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AMS SOAPSTAND Marketing Plan Report

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AMS SOAPSTAND

Marketing Plan Report

December 10, 2021

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SUSTAINABILITY

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EXECUTIVE SUMMARY

The Alma Mater Society (AMS) of the University of British Columbia Vancouver (UBC) is the student union representing students on the UBC Vancouver Campus. Within the AMS, there is an initiative known as AMS Sustainability, which is dedicated to reducing the environmental footprint of the AMS building and student body. In the past few years the AMS Sustainability has grown and is now expanding with a partnership with AMS Soapstand - a provider of zero-waste soap and detergent refill stations. This partnership, or AMS Soapstand, should create a marketing mix that will help successfully implement the refill stations on campus.

This marketing plan will discuss the main objectives, strategies, and tactics which AMS Sustainability can use to achieve its goal of further reducing waste through the usage of refill stations. The plan will also present primary and secondary research used to identify target segments as well as develop recommendations.

As AMS Soapstand is yet to launch, it was important for us to understand the organization, its consumers and the competitive landscape. The product categories and industries were defined using secondary research. Furthermore, the consumer and the competition analysis were heavily influenced by both primary research and secondary research, including the survey conducted.

Through research and analysis, three main target segments and three main objectives were identified. The three target segments are the "Planeteers", "Optimizers", and "Mixed Signals". The three main objectives are to increase social desirability of zero waste living on campus by 20%, increase brand awareness to 75%, and lastly get 3,000 litres of product sold by the end of the first year after launch. These will be explored in further detail throughout the report with specific strategies, tactics and goals.

Additionally, the report expands past the recommendations with sections included to support the implementation of the plan. These include the timeline, budget, and monitors and controls. The timeline outlines when each step should be implemented and for how long, the budget describes how much everything should cost and finally the monitors and controls which reference how to measure whether objectives have been reached.

SITUATION ANALYSIS

CATEGORY DEFINITION

Currently, Soapstand is present in three diverse locations – Kitsilano, Fraser/Kingsway and North Vancouver. Their product – the Soapstand Mini – has a touchscreen interface which delivers a zero-waste alternative for bulk liquids to satisfy personal hygiene and cleaning needs. Equipped with cashless payment and receipt printing options, the Mini can fit four different cleaning products. The machine contains a 12-gallon tub that dispenses liquids in three different sizes (i.e., 500 mL, 1L and 1.5L) through custom-made nozzles. In addition, it has five stock keeping units (SKUs) (“Soapstand,” n.d.). Soapstand can be categorized as a cleaning product retailer, which ultimately funnels under the Household Cleaning and Personal Care Products industry. The top five companies generated 51.9% of total production in 2020, making the industry highly competitive (Passport GMID, 2021).

CATEGORY ANALYSIS

Aggregate Market Factors

UBC Market Size and Growth for Cleaning Products

As AMS Soapstand is a cleaning product retailer, it is important to note that in Canada the Household Cleaning and Personal Care Products industry is forecasted to grow at a compound annual growth rate (CAGR) of 6.3% over 2020-2025. This comes after a decline of 3.9% in 2020 and 2021 due to the COVID-19 pandemic (Euromonitor, 2021). However, there is more to AMS Soapstand than just cleaning products. It is a zero-waste alternative for lots of the standard products which makes a sustainable retailer of cleaning products. There have been several new developments and growth in the world of green cleaning products that AMS Soapstand may be affected by. The Future of Sustainable Cleaning Products Report states that “environmentally friendly laundry, surface care, dishwashing, bath & shower goods” will grow at 8.5% until 2026 (Smallwood, 2021). Other research, like the Global Green Cleaning Products Market report says that “global green cleaning products are forecasted to register a “CAGR of 11.8%” through 2029 (IRI, 2021).

Locally, AMS Soapstand is meant to reduce waste on the UBC campus. Currently there are 56,936 students enrolled at the UBC Vancouver campus, which is an increase of 2% from 2019/2021, (Mukherjee-Reed & Szeri, 2021)(UBC, n.d.). The student body is split with 46,322 Undergraduate students and 10,614 Graduate students on the Vancouver campus (UBC, n.d.). With such a large student body UBC actually has the largest student residence in Canada currently operating 15 residences to house students on campus (UBC, n.d.). This year there are over 13,000 students living in residence which is around 18% more than it was in 2018 (UBC, n.d.) (UBC, 2018). Within the residences around “40% are occupied by first-year students and 60% by upper year and graduate students”(UBC, n.d.). Additionally only around 40% of students have year-round housing while the other 60% only have housing during the winter session (UBC, n.d.).

Distribution Channels

Pharmacy/Convenience Stores

On campus, there are many stores where students can purchase cleaning products. There exists a mix of pharmacies, convenience stores and groceries stores. The two main locations used by students are Shoppers Drug Mart and Save-On-Foods - a pharmacy and a grocery store. Additionally, there is the UBC Bookstore, Grocery Checkout, Harvest, Corner Store, Hubbards Global Market and more, where students can find a number of different cleaning products.

Specialty Stores

In Vancouver, there are a number of specialty stores that focus on sustainable retail. These include The Soap Dispensary, Nada Vancouver, The Refill Stop and LivLite. They provide a great assortment of zero-waste cleaning products, however, they are not currently found on the UBC Vancouver campus.

Online Retailers

With the growth of online retail, it has become incredibly easy for people living on campus to purchase cleaning items online and have them delivered to their residences. Amazon currently holds the largest market share of the online non-food grocery market in the US, with 60.5% of the market share.

Additionally, a survey asking American consumers recorded that in the last year 39% of respondents bought "household care (e.g., detergents)" online as well as 37% had bought body care items online (Statista, 2021).

Stage in Product Life Cycle

As AMS Soapstand has plans to launch in January 2022, this puts the product in the introduction stage of the product life cycle. The AMS requires a campaign with an objective to raise awareness amongst students which communicates its benefits.

Environmental Factors

Socio-Cultural Factors

Rise in Social-Activism:

In today's consumer-centric world, it is beneficial to stay well-informed of the values and beliefs of your customer base. More importantly, there is a great precedence regarding success of a brand being derived by their ability to stay in line with their customer base. Which is why the rise of social activism is an important trend for AMS Sustainability. A significant portion of global customers have adopted the concept of social responsibility; approximately, 43% of consumers stated that ethical living is important to them (Angus, 2021) and approximately 56% believed they could make a difference to the world through their choices and actions (Elster, 2021).

This focus on values and ethics manifests itself in behavior of Gen Z consumers in two relevant ways, the first is sharing their opinions on social issues on social media, almost 60% (Elster, 2021). Secondly, the increased sentiment towards social activism also seems to be the driver of purchase decisions as well. Approximately 39% of Generation Z surveys said they make purchase decisions based on a brands/company's social and political views (Elster, 2021). This is critical for AMS Soapstand to consider; since this data provides the place and a reason for these two companies to be more vocal about their stances on certain social and political issues.

Sustainability Becoming Mainstream:

With coverage and discussions around climate change becoming more prevalent, the demand for more sustainable products has become more mainstream. Specifically in Canada, intense heat waves in the Northwest have further brought climate change and its effect to front of mind for Canadians (Elster, 2021). Specifically for Generation Z Canadians this has translated into approximately 75% of them becoming worried about climate change (Elster, 2021).

When it comes to specific behavior, 55% of Generation Z Canadians respondents said, "that they try to have a positive impact on the environment through their everyday interactions" (Elster, 2021).

Generation Z tries to bring about this positive impact through a few behaviours but the most common is reducing plastic waste (~59%) and, second is recycling items (~58%). Both of which are addressed by AMS Soapstand (Elster, 2021). In addition, buying sustainably produced items and using sustainable packaging are tied for the second most common activity that derives from the aforementioned value (Elster, 2021).

Increase in Hygiene Focus:

One of the most direct impacts of Covid-19 is the increasing concern about minimizing the spread of germs and diseases (Elster, 2021). This has led to an increased motivation to adopt and possibly intensify certain hygiene related habits - such as how often one washes their hands and/or cleans their clothes. This can be seen playing out in the Soap and Cleaning compound manufacturing industry, which is expected to see a high revenue growth from 2021 to 2026 with an annualized growth of 1.6% (Koronios, 2021).

However, the increased focus on hygiene safety goes beyond just the cleaning products industry but has now become a part of all purchases. In the post-pandemic world, there has been an increased focus on safety and wellness when considering possible solutions to the everyday problems customers face. As a result, safety as well as health and wellness are two important drivers of value for customers. This seems to be especially prevalent when going out shopping as 76% of surveyed Canadians say they take health and safety precautions when they leave their home (Elster, 2021). This maintained precaution even with the rollout of vaccines provides AMS sustainability and AMS Soapstand a unique gap they could fill.

Economic Factors

Uncertainty and Spending:

Job insecurity and possibly reduced incomes due to COVID, has led to people spending more cautiously in 2021. Another factor affecting the spending of Gen-Z Canadians is a sense of pessimism in their future financial health. 23% of Gen-Z Canadians say they expect to be worse-off financially in the future (Elster, 2021). This pessimism about the future economy has caused the following behaviours in Gen-Z Canadians - increased visits to discount stores by 29% of respondents and decreased overall purchase of products and service by 33% of respondents. Both were the highest out of all the generations (Elster, 2021).

Despite the cautious spending Gen-Z Canadians aren't necessarily striving for the cheapest option but the option with the best value for money. Although similar and often overlapping, the two are differentiated by quality. 32% of survey Gen-Z Canadians said they would rather buy fewer but higher quality items (Elster, 2021).

In addition, despite the more cautious spending, almost 40% of those surveyed said they were willing to spend money to save time (Elster, 2021). An important factor that could drive Gen Z's assessment for value, and more importantly a trait that AMS Soapstand could market. Lastly, despite possibly having a more cautious spending approach, 51% Gen Z Canadians surveyed stated they like to try new products and services (Elster, 2021).

