



Co-funded by the
Erasmus+ Programme
of the European Union



R-CLEANERS

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INITIAL IDEA

The idea of this business is to create an eco-friendly cleaning environment providing a collection of products made especially with reused plastics, giving them a new life. Also provide cleaning products with a less aggressive chemical composition, and sell them in bulk, so you have to bring your own container. The initial idea is to reuse plastics. The R in our name stands for reuse, reduce and recycle.

ZERO
WASTE




Campaign goals:

Detail the main goals to achieve more brand awareness and perception.

The main goal is to reduce plastic by using eco-friendly products. ...

Another goal is to reduce the impact of aggressive chemical products that can be dangerous for both planet and people.



Product/Service description:


What it does, what it looks like, how it works, range, price, etc.

Eco-friendly cleaning products
"R-cleaners?"

Competence:

Identify which brands directly compete in the sector. Know their communication history.

The brands that sell ~~the best~~ cleaning products but aren't eco-friendly.

Examples: 
"Horca Blanca" products (Lacubado, Carrefour...)

Value Proposition:

What is the promise/'reason why' that our product offers, how does it stand out from the competition?

Our business offers ecologic products that not all other businesses offer.

We're reducing the impact that both plastics and chemical substances make on the environment.

We are taking into account the circular economy of the three R's (Reusing, Reducing, Recycling).

If you bring an specific amount of bottles to the store, you get a discount on the brooms/cleaning objects.

Target audience:

Who he is, what he does, how he thinks / who thinks, who buys, who uses the product or service.


Everyone but especially the people who cares about reducing plastics.

People who wants to buy an eco-friendly product but don't know where they can buy it.

Communication and media:

Determine a list of communication materials and supports where the campaign will be disseminated.

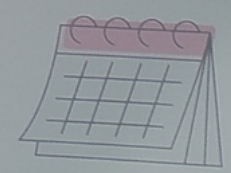
We ~~can~~ will use Instagram, Facebook, Tik Tok... We'll create a catchy song.



Timing:

When we finish developing the whole process (finding a way to produce the products, waiting to see a chemical replacement...)

