ZeroFog: Reusable Anti-Fog Cloth for Glasses, Marketing Analysis and Details

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1. Abstract

ZeroFog is a reusable anti-fog cloth for glasses which launched during the Covid-19 pandemic as a solution to foggy glasses caused by wearing a face mask. During one-year period, Zero Fog Ltd sold 45,000 units to 12,000 customers.

In this study we analysed the key drivers of ZeroFog's business model and identified that it uses a value chain model – buying low-cost cost manufactured products from Asia, adding marketing & branding value and selling them for a markup in the European market.

The effectiveness of the model's added marketing value has led us to conclude that this business should be viewed as a marketing engine rather than a single anti-fog product business.

Looking at ZeroFog's marketing data, a regression analysis confirmed that social media campaigns through Instagram influencers are a perfect tool to penetrate a large audience quickly. Once a core customer base is established more cost-effective strategies like email marketing, TV appearances and radio drive up margins and create customer retention.

The Irish targeting strategy led to a high proportion of sales made in Ireland and to our surprise the majority of customers were women. Survey insights highlighted that customers strongly prefer fast delivery times and have a preference towards Irish products.

This report assesses how the success of ZeroFog can be used to build a framework which can be applied by marketers of other consumer packaged goods to rapidly penetrate the Irish market and grow as effectively as ZeroFog under a new strategic model.

2. ZeroFog Introduction

2.1 - Market Background

During the Covid-19 Pandemic, face masks became a new daily part of life for many people in Europe. With public mandates brought in to control the spread of the virus, face mask imports in the EU surged 1800% in 2020 and the market size increased from €800m to €14bn (Eurostat, 2020). These mandates created a widespread issue for glasses wearers, as the diversion of breath underneath face masks causes glasses to fog up. This problem could be solved through Anti-fog agents. However, these were more commonly used in activities such as paintballing, skiing, and motorcycling.

In western European countries, glasses-wearers account for a staggering 50-70% of the population (Michas, 2021), which led to increased demand for the application of Anti-fog agents. Figure 1 shows the popularity of the 'Anti-Fog' topic on Google search since the end of 2015. Interest peaked towards the end of 2020, 400% above baseline levels (determined by 2019 average) (Google Trends, 2022).

Figure 1 - 'Anti-fog' topic popularity on Google search over time (normalised to 100)
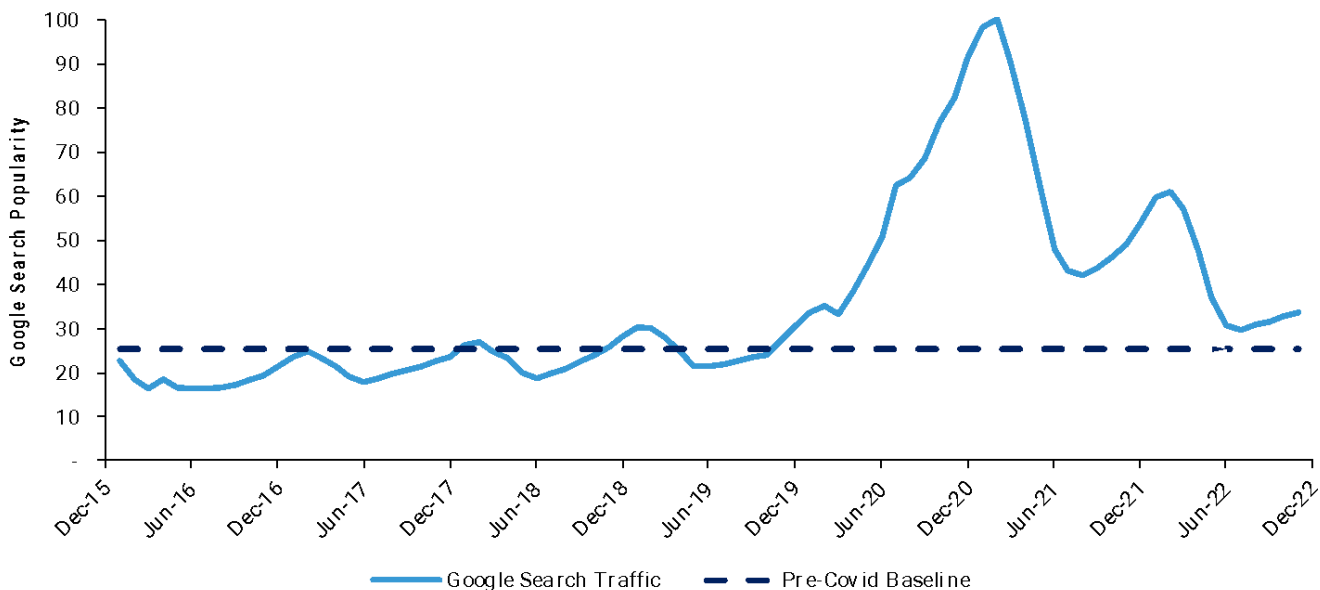
2.2 - ZeroFog's Offering and Business Model