Technological Factors

High-efficiency Laundry Machines:

The adoption of high-efficiency laundry machines has been an important part of the industry for a couple of years. The machines are more energy-efficient and use less water, however, they require a special type of detergent. These machines require a detergent with a higher concentrate with less total volume. Additionally, these special detergents do not work well with traditional machines (Whirlpool, n.d.). In 2017, the market for high-efficiency laundry liquid detergent was valued at \$6,653.4 million, and is expected to reach \$10,884.9 million by 2025 (Allied Market Research, 2019).

In addition, there is ample evidence to suggest that this technology will be adopted in the future. After safety of location, energy efficiency is the second most common desirable feature when looking at a home for Canadians (Elster, 2021). This is a trend that carries across all the generations (Elster, 2021). This greatly increases the likelihood that more homes will have energy efficient washing machines, including homes that will be rented out by students.

COMPANY ANALYSIS

Current Objectives

AMS Sustainability is looking for opportunities to expand in the zero-waste market for students on campus. Specifically, AMS Soapstand's goal is to provide a refill station for soap and detergent that is convenient and easy to access for students. The goal also includes to exceed the rate of at least six to eight users per day.

Current Marketing Mix and Positioning

Product

Soapstand provides a machine that includes a twelve-gallon tub which holds about four different products and has custom-built nozzles to make dispensing of the products simpler. Soapstand offers their machines on the basis of leasing, renting or buying out with the intention that the products being offered in the machine are strictly environmentally friendly as this aligns with their values. The machine settings for refills include the option of dispensing soap or detergent in 500ml, 1 litre or 1.5 litres. Soapstand currently works with Echoclean as their supplier for soaps and detergents as they offer one of the greenest soaps in the market with a PETA certification. However, Soapstand has an aim to produce their own soap brand to cut down costs in the future as well as modify the machine to have custom-made tubs with six to eight nozzles for the distribution of the products.

Place

Soapstand initially began with three pilot machines which they had placed in Kitsilano, Fraser/Kingsway and in North Vancouver. The machines installed in the different areas were able to provide data regarding which target audience engaged with the machine more, as well as product preferences. Over time, the pilot machines were also modified and adjusted to make the refilling experience more convenient. With the new project to introduce Soapstand to UBC, the AMS plans to set up the machine in the AMS Nest where it can be easily accessible for all students. It is also rebranding their website to better achieve a B2C model along with a B2B portal.

Price

Soapstand offers soap and detergent for about \$4 - \$4.50 per litre, whereas competitors such as Tide offer 2.04 litres for around \$12.97 (Walmart, 2021). Soapstand's pricing for eco-friendly soaps and detergents focuses on affordability in encouraging a zero-waste lifestyle. The aim is to change purchasing habits that are moving towards a zero-waste lifestyle and sourcing locally, and this is done through affordability of the products and education.

Promotion

AMS Sustainability is currently present in social media platforms, therefore information regarding Soapstand can be provided through these channels. It has also created a website that is currently being modified to better communicate and achieve a B2C model with a B2B portal. Past social media strategies have resulted in skewed data, however, successful strategies included geo-targeted advertisements and coupon codes in North Vancouver. Prospective promotional strategies to provide better education regarding zero-waste lifestyle and specifically increasing awareness of the AMS Soapstand services include traditional marketing strategies focusing on posters, infographics as well as using booths in the AMS Nest. To further reach consumers and increase brand awareness, better use of the AMS' social media platforms can be established. Considering the number of followers on Facebook and Instagram, regular and consistent posts would help achieve the increase in awareness. Other strategies include word of mouth and email marketing by the AMS to provide information service, as well as engagement strategies through their social media to encourage purchases.

Vision, Mission and Resources

AMS Soapstand's vision is to be the go-to when it comes to purchasing soaps and detergent products. AMS Soapstand refill station is the innovative solution to complement a zero-waste lifestyle as well as addressing the convenience and affordability factors. Soapstand currently has three pilot machines in three different locations in Vancouver, but now will be introduced through AMS for UBC students as a completely new concept. Soapstand has its own team, and their CEO is Andy Chou, therefore as Soapstand is being adopted through AMS, human resources should not be an issue. AMS has established their own team and have dedicated social media pages, therefore marketing regarding Soapstand will be handled directly through the AMS. If AMS Soapstand aims to increase the number of refill stations around campus, more human resources may be needed to supervise the distribution and management of the machines.

As AMS Soapstand is primarily focused for UBC students, it will face competitive pressures from the nearby supermarkets such from Save-On-Foods and Shopper Drug Mart as students are already accustomed to purchase from there. However, as Soapstand is being introduced through AMS, there is more opportunity to utilize the already established social media pages to advertise for the introduction of the new refill station.

Key Success Factors

An advantage AMS Soapstand has over its competitors is largely based on the affordability of the soaps and detergents. Their geo-targeted advertisements that took place in North Vancouver have been successful to drive sales and build awareness in the area. The EY Future Consumer Index survey found that sustainability is becoming a top priority for consumers in Canada where 61% of consumers are willing to focus more on the environmental impact, but 64% "intend to focus more on value for money" (Elshurafa, 2021). The survey also indicated that there are transparency issues and an education gap which affect the perception of sustainable products, therefore the more transparent companies become, they will be able to create long-term customer relationships (Elshurafa, 2021).

CUSTOMER ANALYSIS

Research Methodology

In order to support the secondary research findings, primary research was conducted and then analyzed to determine the demographic, psychographic and behavioural aspects of AMS Soapstand's potential customer base.

The online survey (Appendix 1) was conducted with two key goals in mind: to help narrow down the target segments based on their demographic, psychographic and behavioral attributes and to better understand the purchase decision criteria of customers when selecting cleaning products. Some key areas of interest included their general attitude towards sustainability and zero-waste living, the importance of certain factors such as smell, sustainability and affordability when making detergent purchases, the purchasing frequency and the typical purchasing location. The survey was designed through Qualtrics and distributed through the AMS Instagram account as well as on display screens located within the AMS Nest. As an incentive to complete the survey, respondents were given the option to enter to win an AMS gift card and AMS Sustainability Tote bag. After ten days, the survey was closed. The sample size after data clean-up was 248.

Limitations

The online survey presented some limitations. While promoting the survey through the AMS Instagram account allowed for a large sample size with a variety of students from different backgrounds, in order to see the post, respondents had to already be following the account. The TV screen ads placed in the Nest were also limiting as they required potential respondents to be physically present to see the survey link. This is especially limiting given the reduced foot-traffic in the Nest due to the COVID-19 pandemic and with several students opting to take online classes therefore reducing the likelihood of coming across the ad. Finally, the incentive attached to the survey may have resulted in some insincere and/or incomplete responses. Although filtered, it is difficult to determine the absolute accuracy of the responses when an incentive is attached.

Customer Description and Behaviour

To better understand the purchasing behavior of AMS Soapstand's potential customers, the survey asked where they currently buy their cleaning products from and how often they buy them. The two primary retailers were Save on Foods (57%) and Shoppers Drug Mart (57%). Off-campus retailers such as No Frills were indicated to be frequented by 25% of respondents. Additionally, on-campus mini-retailers such as the Corner Store and Harvest were primary locations of purchase for 2% and 1% respectively.

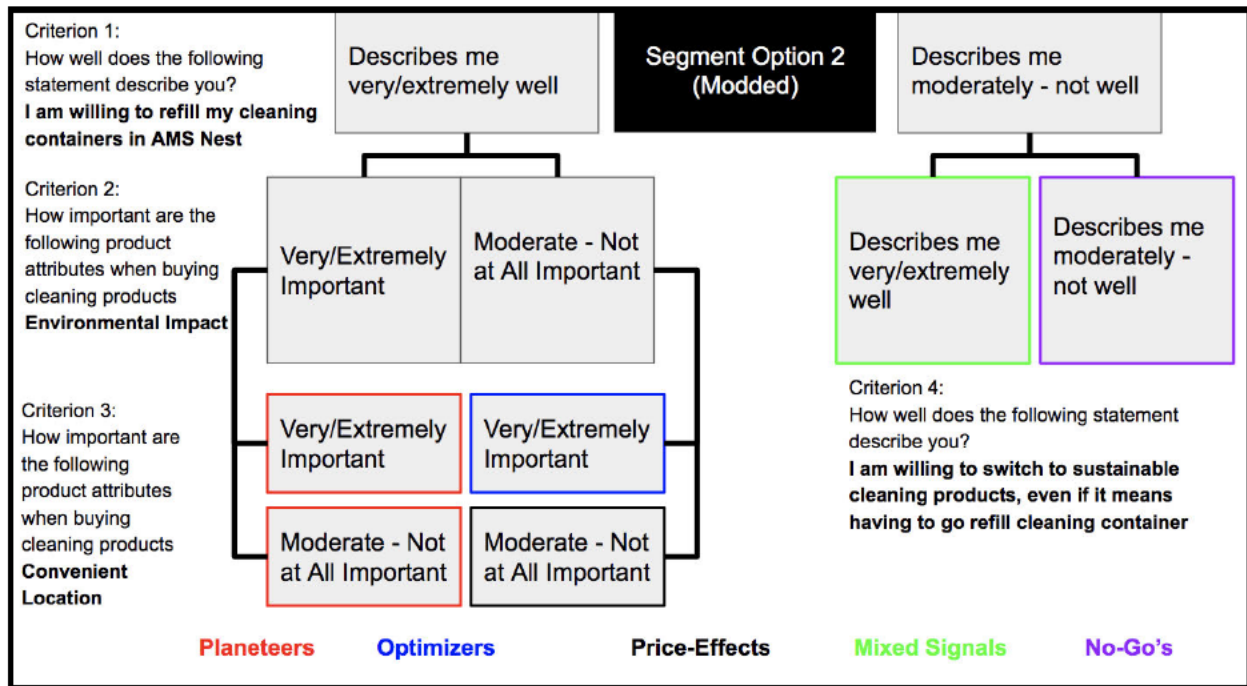
Frequency of purchase varied slightly depending on the cleaning product itself. 68% of respondents said they buy laundry detergent less than once a month while 52% said they would buy dishwashing detergent less than once a month. Similarly, 60% of respondents indicated that they would buy dish soap less than once a month.

