mr Muscle®. It is a family-owned and managed business dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Launched in the UK in 1986, Mr Muscle® is one of the most contemporary products in the company's portfolio. Mr Muscle® 'Science of Tough Cleaning' is a brand known for efficacy and superior degreasing power. Mr Muscle® products are scientifically formulated to make the toughest cleaning jobs easier all over the home.

▶ www.mrmuscleonline.co.uk