ZeroFog is a one-product business which looked to capitalise on the additional value created in the market by branding itself as "the perfect solution to foggy glasses", providing a reusable cloth saturated in a hydrophilic solution and sold in a resealable airtight packet. Wiping glasses with this cloth will prevent them from fogging for up to 24hrs and it can be reused hundreds of times.

The product was manufactured in China, with packaging made in the UK and final assembly occurring in Dublin, Ireland. From there it was sold directly to consumers through the e-commerce platform Shopify, predominantly focusing on the Irish market.

ZeroFog not only looked to capitalise on the additional demand but looked to create value itself through identifying new customer segments who were unlikely to have previously been exposed to similar products. ZeroFog captures this value and acquires its customers through effective marketing campaigns and strong branding, then delivering this value through competitive pricing (bundle offers and discount codes) and operational efficiency (one-day delivery across Ireland).

ZeroFog took advantage of the winter seasonality and increased availability of the low-cost solution from China to bring its product to market.

Figure 2 - Zero Fog Ltd in the Value Chain

2.3 - ZeroFog's Data

ZeroFog's data is an asset which can be used to help shape the new business strategy. This data will be analysed below to determine why ZeroFog was successful throughout the pandemic, and to help support the creation of a framework for the company's pivot.

ZeroFog's key dataset is its sales dataset, which is cross-sectional and defined on a transaction level, containing over 12,000 transactions. For each unique transaction there is further transaction information (including units, price paid, and date) and customer information (including email, name, and shipping address). The company also has a detailed record of the various marketing campaigns it has run over the last two years, survey data from customers, and access to Meta and Shopify dashboards which give detailed insights including website traffic and demographics. A full breakdown of key variables in the Sales and Marketing datasets can be found in appendix 1.

3.   Marketing Analysis

3.1 - Marketing Strategy

ZeroFog's key factor to capture countrywide and even global demand was its ability to generate a lot of publicity in a short amount of time through effective usage of marketing campaigns. The campaigns on a whole were very successful in growing sales and, as such, these marketing channels will continue to play a central role in a new strategic framework.

It used six different marketing channels to advertise to prospective or existing customers: Instagram, Facebook, Radio, Email, TV, and Twitter. The two main pillars of this strategy were social media advertising and influencer campaigns, which both contributed to around 30% of total sales (Figure 3).

These different pillars allowed ZeroFog to target and acquire customers across different demographics. Social media advertising campaigns were the first avenue explored and were run through the Meta platform, which proved to be popular with older demographics, as people above 45 tended to have a higher clickthrough percentage (Figure 4) and a lower average cost per click (Figure 5), which led to higher profitability.
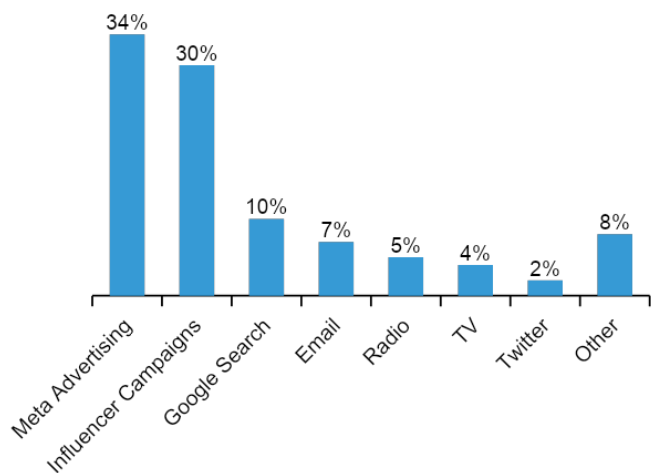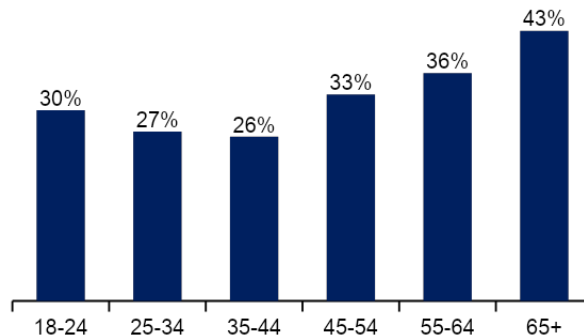
Figure 3: Source of ZeroFog customers