The primary factors of the cleaning product itself that were of most importance were as follows: Effectiveness (86%), low price (62%), ease of use (50%) and environmental impact (45%). Additionally, 65% of respondents indicated that their preferred form of cleaning products is liquid (as opposed to pods and powder). An important finding to note here is that respondents seemed less likely to be willing to purchase personal hygiene products from the AMS Soapstand (shampoo, conditioner, body soap) due to personal preferences and various sensitivities. However, respondents were more willing to purchase laundry detergent (57%), dishwashing detergent (53%) and dish soap (63%).

The majority of respondents indicated that recommendations from family (76%) and friends (71%) were the most important factors that would influence their switch to a new cleaning product brand. 33% said that in-store promotion would be a significant factor and 41% indicated social media ads to be of high influence.

Consumer Segmentation

After gathering the survey results, segmentation was conducted based on the overarching question of whether or not people would be willing to refill their soap containers using the AMS Soapstand at the nest. Once split into those two categories, those who were willing and those who weren't, further segmentation revealed that the purchasing behaviour of those who were willing to refill at the nest were motivated by either the environmental impacts of the detergent or the convenience and location. On the other hand, a separate criteria was used to segment those who were not interested in filling their bottles at the nest which was based on their willingness to switch to zero-waste cleaning products. Based on this criteria, the respondents were divided into five segments, as seen in the diagram below.



Planeteers:

The Planeteers segment accounts for 18% of total survey respondents. The Planeteers were those who responded "describes me very - extremely well" when it came to filling their cleaning containers at the AMS Nest and prioritized environmental impact as the most important product attribute when buying cleaning products. 63% of respondents within this segment also rated plastic-free packaging as an important factor in their purchasing decision. Additionally, 80% of respondents in this segment indicated that a recommendation from a friend is the most likely aspect to influence their decision to purchase a new soap/detergent brand whereas social media ads were rated very low in terms of resonance. Additionally, in-store promotions were rated low as well with only 9% of respondents being most influenced by them. In terms of purchasing locations, 64% of respondents in this category purchase their cleaning products at Shoppers Drug Mart, with the rest being Save on Foods. Further, this segment indicated a higher willingness to pay per litre of laundry detergent than other segments (\$7.13/litre). 61% of respondents in this segment reside on campus.

Optimizers:

The Optimizers segment accounts for 20% of total survey respondents. The Optimizers selected "describes me very - extremely well" when it came to filling their cleaning containers at the AMS Nest. However, the most important product attribute when buying cleaning products was the convenience of the location. 57% rated ease-of-use to be a key product attribute with regards to cleaning products. Additionally, 56% of this segment indicated that recommendations from friends is the most likely aspect to influence their decision to purchase a new soap/detergent brand. Unlike the Planeteers, however, 64% of respondents in this segment indicated that social media ads would be most likely to influence their purchasing decision. In-store promotions scored low with only 6% of the segment being most influenced by them. Finally, 71% of this segment resides on campus.

Price-Effect:

The Price-Effect segment accounts for 10% of total survey respondents. Although willing to refill their containers at the Nest, would not be an ideal segment for the AMS Soapstand to target since the two biggest points of differentiation (zero-waste and convenience) for AMS Soapstand aren't factors they consider important when buying cleaning and hygiene products. Instead, price and effectiveness were indicated as the priority for this segment. Therefore there is a strategic misalignment. However, it was still worthwhile segmenting them to know what percentage of the market that the AMS Soapstand might be missing out on by taking an approach to marketing that centers its convenience and environmental sustainability.

Mixed Signals:

The Mixed Signals segment accounts for 26% of total survey respondents. The Mixed Signals segment, responded with "describes me moderately - not well" when asked if they would refill their cleaning containers at the AMS Nest. However, when analyzing further, the data indicated that despite this, this same group had shown a willingness to switch to sustainable cleaning products, even if it means having to refill their cleaning container. 54% of the segment indicated plastic-free packaging as an important product attribute. The most likely influence in their purchasing decision for 67% of the respondents were friends. The remaining 33%

indicated that social media ads would be most likely to influence their purchasing decisions. The majority of respondents in this segment live on campus (66%) and purchase their cleaning products at Save on Foods (41%) and Shoppers (54%).

No-Go's:

The No-Go's segment accounts for 28% of total survey respondents. This segment does not seem to be within reach. They were not interested in refiling at the AMS Nest or, more generally, as an alternate method of purchasing at all. This is important to know since they represent a significant proportion of the market.

Recommended Target Segments

Upon consideration of the attractiveness of these five segments, three were selected to target: the Planetees, the Optimizers and the Mixed Signals.

A key segment that AMS Soapstand should target is the Planetees. Accounting for 18% of the surveyed population, this segment is substantial and offers high profitability due to their high willingness to pay for cleaning products (\$7.13/L). This segment is also identifiable as 63% rated plastic packaging as an important factor in their purchasing decisions. This segment is also reachable as most of the segment resides on campus (61%). They are likely to be responsive to AMS Soapstand's product because it aligns well with their ideal purchase criteria, sustainability goals and willingness to pay.

The second segment that AMS Soapstand should target is the Optimizers segment. The segment is substantial at 20% of the surveyed population and is identifiable as the majority of them rated ease of use as a top product attribute (57%). Although they did not indicate sustainability as a key consideration for their purchase decision, AMS Soapstand can appeal to their preference for convenience and location. This segment is also reachable as most reside on campus (71%) and also indicated that social media is an avenue of influence on their likelihood to switch to different cleaning product brands. They are likely to be responsive to AMS Soapstand's product because it is placed in a convenient location (closer to residences than Save on Foods and Shoppers) and it is easy to use.

The final segment recommended targeting is the Mixed Signals segment. This segment is substantial as it accounts for 26% of survey respondents. The Mixed Signals group is identifiable because they are willing to switch to sustainable cleaning products even if it means having to refill their cleaning containers, and indicated that plastic-free packaging is important to their purchasing criteria. Although they did not indicate that they would be willing to fill their cleaning products at the AMS Nest, their willingness to switch to zero-waste cleaning products shows that there is a gap that AMS Soapstand can fill through emphasizing zero-waste products and convenient location. This segment is reachable as most respondents live on campus (66%). Additionally, this segment indicated that recommendations from friends as well as social media are the two most likely to influence their decision to switch to a new brand of cleaning products. AMS Soapstand can leverage this to increase the segment responsiveness.

COMPETITION ANALYSIS

Although AMS Soapstand positions itself within the category of 'Zero-Waste Grocery Market', its largest competitors are the behemoth supermarket chains. The competition for AMS Soapstand can be bifurcated as either 'Direct' or 'Indirect' competitors-

Direct Competition

The AMS Soapstand faces primary competition from the Save-On-Foods and Shoppers Drug Mart on the UBC Campus. The drugmart is a mere 150 metres from the AMS building where the AMS SoapStand will be housed and the Save-On Foods is a short 10-12 minute bus ride away. For Shoppers Drug Mart, the primary consumer base is the footfall along the old bus loop (University Boulevard) which keeps busy- especially during the school year. They stock everything from prescription medicine to household essentials such as toilet paper and laundry detergent at a fair price. They don't cater to any student residences except the newly built Exchange Student residences. However, Save-On foods, located in Wesbrook Mall, cater to a lot of student residences- especially the Marine Drive upper year residences.

As with any standard branch of the brand, they stock everything and have a huge selection of detergents and other cleaning products. They also offer a points based system which entices their consumer base to make all necessary purchases from there.

In terms of general competition for the AMS Soapstand to expand Canada-wide, any point of purchase that gives access to the consumer of the products dispensed by the AMS Soapstand such as detergent, hand sanitizer and hand soap will fall under this category.

Loblaw Companies Ltd. (President's Choice and No Name being their top subsidiaries) led the Canadian grocery and supermarket chains in the 2019/20 fiscal year, with a sales value of 50.31 billion Canadian dollars followed by Sobey's Inc. (IGA and Safeway being their top subsidiaries) at the 2nd position (CAD 25.14 Billion), Metro Inc. (Super C being their top subsidiary) at the 3rd position and Federated Co-operatives Inc. at the 4th position with revenues of CAD 11.79 Billion and CAD 9.83 Billion respectively (Appendix 4).

For the consumers that prioritize convenience and price over sustainability as their shopping preferences, these supermarket chains present significant competition owing to a larger variety of products and cost advantage due to economies of scale.

Indirect Competition

With The City of Vancouver pursuing a rather ambitious goal of becoming a zero-waste community by 2040 (Vancouver, n.d.), with rising awareness, Canadians are now embracing "green" products more than ever ("Sustainability Matters Now More Than Ever for Consumer Companies", 2021). AMS Soapstand's indirect competition comprise stores that require the customers to bring their own containers, such as-

- 1.) The Soap Dispensary and Kitchen Staples; Address: 3718 Main St., Vancouver
- 2.) The Refill Stop; Address: 865 Carnarvon St., New Westminster

These stores are strong contenders to AMS Soapstand since they offer various services not yet offered by AMS Soapstand such as curbside pickup and online ordering along with stocking a variety of SKU's ranging from household goods (such as laundry detergent) to food items (such as pulses, tea).

Competition Matrix

	The Soap Dispensary	The Refill Stop	Save-On-Foods	Shopper's Drug Mart	AMS SoapStand
Price	Medium	High	Low	Low	Medium
Variety	High	Medium	High	Medium	Low
Online Delivery	No	Yes	No	No	No
Community Involvement	Yes	No	Yes	Yes	No

Details for each grading can be found in the Appendix 2.

Benchmark Based on Matrix

The two main unique selling points for the AMS Soapstand is that it is both sustainable and a convenient location. Which is why it was important to determine how the competition compared in those two metrics. However, the primary research indicated that consumers care the most about the prices when purchasing. While constructing the matrix, price was considered to be the most influential factor based on the primary. Online delivery was added since the pandemic had led to more people using online delivery. Variety was an essential factor to consider since it is what many convenience stores rely on to attract customers, such as Save-on-Foods. Lastly, the community involvement was significant since there has been a clear rise in social activism, which has an effect on the purchase decisions of the consumer.

AMS Soapstand offers a good price as compared to more expensive alternatives such as The Refill Stop and The Soap Dispensary. However, AMS Soapstand needs to add to customer value by adding more variety and increasing their community involvement.