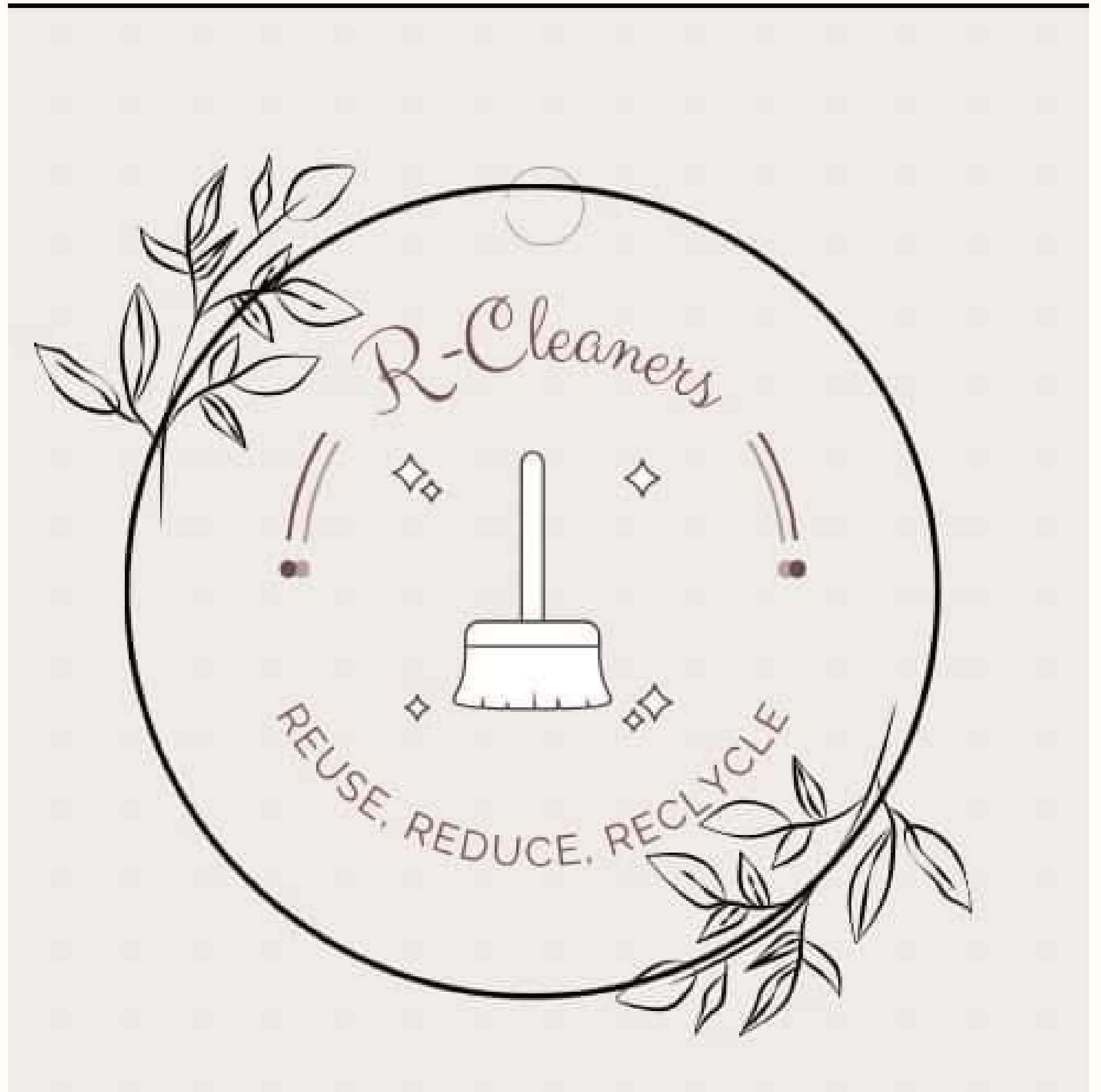
Estimate on next year (2024)





LOGO

This is our initial logo, the main one.



LOGO FOR PRINTING





rcleaners_es

Siguiendo ▾

Enviar mensaje



3 publicaciones

160 seguidores

5 seguidos

R-cleaners

We are R-cleaners!!

🌱 @institutjosefinacastellvi

🌱 #erasmuscastellvi2023

🌱 We offer eco-friendly cleaning products

jonskus, i.found._lary, paulaa.franciscoo y 20 más siguen esta cuenta

SOCIAL MEDIA



📄 PUBLICACIONES

🏷️ ETIQUETADAS



Our problem

There are thousands of waste of plastic in the oceans that don't dissapear until years later



R_cleaners



Solution

Our solution is to make brand new products with this used plastics and maka our clients eco-friendly :)



rcleaners_es In R-cleaners, we are conscious on how pollution is affecting the planet, and we come with the solution!

#inscastellvi

#erasmuscastellvi2023

@institutjosefinacastellvi

21 h



aysenursavrann i hope u'll win rabia 🙏🙏

21 h

3 Me gusta

Responder

Ver traducción

— Ver respuestas (1)

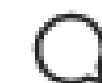


azizefecapkin 🔥🔥🔥🔥

21 h

2 Me gusta

Responder



80 Me gusta

HACE 21 HORAS



Reduce
Reuse
Recycle



rcleaners_es



rcleaners_es Welcome to R-cleaners. We're trying to make the world more sustainable. We make all kind of cleaning products out of plastic bottles. You can also buy cleaning products with a less harmful chemical components.

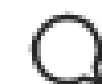
 R-cleaners

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 #erasmusCastellvi2023

 #INSCastellvi

22 h



78 Me gusta

HACE 22 HORAS



TODAY'S POSTS