Figure 6: Meta Advertising EBITDA margins by age

Younger demographics were more expensive to acquire through traditional social media advertising which led to lower profit margins, so ZeroFog needed to find a more effective way to be able to engage with and capture the value in younger demographics. To achieve this, ZeroFog started sponsoring local Irish influencers (typically fashion & lifestyle influencers with glasses and between 50k-300k Instagram followers) to promote the product, as their followers were typically gen Z/millennial and more likely to be receptive to this type of advertising. This marketing method helped build the ZeroFog brand within Ireland and although the campaigns required upfront investment, over 80% (38 of 46) of the campaigns ended up being profitable, with the method proving to be more profitable than social media marketing (39% vs 33%).

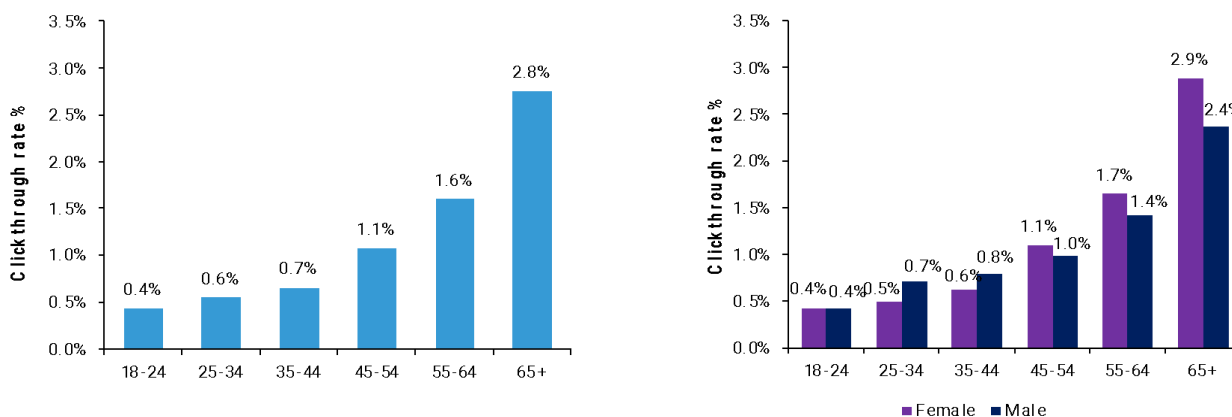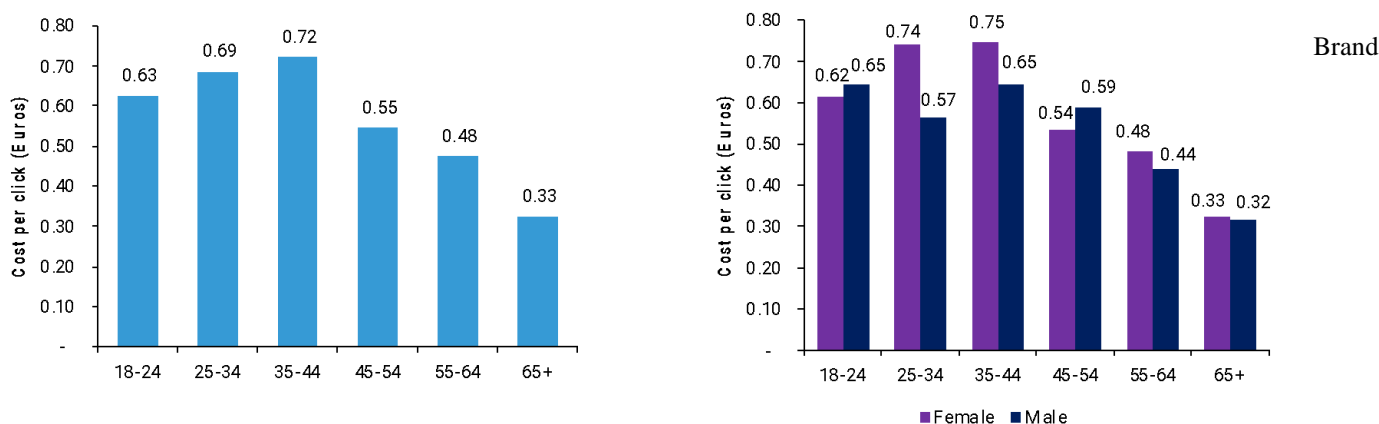**Figure 4: Meta advertising clickthrough rate by Age and Gender**