PLANNING ASSUMPTIONS

In this report, the presumption is that the funds required to implement the marketing tactics will be approved after sending a proposal to the Sustainability Projects Fund. Market size estimates were obtained from secondary research, assuming that the statistics accurately reflect

UBC's current student population. According to Euromonitor, the Household Cleaning and Personal Care Products category is predicted to increase at a rate of 6.3% from the period 2020-2025. Lastly, it was assumed that there have been no key technological developments that would alter the Soapstand Mini's design or mode of payment in the foreseeable future.

BRAND POSITIONING

Recommended Positioning Statement

For Planeteers, Optimizers and Mixed Signals, AMS Soapstand is a cleaning product retailer which provides an on-campus zero-waste option unlike Shoppers which provides a one-stop-shop for a variety of household cleaning products.

Key Points of Differentiation

- Offers a variety of environmentally friendly cleaning products in one spot
- Only zero-waste option to buy and refill your soaps on UBC campus
- Easy to use and conveniently located

SWOT ANALYSIS

Strengths:

- Growing action over personal impact of consumption on the environment has proliferated the adoption of sustainable brands. Consumers are more likely than ever now to embrace a "zero waste living."
- 2020 consumer trends shows that almost 68% of consumers have limited their use of single use plastic (Karine Szegedi, 2020).
- 43% of consumers choose brands that have environmentally sustainable practices/values. (Karine Szegedi, 2020)
- Gen Z are the least involved with environmental issues, whereas younger millennials are the most engaged. (Karine Szegedi, 2020)
- These promising consumer trends can prove to be a great catalyst for AMS SoapStand's success.

Weaknesses:

- The AMS SoapStand currently lacks any brand value since it is an upcoming venture, it needs to exert significant promotional efforts to build brand awareness.
- Lack of variety; the AMS SoapStand is currently only proposing to offer laundry detergent, however the machine is designed to hold 5 SKU's thus, AMS SoapStand should focus on increasing the products they offer to include ones such as hand soap, body soap etc.

- The refill model can prove to dissuade consumers who commute a long way and find it tedious to carry a refillable bottle with them for the whole day.

Opportunity:

- Approximately 48% of Gen Z Canadians like to be distinct from others, and approximately 51% of Gen Canadians like to try new products and services. Favouring a product like Soapstand which is relatively new and unique (Elster, 2021).
- Home cooking and baking is still the most common food option for Gen Z Canadians. In addition, almost 55% of Gen Z Canadians snack between meals. Both these trends, no doubt, will lead to more dishes to wash, hence a higher need for dish washing soap (Elster, 2021).
- 43% of Gen Z Canadians surveyed expect more of their activities to shift to in-person in the next 5 years, however 65% of them value real life experiences. Which means where possible, Gen Canadians would like to come back to in-person shopping (Elster, 2021).
- Almost 33% of Gen Z Canadians who were surveyed would like to start visiting shopping malls again. This shows a trend of willingness to move away from online shopping and more towards in person purchases (Elster, 2021).
- 61% of Gen Z Canadians are looking for a way to simplify life. This is a significant trend, which based on how Soapstand is marketed could take advantage of this trend (Elster, 2021).

Threat:

- 45% of Gen Z Canadians make purchasing decisions based on a company's beliefs and 43% buy from those that are aligned with their social and political values. This means AMS sustainability values will provide a limited influence on customers (Elster, 2021).
- 1/3 of Gen Z Canadians surveyed said that product label and information influenced their purchase. As presently constructed, this will be virtually non-existent for soapstand products (Elster, 2021).
- Friends and Family recommendation is the number one, 50%, influencer for Gen Z Canadians when shopping. Which means word of mouth will be an important success factor of the Soapstand launch. However, only 22% of Gen Z Canadians leave a review for a product (Elster, 2021).

CURRENT GOALS AND OBJECTIVES

The overall goal of this marketing plan report is to gain a better understanding of the demand of zero-waste cleaning products, starting with soaps and detergents in order to successfully launch AMS Soapstand. As AMS Soapstand wishes to exceed the minimum average of six to eight users per day, this plan outlines the following key objectives in order to help achieve this goal:

1. **Increase Social Desirability of Zero-Waste Living:** Achieve a 20% increase in the student 'zero-waste perceptions' polling scores within the first six-month period.

2. **Increase Brand Awareness:** Achieve a 75% aided awareness for AMS Soapstand based on an online survey done by the AMS, one year after the launch of AMS Soapstand at the AMS Nest.
3. **Encourage Adoption:** Achieve sales of 3000 litres of soap dispensed from the AMS Soapstand over a period of one year after launch.

MARKETING STRATEGIES AND TACTICS

Objective One

In order to appeal to the Mixed Signals and Optimizers groups, AMS Soapstand needs to leverage its points of difference, particularly the fact that it is zero-waste and environmentally friendly, to increase the social desirability of zero-waste to these target segments. The first objective is to increase the social desirability of zero-waste living on campus. This is grounded in the principles of the SHIFT framework developed by Sauder professor Katherine White which states that consumers are more inclined to engage in pro-environmental behaviour when the marketing messages leverage various psychological factors including social influence and desirability (White, 2019).

The SMART goal for this objective is to achieve a 20% increase in the student 'zero-waste perceptions' polling scores within a six month period. This poll would be distributed through the AMS social channels and would include questions such as:

- Do you feel like you need to live a zero-waste lifestyle to fit in?
- Do you feel like it's possible to live a zero-waste lifestyle on campus?

The responses would be measured from a baseline poll posted at the beginning of the term and then posted again towards the end.

Strategy 1.1: In-Group Marketing

Tactic 1.1A: Influencer Marketing

The first tactic is to use UBC student influencers to encourage the adoption of zero-waste living by showing how they are practicing a zero-waste lifestyle on campus while highlighting the ease of doing so. These posts would take the form of Instagram takeovers where an influencer or student group could show zero-waste options on campus and introduce the AMS Soapstand as the only on-campus zero-waste option to refill your soaps. One example of an UBC student influencer is Jensen Tung who has over 21,000 followers on Instagram. Using relevant in-group members such as influencers is important because it has been shown to positively sway the adoption of sustainable action (White, 2019). Influencer ads have also proved to be more emotive and memorable than regular social media ads (Lou, 2019). In addition, this is particularly aligned with the survey results which indicate that 55% of respondents would be interested in learning about zero-waste living and the AMS Soapstand through video demonstrations.

Strategy 1.2: Increasing Social Desirability

Tactic 1.2A: Fundraising Thermometer

As shown in the SHIFT the main focus is on social influence. Strategy 1.2 aims to increase the social desirability of zero waste living through on-campus engagement. Within the strategy there are two tactics. The first is a fundraising thermometer. A large poster displaying an empty detergent bottle. The bottle would slowly be filled up corresponding to how many litres of soap and detergent have been dispensed by the AMS Soapstand. The goal is to get to the top of the bottle, which is the same as Objective 3, dispensing 3,000 liters through AMS Soapstand. AMS Sustainability would be responsible for updating the number of bottles filled on the bottle as time goes on. This large poster should be placed near or next to the machine making it very clear what it is referring to. This tactic is great as it shows how everyone in the community can be a part of the movement. It will display the efforts of users and it will communicate the goal of the machine. It does not necessarily show how many bottles are saved because of two reasons, first it is simply very hard to measure this like the drinking fountains and secondly and more importantly, by having the goal for the community it increases social desirability to use it (Snowball Fundraising, 2021). A fundraising thermometer can help keep track of goals while it also gamifies the usage of the AMS Soapstand. Users will want to see the thermometer rise. Additionally, being able to see progress can be engaging and motivating and might have effects on individuals to share information to their peers on the AMS Soapstand (Snowball Fundraising, 2021). The poster will be a sign that indicates how people are participating by using the machine in real-time. The more people use the machine and the more successful it will be. The more successful it is, the more others will want to join efforts in reaching the 3,000 litre goal since people like being a part of something that is going to succeed. (Snowball Fundraising, 2021).

Tactic 1.2B: Residency Engagement

The second tactic for this strategy is to partner with UBC Residence Hall Association and create a competition in first year residences. The competition would be a race between floors to see which floor can get everyone living on it, or 100% participation rate, to use the AMS Soapstand at least once. Whichever floor gets to 100% first wins AMS gift cards for each student of \$10. The best way to implement these competitions would be to hold them in each first year residence, one Vanier, one in Totem, and one in Orchard. There are a number of reasons for choosing to target the first year residences. First, because first years are more impressionable since moving to campus is a big life change (One Earth, 2021). Second, around 40% of residences are occupied by first-year students, which is around 5,200 out of 13,000 student residents (UBC, n.d.). This is a large, highly impressionable group. Additionally, this focus is an investment for the future. If a routine can be established amongst first years they could potentially use the AMS Soapstand for the rest of their 4 years at UBC. This could also help get the students in years to come to follow in their footsteps. Another reason for this focus is that currently the AMS Soapstand will not be placed in the first year residences because the residences did not want it in the laundry rooms. However, it will be placed in the Nest as a trial period. If it's successful then maybe it could be placed in the residences in years to come. This tactic could help sway the minds of the residences especially if a lot of first years use the machine. This tactic could work well for the Mixed Signal target, since seeing others and wanting to be similar to peers would help encourage them to use the product even if the two main qualities possibly aren't what they are looking for.



(UBC RHA)

Objective Two

Achieve a 75% aided awareness for AMS Soapstand based on an online survey done by the AMS, one year after the launch of AMS Soapstand at the AMS Nest.

Strategy 2.1: Instagram Marketing

Based on the primary research, Instagram was the platform on which most of the target market wanted to engage with AMS. Which is why the first strategy under objective two will be to run both paid and earned campaigns on Instagram to help raise awareness.

Tactic 2.1A: Paid Media

It is essential that promoted posts run regularly for the first year after launch, even if it means lowering the investment per post. Short term stopping of paid advertising can lead to lowered awareness of the brand message. Whilst long term voids of paid advertising can lead to overall lowered brand awareness. Both which would be costly and difficult to overcome (WARC, 2021).

For a more effective social media campaign AMS Soapstand should aim for 'fresh consistency'. 'Fresh consistency' involves having consistency within the brand and overall message however the expression of the two would need to stay creative and ever adapting (Sairam, 2020). Consistency allows for people to make emotional connections with a brand more easily. Which improves trust in a brand and therefore brand loyalty as well. In fact customers are 70% more likely to purchase from a brand they trust. (Adobe Communications Team, 2021). Having consistent brand communication starts with building a brand personality (Adobe Communications Team, 2021).

In order to help maintain consistency of the brand, AMS Soapstand should create a brand personality. The brand personality for AMS Soapstand should be understanding and trendy, specifically up to date on any recent social and pop-culture trends. In essence, AMS Soapstand should aim to be a brand that is able to relate to students and what they go through. Ideally the voice, or the style in which posts are designed and copywriting for social media is written, that is used in paid promotions should be cheerful and conversational. AMS Soapstand should be viewed as the new exciting addition on campus and a brand that is for everyone.

In addition, all promoted posts in the first year, after the launch of AMS Soapstand, should aim to communicate either of the following two messages:

- 1) The New Normal in Cleaning Product Buying/The Future of Soap Buying Here
- 2) Saving Your Money, Your Time and the Planet

A campaign for the paid promotion on Instagram can be #StandWithSoapstand. The hope of this hashtag and the campaign is to elevate AMS Soapstand beyond just being a product but a symbol for Zero Waste at UBC - an idea which will be further solidified in the proposed campaign launch.

The campaign launch for #StandWithSoapstand would be a simple video showing students one after the other saying the phrase "I stand with Soapstand," or if a group of students are saying it "We stand with Soapstand." At the end of the short video of students saying this would be the simple but powerful phrase; Sustainable we Stand, Wasteful we Fall. Which is an adaptation of the powerful phrase, 'united we stand, divided we fall'. This would only be the beginning and it is important that more posts are created, posted and then promoted on Instagram. Which is why AMS Soapstand should create content buckets to help the organization and planning of posts throughout the year. The posts under each content bucket would have their respective hashtags in the design of the posts as well as in their captions. Here are some suggested content buckets that AMS could use.

Content Buckets

#TalkingGreen - Posts under this content bucket would focus on how AMS Soapstand not only saves the target segments money, but also saves the planet - thereby playing on the double meaning of "green" to refer to both money and the environment.

For example, a post could talk about how the target segment saves money with AMS Soapstand since you aren't paying for the plastic that goes into making the bottle for Soaps and Detergents. Which over time adds to be a significant amount. However, this also applies to the plastic waste situation, what seems like the waste of only one bottle adds up over time. Another example of what the aesthetics and style of the post would be can be found below:



#OneUseWorld - Posts under this content bucket would highlight the folly of using plastic bottles once and throwing it away by imagining what would happen if society did the same with other commonly used items.

These posts could be done through simple carousel posts which help people visualize how much waste would take place if certain products such as plates were only used once and then thrown away. In the middle of the carousel, it would point out how silly this behavior would seem to most people but society still does it with single use cleaning product containers.

The aforementioned idea could also be executed in the form of a video post in which AMS Soapstand shows a person named Earl having dinner with friends and then after he is done with dinner he chucks the plate out the window or in the bin, ideally in a manner that is exaggerated or humorous. When asked by his friend, "Why did he do that?" Earl replies, "He's done with dinner, what's the point of keeping the plate?" When asked by his friends, "Why not just clean the plate," Earl says, "It's too much work, or who does that?" - or a similar reason that people give as to when they don't reusing or refiling. The video ends or the caption reads, "Don't be a #OneUseEarl, Refill at the AMS Soapstand."

Tactic 2.1B: Earned Media

As AMS Soapstand will be relatively new, launching a promotional campaign on Instagram to drive sales is key. As students navigate their way through the AMS Nest, they often text each other their locations to let their friends know where they are. This tactic aims to persuade

students to use the physical location of the Soapstand Mini as a visual landmark. To kickstart the campaign, AMS Soapstand can publish a post asking customers to send photos (of them next to the Soapstand) or screenshots of text messages (asking to meet by the Soapstand). Those who post the picture on their Instagram Stories with the hashtag #StandBySoapstand, and tag AMS' account will be given an opportunity to be featured on the AMS' page and win a voucher. The voucher would buy 2 liters of detergent at no charge. It is recommended that two winners are selected every month.

This campaign will be primarily held on Instagram. According to primary research results, 81.6% of survey respondents said they would choose to engage with the AMS on Instagram. In contrast, respondents who were willing to engage on Facebook comprised 43.4% of the target market, which is almost half of Instagram. Hence the focus would be on earned media on Instagram. Furthermore, 76.6% of respondents from the target segments stated that they are more likely to rely on word-of-mouth recommendations provided by their family and friends. This contest will boost engagement, fast track the process of integrating AMS Soapstand into UBC's culture, and solidify its online presence.

Strategy 2.2: Out-of-Home (OOH) Promotions

Due to the central location of the Nest and the variety of purposes people use the Nest for, the footfall in the Nest is not only large but also diverse in their demographic such as:

- Which year the students are in
- Their chosen major
- On-Campus vs Off-Campus
- Commuters vs Drivers

The primary research shows that the psychographic target markets are not concentrated in any one demographic field. Therefore, it is a fair assumption to make that the target markets exist in equal proportion across all the demographic fields. Which is why the diverse demographic that passes through the AMS Nest increases the chance of reaching as many people in the target market, supporting the idea of why an awareness campaign focused on people at the Nest would be effective.

The specific purpose of the strategies is to draw the attention to the AMS Soapstand. This will help create positive sentiments towards the AMS Soapstand by leveraging the mere exposure effect. By drawing attention to the AMS Soapstand regularly, people get more comfortable with the AMS Soapstand. Which eventually leads to a more positive inclination towards using it.

Tactic 2.2A: Ideal Location for Soapstand

In order to best leverage the tactics under this strategy, the ideal placement for the AMS Soapstand needs to be determined. It is not enough for our target segments to simply see the advertisements and other promotional material in the AMS Nest, they need to see the actual AMS Soapstand as well.

The ideal location for the AMS Soapstand is in front of the ramp on the Ground Floor diagonal to Blue Chip Cafe (Appendix 2.2A1). This is the ideal location since it is the natural intersection

between the three main exits/entrances of the Nest; the North facing entrance which is next to the Student Union Building, the South facing which is the nearest located to the RBC bank and last of all the West Facing entrance which is a Sauder Facing Entrance. In addition, a large number of students cut through the AMS Nest on their way to classes, specifically from the North Entrance to the West Entrance. The location is such that, in order to go from the North Entrance to the West Entrance you would have to pass by the AMS Soapstand.

Tactic 2.2B: Contextual OOH Promotions

Standee displays, posters and the digital display screens around the Nest could be employed by the AMS to attract the attention of a passer-by and encourage them to visit and checkout the AMS Soapstand. When trying to drive engagement and improve the effectiveness of any promotion, the context around the interaction is important - which is why it is critical to create ads and promotions that leverage the time of day, location and behaviours of students.

For example, a common behaviour of students at the UBC is that they will cut through the Nest on their way to classes. The aforementioned behavioural insight can be leveraged to create promotions that seem to speak directly to potential customers walking through the Nest. From 8AM to 1PM, students merely passing through the AMS will most likely be ones going to class. Hence, they will likely be in a rush as well as possibly still feeling sleepy. Therefore, the ads run on the digital display screens should aim to leverage this contextual factor and any emotions, habits or behaviour around the daily ritual of getting to class in the morning. The same would apply to Posters or Standees facing the North Entrance, since that is through which most commuters come through on their way to class. The copywriting on the aforementioned promotion could be as follows, "In a rush, we understand. Check out the AMS SoapStand on your Way Back" or "Short on time, don't worry the AMS SoapStand is on the way to class". Both of these examples play on the sense of rush students on their way to class may be feeling.

From 1PM Onwards, students merely passing through AMS Nest are a mix of students going home, going to class or just hanging out. As time passes, this shifts more towards students going home, peaking at the 5-6PM rush hour. Students at this time might be physically as well as mentally tired. The ads that run on the digital display screens should aim to leverage this contextual factor and any emotions, habits or behaviour around the daily ritual of going back home after classes in the evening. The same would apply to posters and standees facing the West and possibly South Entrance, since that is through which most commuters come through on their way back home. The message on the aforementioned promotional material could be something like "When you're tired, everything feels like it's miles away. That's why we brought the ease of buying Soap to the Nest," or "You sure you have enough Soap/Laundry at home?" or "Don't forget to bring a bottle tomorrow, so you can refill at the AMS SoapStand."

The AMS Nest toilets are also a potential place for the promotion of the AMS Soapstand. Another example of a possible advertisement that could be run in the toilets would be posters that say; "Don't forget to wash your Hands. Speaking of washing Hands, come check out the new AMS Soapstand".



Tactic 2.2C: Footprint Floor Stickers

Floor stickers at the entrances/exits of the Nest could also be used as a form of marketing. Specifically a series footprint shaped floor stickers that start at each of the entrances, leading to the AMS Soapstand. The initial footprint stickers starting at the entrances will be 1 meter in length and as they get closer to the AMS Soapstand they will get smaller and smaller. Eventually they will all lead to a final circular sticker in front of the AMS Soapstand that will say "Take your first step to reducing your footprint".

This tactic helps pique the curiosity and grab the attention of students entering from any of the three entrances. In addition, the placement of the AMS Soapstand at the natural intersection of the three main exits/entrances makes this tactic more effective as well, since the AMS Soapstand is approximately equidistant from all three entrances, allowing the footprint sticker tactic to be equally effective at all three entrances.

This tactic would also run for the first year after launch and is aimed at both the "Optimizers" and "Planeteers". The actual footprints stickers leading to the AMS Soapstand will help highlight the close distance of the AMS Soapstand which would appeal to the "Optimizers". However the end message of reducing one's footprint would really appeal to the "Planeteers".