Figure 5: Meta advertising cost per click by age and gender (€)

Brand

awareness created from these campaigns allowed ZeroFog to position itself as the leading brand for this product within the Irish market. This awareness positively impacted other marketing channels, as increased online presence led to more word-of-mouth referrals, google searches and free advertising on TV and radio.

3.2 – Marketing Regression Analysis

To better quantify and compare the success of individual marketing channels, a regression analysis has been run. To identify which marketing channels had the greatest impact, we utilised time series models, with "daily unit sales" and "total visitors" as the outcomes. The data cleaning process and methodology for these models are outlined below:

ZeroFog's "Total Sales" data was used to construct a dataset with the relevant variables in daily format. As Ireland is the core customer base country (97% of total revenue), orders to other countries were disregarded. It was vital that we controlled for other factors affecting sales in each period.

Dependent variable construction:

- We constructed explanatory variables for the marketing methods "Influencer Campaign" (41 occurrences), "Meta Advertising" (226), "Radio" (7), "Email" (9), "TV" (4) and "Twitter" (22) (using ZeroFog marketing campaign data)
- Time lags were constructed to capture the delayed effects of marketing on sales. Specific lag lengths were chosen from personal experience for each of the campaigns
- Using data from 'Our World in Data', we identified key dates for changes in Irish mask regulations to control for the impact of these regulations on sales (Edouard, 2020)
- Given the evident strong seasonality of ZeroFog's demand, we also used meteorological data from the Irish government to create a temperature control variable (Met Éireann, 2022)
- As an alternative, we constructed categorical dummy variables for the four seasons (taking summer as baseline)

Initially, we ran a regression of daily sales on our set of marketing variables (Model I). For each, these are dummy variables equal to 1 if that campaign was run on that day. The exception is Meta Advertising (Facebook/Instagram) which takes the form of a

continuous variable ad reach per 1,000. This model is improved by adding a control for Irish facemask regulation (Model II). We then separately added seasonal dummies (Model III) and average temperature (Model IV) to assess the best way to control for seasonal and weather impact.

Our full specification (Model V) adds time lags for a selection of our marketing variables which vary in number. For example, a single time lag is most suitable for Instagram due to the 24-hour availability of Instagram stories, whilst multiple lags are needed for TV marketing due to the impact of reruns and show recordings. We ran a similar additional specification that had ZeroFog daily website visitors as the outcome as a comparison (Model VI).

Results:

Table 1 - Regression Analysis with Daily Unit Sales and Daily Visitors as Independent Variables

| | Daily Unit Sales | | | | | Daily Visitors |
	(I)	(II)	(III)	(IV)	(V)	(VI)
Intercept	40.675***	−71.406**	−103.171***	−23.364	−12.580	13.818
	(5.63)	(21.853)	(23.18)	(24.737)	(23.963)	(44.715)
Influencer Campaign	295.889***	275.821***	275.485***	272.338***	281.268***	576.047***
	(20.854)	(20.801)	(20.721)	(20.595)	(20.656)	(38.545)
Influencer Campaign (+1)					9.045	−6.726
					(20.695)	(38.616)
Meta Advertising	2.113***	1.778***	1.841***	1.521***	1.742***	9.966***
	(0.239)	(0.243)	(0.255)	(0.249)	(0.243)	(0.453)
Radio	231.829***	221.981***	216.031***	211.085***	181.722***	230.851*
	(50.045)	(49.117)	(48.738)	(48.664)	(48.692)	(90.861)
Email	806.666***	784.121***	770.375***	782.766***	778.443***	415.336**
	(74.8)	(73.484)	(73.172)	(72.693)	(74.084)	(138.242)
Email (+1)					331.661***	197.184
					(71.233)	(132.921)
Email (+2)					187.652**	130.446
					(71.234)	(132.924)
Email (+3)					139.027*	181.569
					(70.029)	(130.674)
Email (+4)					49.905	175.725
					(74.113)	(138.297)
Email (+5)					5.923	96.781
					(42.249)	(78.837)
TV	1542.825***	1516.641***	1485.049***	1498.172***	1515.341***	1522.849***
	(91.561)	(89.935)	(89.717)	(89.085)	(85.812)	(160.127)
TV (+1)					388.841***	495.349**
					(85.812)	(160.127)
TV (+2)					158.841+	205.849
					(85.812)	(160.127)
TV (+3)					79.841	131.349
					(85.812)	(160.127)
TV (+4)					246.980**	171.923
					(89.112)	(166.285)
TV (+5)					126.341	158.849
					(85.812)	(160.127)
TV (+6)					62.341	67.349
					(85.812)	(160.127)
Twitter Advertising	7.63	−16.235	−44.982	−13.186	−0.927	−10.404
	(28.046)	(27.873)	(29.255)	(27.583)	(26.667)	(49.761)
Spring			35.041**			
			(13.094)			
Autumn			55.588***			
			(14.754)			
Winter			19.503			
			(13.896)			
Average Temperature				−4.719***	−3.912***	−5.116*
				(1.181)	(1.147)	(2.141)
Facemask Policy		46.088***	48.678***	47.400***	36.172***	40.887*
		(8.695)	(8.684)	(8.607)	(8.571)	(15.994)
No. of Observations	691	691	691	691	691	691
Adjusted R-squared	0.503	0.522	0.531	0.532	0.566	0.611