(Campbell, 2021)

Strategy 2.3: Public Relations

The current brand awareness of AMS Soapstand is presumed to be very low as it has not been launched yet. Therefore, it is crucial for AMS Soapstand to build interest and create buzz through cost-effective public relations strategies. This includes educating the audience on the benefits of utilizing AMS Soapstand and solidifying its online presence.

Tactic 2.3A: Interviews

Educating consumers about AMS Soapstand by participating in interviews with alternative media present at UBC such The Ubysey and CiTR Radio can be an effective way to pique interest for AMS Soapstand. As one of the most definitive and credible sources of news on campus, The Ubysey plays host to diverse opinions and factual reporting. The medium garners over 115,000 unique visitors and 668,000 page views per month ("Alternative Media," n.d.). By participating in an interview session every two to three months, AMS Soapstand can leverage this reach to create a permanent presence on the platform. A AMS Soapstand representative of high calibre can share the company's history and communicate its values. They can answer questions related to the adoption of zero-waste cleaning liquids and encourage readers. It is recommended to create a shared calendar in order to categorize the different sessions based on updated information and allow ease of scheduling. Since the newspaper is distributed online, the interview can also be conducted online, thus saving costs. In addition, it is recommended to schedule an on-air interview with CiTR Radio. *The CiTR News: On the Point* showcases a wide array of interviews with industry experts and holds discussions on current affairs. Attracting over 14,000 unique visitors per month, AMS Soapstand can potentially convert awareness to sales given the constant influx of unique perspectives.

Tactic 2.3B: Media Kit

To give well-rounded information on AMS Soapstand's vision, mission, and values, creating a media kit for journalists and content creators will help increase awareness to a larger audience. It is also helpful in launching collaborations or partnerships with influencers. The online press kit eliminates the need for media contacts to directly contact AMS Soapstand and supplements

any ongoing discussions about the company. It is important to ensure the following elements are included:

- An overview of the company's history,
- Detailed information regarding the Soapstand Mini,
- Soapstand's logo, brand colors, guidelines, and high-resolution images,
- Significant statistics or data,
- Certifications and accolades,
- Contact information, bios and headshots of those partaking in interviews and other media engagements,
- A curated selection of articles or stories of media coverage, and
- Testimonials from loyal consumers

Overall, the kit must accurately reflect AMS Soapstand's values and should be designed in accordance with the look and feel of the brand. All assets must be organized neatly in a shareable format. The online format helps you "update your press materials...and quickly swap existing files whenever needed" in a cost-efficient and environmentally friendly manner (Teter, n.d.). On the website, the kit can be displayed in the main menu. This way, media outlets can access the kit with ease and avoid asking fielding questions.

Objective Three

In order to encourage adoption and induce purchase, the following tactics focus on attracting customers via a range of monetary and non-monetary promotions. These 2 categories of promotions are effective in their own unique context, where, non-monetary promotions are better suited to elicit the consumer's favoured brand (Yi & Yoo, 2011), whereas monetary promotions are more effective to gain initial customers (Gilbert & Jackaria, 2002).

The SMART goal for this objective is to achieve sales of 3000 litres of Soap dispensed from the Soapstand over a period of 12 months.

Strategy 3.1: Sales Incentives

Tactic 3.1A: Free Refill Containers

This tactic focuses on creating immediate introduction to achieve sales. Educating the students about AMS Soapstand and getting the word out to the masses is an effective technique to increase general awareness about AMS Soapstand and its functions. However, it takes some planning and determination to carry an empty bottle to school to try out AMS Soapstand, thus using this tactic to speeden the process and provide free refillable containers to the interested students.

During the first month of the school year (Mid-September- Mid-October) AMS Soapstand should set up a promotional booth which carries all the information regarding the AMS Soapstand along with offering a limited number of free bottles. AMS Soapstand already has a range of their personalized bottles which could be handed out with #StandWithSoapstand written on it for extra publicity.

However, these limited number of bottles will only be handed out to students who agree to refill them on the spot- this encourages adoption and gives AMS Soapstand a chance to guide students through the User Interface of the machine



(Source: AMS Facebook)

Tactic 3.1B: 50% Discounts

This tactic aims at increasing the sales volume by offering a 50% off on any quantity that's bought after the first litre. Since AMS Soapstand offers 3 quantities to dispense i.e. 500ml, 1 Litre and 1.5 Litres, implementing this tactic would help upselling by making buying a litre more attractive for the students who were initially going to purchase only 500ml.

This tactic could be especially useful to capture the "Mixed Signals" target segment, since offering a discount would help sway the needle and convince them of at least giving AMS Soapstand a try.

Price discounts are a commonly used marketing strategy used to attract consumers, which encourages immediate purchase by adding value (Yin and Huang, 2014). Besides the economic incentives, price discounts have an affective effect as well, i.e. arousal of feelings and emotions by receiving a promotion (Raghubir et al. 2004). Positive affective effects include the customers feeling happy and excited when they find a good deal and pay a reduced price (Cox et al., 2005).



(Source: Soapstand Facebook)

Strategy 3.2 Ease of Use

Considering AMS Soapstand is a new concept for UBC, there are possibilities of assumptions being made regarding AMS Soapstand, therefore this strategy focuses on the ease of use as well as becoming comfortable by the user interface whilst removing and hesitation induced by intimidation of the introduction of AMS Soapstand.

Tactic 3.2A Video Tutorials

Focusing on demonstrating ease of use can be emphasized through a video tutorial on how to use AMS Soapstand. The video tutorial will focus on the step-by-step process of selecting detergent, the amount of detergent, the filling process into a reusable container and the benefits of choosing Echoclean. The video tutorial will not only explain how to use AMS Soapstand, but also be directed to Optimizers' perception on the convenience factor. Optimizers traits are heavily based on location and convenience aspects, therefore the video tutorial will showcase the simplicity and easy to use factors of AMS Soapstand to encourage them to interact and purchase the products. The video tutorial will be made by a professional through AMS Soapstand or a third party and it will also emphasize on the time factor which reflects the convenience aspect and take away any perception of difficulty in using the product. The benefits of a video tutorial for AMS Soapstand are that it thoroughly explains the process of how to use the machine by breaking it down into steps. Videos "help build trust" where customers "get a sense of what it would feel like" to use AMS Soapstand before going through the process, therefore enticing them to then purchase the product (Laws, 2020). A study conducted by Think With Google found that "80% of people look at videos and search pages when researching products", hence the tutorial "represents more than an explanation" (Vianna, 2020). This means that, the tutorial will also provide a solution to Planetears when considering

the option for Echoclean as an environmentally friendly alternative, for Optimizers in terms of time and convenience and encourage Mixed Signals who are willing to switch to zero-waste products, to interact with AMS Soapstand and encourage purchase.

Tactic 3.2B: How to Guide

The aim of this tactic is to present the solutions provided by the AMS SoapStand as easy, approachable, and simple. A “step-by-step” guide which details out the process of using the machine can be presented in the form of a minimalist poster. These will be put in and around the laundry rooms at student residences along with the common reception areas of the residences as well. This tactic can tap into a huge market of potential customers since the UBC campus has over 13,000 students residing at the on campus housing spread over 15 UBC run student residences (UBC Student Housing and covid-19, 2021)

The student residents also present a huge potential to turn into repeat customers, since the proximity of their housing to the AMS Nest doesn’t make the process of carrying an empty bottle around with them cumbersome. They can simply refill it and bring it back to their residences.

Some simple calculations and assumptions can help us visualize the untapped potential of this tactic. The average laundry care expenditure in Canada per capita was CAD 47.65 in the year 2020 and assuming that a litre of detergent costs \$5, per capita consumption of laundry detergent comes out to approximately 9.53 litres (Statista, 2021). Even if 10% of the 13000 student residents use the AMS Soapstand just 3 times a year at 1 litre per purchase, it can easily meet the goal of selling 3000 litres in the first year after launch.



Strategy 3.3 Interactive Experience

As AMS Soapstand is relatively a new introduction to UBC, it is important for users to experience the product's characteristics first-hand. This will allow students to get an experience of the kind of products offered as well as the quantity needed, before purchasing and with the interactive experience, connecting back to the main objective of encouraging purchases.

Tactic 3.3: A Smell Station

To enhance the pre-purchase experience and credibility of AMS Soapstand, it is recommended to set up a *Smell Station* which offers a variety of sample detergents placed next to the machine to allow students to smell the fragrance of different products available for selection purposes. The use of multisensory marketing "engages multiple senses to produce an enhanced impact of business" and this triggers more brand engagement as well as an "emotional brand experience" (Wood, 2015). As AMS Soapstand will be placed in the Nest in an open area, it is not feasible to have the area around to be a constantly scented environment, therefore a concentrated and dedicated small counter with the samples of products displayed would be realistic to increase and encourage engagement. Research conducted by a sensory psychologist from Monell University states that, "75% of the emotions we experience on a daily basis are affected by smell" (Wood, 2015). Additionally, if you activate two senses of the customer, then "brand impact increases by 30%" (Wood, 2015).









Using scent for marketing purposes provides for a better customer experience whilst creating an emotional connection for the customers that is driven by the scent and that they may not be aware of. The smell station provides an advantage to students to display samples of the product whilst also enhancing perception of AMS Soapstand brand as it creates first-hand experience. The "first-time shopping experience for every new customer is key to bagging lots of sales" and "scent marketing can influence how customers feel about the brand and shopping experience" (O'Keefe, 2019). The right kind of scent can also motivate customers to "interact with the product longer" (Scentair, 2020). Different scents can affect the mood of the customer; therefore, the smelling station of the different detergents will allow customers to experience a shift towards a positive mood depending on which fragrance they would prefer. As scent affects mood, it goes hand in hand to influence the customer experience, thus the different fragrances offered by the different products by AMS Soapstand will encourage longer interaction and engagement to the next step of encouraging purchases.