Note: Robust Standard Errors in Parentheses, Significance levels: +10%, * 5%, ** 1%, *** 0.1%

Model I evidences the strong association between ZeroFog's marketing and daily sales, with the only channel appearing to lack significant impact being Twitter. Even with this basic specification, the 0.503 R-squared suggests that marketing explains a large proportion of ZeroFog's sales variation.

The enrichment of our specification between models I and IV do not appear to significantly impact the magnitude of our marketing coefficients. Upon comparing Models III and IV, it appears that controlling for average temperature is the more effective way of controlling for seasonal and weather-related effects.

Model V delivers the most insight into the relative performance of our campaigns. Instagram influencer campaigns were strongly related to sales, but by the next day this association subsided. In contrast, emailing has a much more sustained impact over a multi-day period. For example, three days after the emailing, daily sales were still 139 units higher than 'normal' days. This impact over time also occurs for ZeroFog's TV features, which are still positively associated with sales six days after the initial airing.

The Meta coefficient implies that a 1,000 unit increase in the number of individuals reached by Facebook/Instagram ads was related to a 1.741 unit increase in daily sales. On average when the ads were run, they reached a daily audience of 28,803, which our model would associate with a 49.5 unit increase in daily sales.

Model VI highlights the fact that Influencer campaigns and Meta ads had a greater association with website traffic than with daily sales (particularly Meta). This is useful in highlighting the fact that individuals who clicked on the advert from these two channels were less likely to make a purchase.

Limitations

Whilst the coefficients suggest a strong association between marketing and sales, this cannot be interpreted as causality. This is because despite our efforts to control for time-varying factors that may have influenced ZeroFog sales, there may be unobserved factors on each day impacting our outcome that could not be controlled for. Additionally, it is worth noting that the timing of the marketing campaigns was not random, but instead chosen by ZeroFog on days where it believed it could maximise its returns.

Insights

- TV features had the greatest association with an increase in sales, but use of this channel in the future is dependent on the respective product. Thus, it is important to have a wow-factor product attract this media channel (the same can be said for Radio interviews).
- Email marketing to existing customers was the next best with respect to sales. At a cost of only €90-180 per batch, this represents a highly affordable option offering a fantastic ROI
- Although costly at €750 on average per influencer, Instagram influencers appear to be the most effective marketing strategy to acquire new customers online

Overall, a repeatable framework should combine these marketing tools together. We recommend it makes use of social media (such as Meta's advertising platform) to go viral, TV & Radio to benefit low-cost brand development, and then influencers to acquire new customers. It should then make use of email, the most affordable and effective tool at its disposal on this evidence, to retain customers via offers and/or new products.

**3.3 - Further Insights**

Customer Insights

ZeroFog's effective marketing campaign led to the acquisition of over 12,000 customers which are broken down as follows:

Demographics:

- **Gender**
  - 82% female, 18% male
- **Geographic Distribution**
  - 32 countries
  - 98% of purchases within Ireland
  - 29% Dublin, 15% Cork, 6% Kildare, 49% rest of Ireland
  - Irish purchases typically split in line with the population, with slightly higher representation in Cork due to local influencer campaigns.