(Source: Pinterest)

Tactic 3.3B Detergent Amount Display

The second tactic focuses on a general misconception regarding the actual amount of detergent needed to wash different amounts of loads. This reflects to the main objective of encouraging purchases as educating the correct amount of detergent will aid customer perception that focuses on saving detergent whilst saving money. The more detergent that is being used for a wash; the excess can leave a residue which affects the quality of clothes to degrade (Sanci, 2021). It would be ideal to display three different types of loads and showcasing the three different amounts of detergent needed to avoid uncomfortable and damaging clothes. These signs could be placed in the AMS Nest at one of the booths available for use. The visual aspect connects back to sensory marketing as displaying the amount of liquid in a transparent cup will not only show the measurements required, but also an 'eyeball' amount of how much is needed. As students will be bringing their own reusable bottle to fill up detergent, it is crucial to have the measurements displayed for a *small, medium, and heavy* load hence they are well informed of how much to actually use. "The amount of detergent needed varies across different brands", therefore depending on Echoclean's standard amount, it may prove to be advantageous over customer perception, especially by showing the actual amount needed in comparison to the overused amount of detergent (Sanci, 2021). It is also important to add a note with the visual representation of detergent needed for different loads, regarding the avoidance of damaging and decreasing the quality of clothes as it corresponds with the amount of detergent being used. This tactic focuses on grabbing attention to interact with AMS Soapstand through the visual representation regarding the amount of detergent that would need to be used.

  standard	Small Loads  1x pumps = 2 ml	Medium Loads  2x pumps = 4 ml	Large Loads  3x pumps = 6 ml
	 2x pumps = 4 ml	 3x pumps = 6 ml	 5x pumps = 10 ml

(Source: Pinterest)

TIMELINE

Tactic	Frequency
1.1A Influencers	First 6 Months of Launch
1.2A Fundraising Thermometer	Start After First Month of Launch, Continuous
1.2B Residency Engagement	Beginning of the Semester (September and January)
2.1A Paid Media	Weekly Posts
2.1B Earned Media	Running for 8 Weeks
2.2A Ideal Location	Not Applicable
2.2B Highly Contextual OOH Advertising	Immediate Introduction
2.2C Footprint Floor Stickers	Immediate Introduction
2.3A Interviews	Every Two to Three Months
2.3B Media Kit	Continuous
3.1A Free Containers	Immediate Introduction
3.1B 50% Off Any Second Refills	First Month of Launch
3.2A Video Tutorials	Continuous

3.2B How-to Guide	Continuous
3.3A Smell Station	Continuous
3.3B Detergent Amount Display	Continuous

Notes:

- Tactic 1.2B should be implemented at the beginning of each semester (September and January) as first-year students are more likely to engage in residence hall activities shortly after moving in.
- Under 'Frequency', any tactic that is labelled as "continuous" should be executed throughout the year with flexibility to make modifications when necessary.
- Tactic 2.1A should be conducted over a period of four months from initial launch.
- Any tactic that is labelled as "immediate introduction" refers to the initial week of launch where AMS Soapstand is made available to students.
- Tactic 2.2A refers to the primary, physical location of AMS Soapstand.

BUDGET

This section will include all tactics used for the strategies and objectives. The budget displays an estimate of how much additional cost it would be to implement all the tactics in the plan. Currently, there is no set amount of budget available to the AMS. Costs have been kept as low as possible by using resources available to AMS Soapstand like the AMS, the AMS Nest, and other UBC resources. There have been some assumptions which have been included below. All references for the estimations have been compiled and added in a separate "Budget References" section at the end of the report.

Tactic	Explanation	Cost
Tactic 1.1A: <i>Influencer Marketing</i>	Negligible costs when creating posts or educational material. Depending on which influencers chosen, they could do it for free could be up to \$100 per story. The mix of these could total on \$300 for all the influencer stories.	\$300
Tactic 1.2A: <i>Fundraising Thermometer</i>	Printing the poster on foam so it can stand up and be visible. A good size would be 36 by 24 inches.	\$97.98
Tactic 1.2B: <i>Residency Engagement</i>	The only main cost would be the gift cards given out. Each student on the winning floor could receive \$10 bucks. There are 3 first year residences. On each floor there are around 34 students. This means the total cost would be $34 * \$10 = \$340 * 3 \text{ residences} = \$1,020$ Vanier: 1,422 beds divided by 12 houses, and 4 floors	\$1,020

	<p>equals around 30 kids per floor.</p> <p>Totem: 2,088 beds in 9 houses, and 6 floors equals around 38 kids per floor.</p> <p>Orchard: 1,035 beds in 2 houses, 18 floors, around 29 kids per floor.</p>	
Tactic 2.1A: <i>Paid Media</i>	Promoting AMS Soapstand's own posts and stories can have a different range of costs. On average the Cost-Per-Click is around \$0.70. This can be achieved for around 1000 for the entire tactic, which means around \$700	\$700
Tactic 2.1B: <i>Earned Media</i>	The voucher given to the winner could be for 2 free liters of detergent. This means it costs around \$8-9 Dollars. Let's say there are 3 winners, therefore \$27 total.	\$27
Tactic 2.2A: <i>Ideal Location for Soapstand</i>	Setting the location of the AMS Soapstand will all depend on the AMS, meaning that there shouldn't be any additional costs.	\$0
Tactic 2.2B: <i>Contextual OOH Promotions</i>	To print 10 Color letter size posters on UBC Pay4Print costs \$4.00. 20 posters would be recommended, which means this would cost \$20.	\$20
Tactic 2.2C: <i>Footprint Floor Stickers</i>	The posters need to have adhesive at the back so that they can stick to the ground. Two different sets of 10 can be placed around the nest. First set of 10 (12x18 in) costs \$134.90 and the second set of 10 (18x24 in) costs \$269.90	\$404.8
Tactic 2.3A: <i>Interviews</i>	Assuming that someone within AMS Sustainability would take the responsibility and therefore no additional cost is incurred.	\$0
Tactic 2.3B: <i>Media Kit</i>	Very big range, however this media is quite simple so it would be on the lower end and a graphic designer can be hired.	\$200
Tactic 3.1A: <i>Free Refill Containers</i>	Every bottle given away would cost around \$5. The limit would be set at 50 bottles given away. Which would total \$250.	\$250
Tactic 3.1B: <i>50% Discounts</i>	The limit would be set at the first 50 students. 50% would mean \$2-\$2.25 off. The maximum incurred cost would be 50 students * \$2.25 = \$112.5	\$112.5

Tactic 3.2A: <i>Video Tutorials</i>	This video could cost a range of numbers, however under the assumption that the AMS has in house capabilities to do this at no cost.	\$0
Tactic 3.2B: <i>"How-to Guide/Infographic"</i>	\$8.00 to print 20 Color letter size Posters UBC Pay4Print. The AMS has graphic designers at their disposal, therefore the assumption is that using graphic designers for the infographic would come at no cost.	\$8
Tactic 3.3A: <i>A Smell Station</i>	Booking a booth in the nest would be free. The cost of having the materials could be around \$40 to have multiple products available, as well as some garments that have been washed. An average to wash items with the materials \$2 for the washed items. Total sum is \$42	\$42
Tactic 3.3B: <i>Detergent Amount Display</i>	This display would be placed on booths available in the AMS nest. The only cost would be of the products, which would cost around \$20.	\$20
Total Cost		\$3,202.28

MONITORS AND CONTROLS

For Objective One:

Since this objective requires a 20% increase in social desirability, two measurements will need to be taken - once before the strategies have been implemented and the second survey would take place 6 months later, after these objectives have been implemented. AMS sustainability can run a survey in order to best measure whether social desirability has increased. The survey would need to have the following two questions in order to determine the level of social desirability for zero waste living has been instilled into the UBC community.

How much do you agree or disagree with the following two statements?

Do you feel like you need to live a zero-waste lifestyle to fit in?

- 1) Don't Agree
- 2) Somewhat Disagree
- 3) Neither Agree nor Disagree
- 4) Somewhat Agree
- 5) Agree

Do you feel like it is possible to live a zero-waste lifestyle on campus?

- 1) Don't Agree
- 2) Somewhat Disagree
- 3) Neither Agree nor Disagree

- 4) Somewhat Agree
- 5) Agree

The social desirability rate can be determined beforehand by counting how many people answered “Agree” or “Somewhat Agree” to the following two questions and then dividing it by the total number of people that answered each question.

Then, when the survey is run again 6 months later, one can make the same measurement and determine the difference. If there is a difference equal to or more than 0.2/20%, then the above objective has been achieved.

For Objective Two:

AMS sustainability can run a survey, one year after the launch of the AMS Soapstand, in order to best measure whether a 75% aided awareness has been achieved. The survey would need to have the following question in order to determine the level of aided awareness for the AMS Soapstand.

Which of the following retailers have you heard of? Select all that apply.

- SoapStand
- Nada Grocery
- The Soap Dispensary
- Shoppers Drug Mart
- Save-On-Foods

It is important to have multiple options other than just AMS Soapstand, to reduce biased answers. Specifically students selecting the option they think AMS wants to hear. In addition, knowing the awareness of AMS Soapstand’s competition can help give AMS sustainability a benchmark based on which they can plan their future objectives.

In regards to survey data collection, based on experience, posting the survey link online should be complemented with going to the AMS Nest getting survey respondents in person. Having a QR code made for the survey would also make it easier, since respondents can easily scan the code and take the survey on their own phone. However having a Tab with you on which the respondents can do the survey would also be recommended.

For Objective Three:

The AMS Soapstand Mini has a limited internal storage of 12 gallons. Which means every once in a while the AMS Soapstand would need to be refilled with Soap, Detergent and any other cleaning/hygiene product that AMS sustainability decides to stock into the AMS Soapstand Mini. Purchase is the only way that the internal storage would be emptied. Therefore based on

how much cleaning/hygiene product has to be refilled into the AMS Soapstand Mini, an accurate estimate can be made of how many liters has been sold.

So in order to measure this objective, AMS sustainability would need to keep track of how much soap, detergent or any other cleaning product has been refilled into the AMS Soapstand Mini over the span of the first year after launch. This will let them know how much has been sold.

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APPENDICES

Appendix 1: Survey Questions

Q1: Consent Form

Q2 Are you 18 years of age or older?

- Yes, I am 18 years of age or older
- No, I am younger than 18 years of age

Q3 Are you a post-secondary student at UBC, Vancouver?

- Yes, I am a post-secondary student at UBC, Vancouver
- No, I am not a post-secondary student at UBC, Vancouver

Text 1: Fill out the Soapstand survey for a chance to win an AMS gift card and AMS Sustainability tote bag! Enter your Instagram username in the Qualtrics survey to join the giveaway. Comments on this post will not be considered as entries. Only usernames entered via the Qualtrics survey will be considered for the giveaway. Limited to one entry per username. The winner will be contacted via Instagram on November 6, so keep your DMs open!

Q4 Which of the following options best represent the place(s) you normally buy your cleaning products from?

- Save-On Foods
- Shoppers Drug Mart
- No Frills
- UBC Corner Store
- Harvest

Q5 How often do you purchase cleaning products?

	Never	Less than Once a Month	Once a month	2-3 times a month	Once a week	2-3 times a week	4+ times a week
Laundry Detergent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Laundry Softener	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dishwashing Detergent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dish Soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body Soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shampoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conditioner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 What type of detergent do you prefer?

- Liquid
- Powder
- Pods
- No Preference

Q7 How important are each of these product attributes when purchasing cleaning products (hand-soap, detergent, dish-washing liquid, etc)? Please fill out all the attributes, even if there are repeats.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Low Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of purchase location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fragrance-free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eco-friendly/Environmental Impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic Ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness as a product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally-sourced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plastic-free packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Force of Habit (Its the same brand you've always used)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did we miss any other factors that are important?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did we miss any other factors that are important?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did we miss any other factors that are important?

Q8 On a scale of \$1 to \$15, how much would you be willing to pay for 1 litre of the following?

Laundry Detergent	
Laundry Softener	
Dish Detergent	
Dish Soap	
Body Soap	
Shampoo	
Conditioner	

Q9 How likely are the following to influence your decision to purchase a new soap/detergent brand?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Recommendation from family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from a friend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from bloggers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store promotion (e.g. reduced price)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Social Media Ads

Other (Please Specify)

Q10 How well do the following statements describe you?

	Does not describe me	Describes me slightly well	Describes me moderately well	Describes me very well	Describes me extremely well
The current cleaning products that I use are sustainable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends describe me as being zero-waste conscious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prioritize being sustainable over price and convenience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I almost always use reusable items (bottles, cups) instead of single-use options.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I go out of my way to learn more about sustainability initiatives in my area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to switch to sustainable cleaning products that, even if it means having to go refill cleaning container	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe zero-waste living should be the "new normal."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to refill my cleaning containers in the middle of the AMS Nest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know almost exactly where the AMS Sustainability Office is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Click on the box that best represents your level of participation

	I am Not a part of or aware of	I am aware of but not a part of	I was a part of	I am currently a non-active member	I am currently an active member
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AMS Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Another Sustainability Group/Charity/Organization. (Please Specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Please indicate your level of awareness of the following:

	Never heard of it	I've heard of it but never tried it	I've tried it once but wouldn't try it again	I've tried it once and I am interested in trying it again	I've used it multiple times	I love the brand / I am a loyal user
SoapStand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nada Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Soap Dispensary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Thingery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EchoClean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Which of the following retailers have you heard of? Select all that apply.

- SoapStand
- Nada Grocery
- The Soap Dispensary
- Shoppers Drug Mart
- Save-On-Foods

Q14 Where are you most likely to engage with AMS Sustainability? (e.g. sign up to volunteer, giveaways, etc.)

	Very Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Very Likely
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AMS Newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability Conference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virtual Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 The AMS has recently decided to launch the Soapstand in the AMS Nest. The Soapstand is a zero-waste soap and detergent refill station where students can bring any container and refill it with the cleaning product they desire. The Soapstand will launch in January 2022, and students will be able to begin refilling.

Q17 How likely are you to use the Soapstand in the Nest to refill the following items, this academic year?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Laundry Detergent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Laundry Softener	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dishwashing Detergent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dish Soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body Soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shampoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conditioner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 Since the Soapstand is new, how would you like to learn how to use it?

- Live demonstration
- Video demonstration
- Info-graphic
- I do not need instructions
- Other (Please Specify) _____

Q19 Which year of university are you in?

- First Year
- Second Year
- Third Year
- Fourth Year
- Fifth Year
- 5+ Years
- Graduate

Q20 What Faculty are you in?

- Architecture and Landscape Architecture, School of
- Arts, Faculty of
- Audiology and Speech Sciences, School of

- Business, Sauder School of
- Community and Regional Planning, School of
- Dentistry, Faculty of
- Education, Faculty of
- Extended Learning
- Forestry, Faculty of
- Graduate and Postdoctoral Studies
- Journalism, School of
- Kinesiology, School of
- Land and Food Systems, Faculty of
- Law, Peter A. Allard School of
- Library, Archival and Information Studies, School of
- Medicine, Faculty of
- Music, School of
- Nursing, School of
- Pharmaceutical Sciences, Faculty of
- Population and Public Health, School of
- Public Policy and Global Affairs, School of
- Science, Faculty of
- Social Work, School of
- UBC Vantage College
- Vancouver School of Economics
- Other

Q21 Where do you live?

- On Campus (UBC Residence)
- On Campus (Non-UBC Residence)
- Off Campus

Q22 What is your current type of residency?

- Single Room/Studio
- Apartment (Alone)
- Apartment (Shared)
- House (Alone)

- House (Shared)

Q23 Do you share your cleaning products with your roommate?

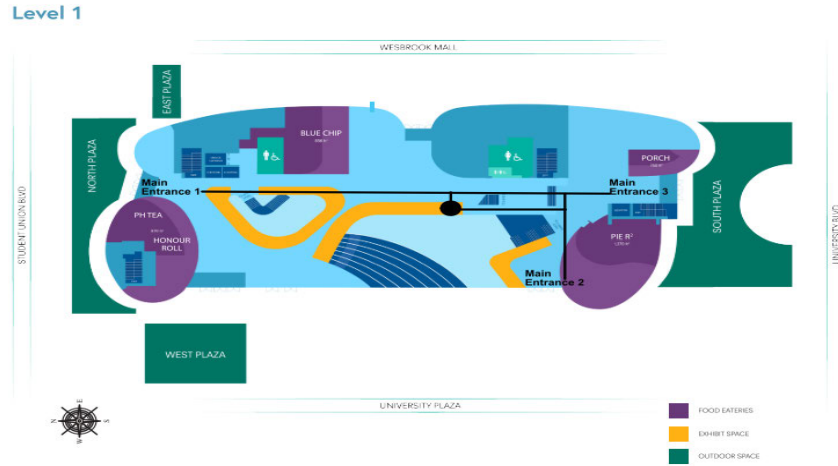
- Yes
- Sometimes
- No

Q24 Enter your Instagram Username for a chance to win an AMS gift card and AMS Sustainability tote bag!

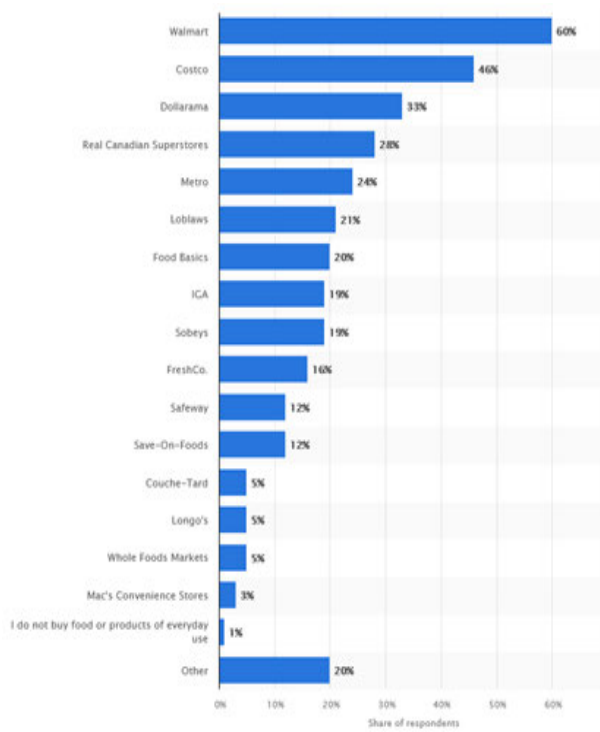
Appendix 2: Competition Matrix Grading

Metric	The Soap Dispensary	The Refill Stop	Save-On-Foods	Shopper's Drug Mart	AMS Soapstand
Price	Priced at \$5 per litre	Priced at \$8 per litre	Average price is \$4/ litre	Priced at prices similar to chain grocery stores	Priced at \$5 per litre
Variety	Stocks more than 40 brands; also offers kitchen tools and lifestyle products	Wide selection; offers products for Home, Hair Care, DIY, Body Care, Kitchen etc.	Wide selection; Huge variety of detergent and household cleaners	Huge variety of consumables; limited personal goods	Can only offer 5 SKUs at once, and they all must be liquid in nature with specified viscosities.
Online Delivery	No	Yes	No	No	No
Community Involvement	Yes; donations to charities defending Indigenous land, supporting BIPOC projects or other actionable environmental causes.	No; no discernible active involvement	Yes; donates 1% of revenue to various not for profit grassroots organizations	No	Undetermined

Appendix 3: Ideal Location for AMS Soapstand



Appendix 4: Market Share of Canadian Supermarkets



Appendix 5: SWOT Table

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Growing consumer adoption of environmentally sustainable brands ● Zero waste living is exponentially being embraced by all age groups ● AMS Soapstand can capitalize on the Gen Z audience. ● AMS Soapstand promotes no contact services in this post pandemic world. 	<ul style="list-style-type: none"> ● Lack of variety- need to capitalize on SoapStand's capability to dispense up to 5 SKUs ● Inconvenient for commuters to carry refillable containers ● Lack of brand awareness and values
Opportunities	Threats
<ul style="list-style-type: none"> ● Consumers are now more than ever embracing new technology and innovative products ● Willingness to move to in person purchasing behaviour ● Consumers take more informed choices 	<ul style="list-style-type: none"> ● Consumers base purchase preferences highly on the brand value and mission ● Lack of information regarding the ingredients used; may steer away sceptical consumers ● Word of mouth is highly effective and there's a need to build brand presence and ensure repeat purchase to stay relevant