Fig 6: Geographic Distribution of ZeroFog's customer base
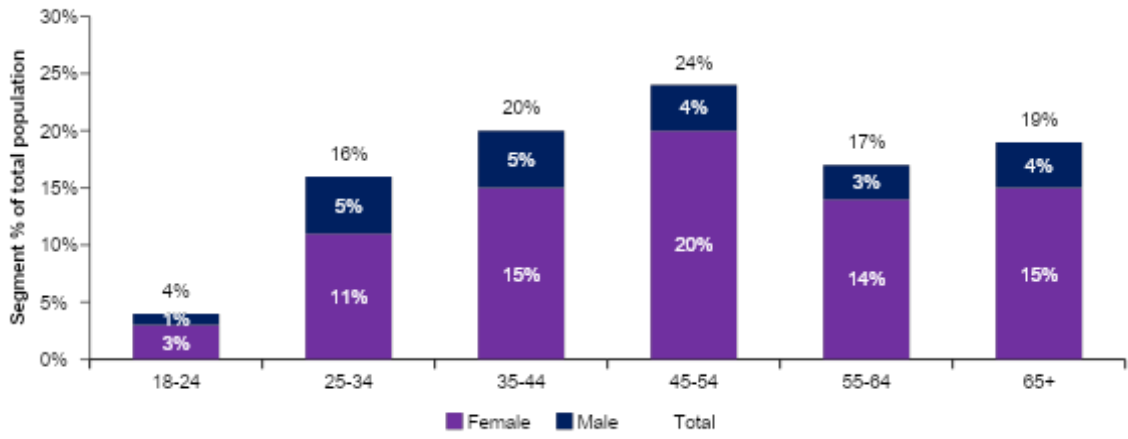

Zerofog Customer Distribution
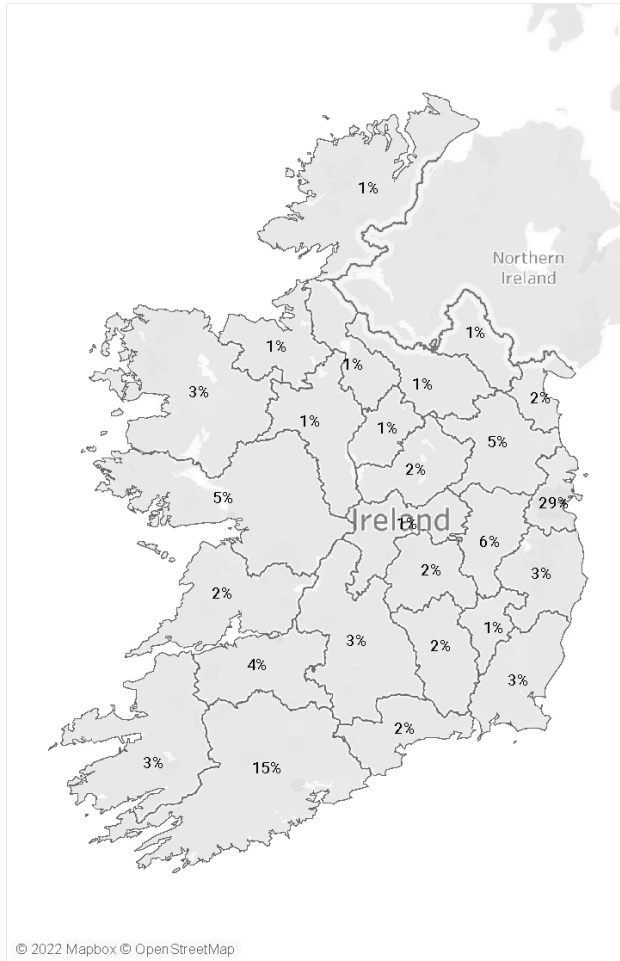
Map based on Longitude (generated) and Latitude (generated). Colour shows sum of ZeroFog Count. Details are shown for County. The data is filtered on Action (County), which keeps 33 members.

ZeroFog Count

0%   30%

- **Age**   - 24% 45-54, 20% 35-44, 19% 65+
  (Figure 7, based off   Meta advertising data)

Figure 7: Gender breakdown of total orders

                                                                                                Survey

Insights

To understand customer behaviours – ZeroFog surveyed its mailing list. This was a voluntary survey which received 877 respondents (5.16% response rate). Specifically, the survey seeks to gain insight into ZeroFog customers' online spending habits and preferences towards Irish products, shipping times and new product offerings. Click here for a link to the survey form filled out by respondents.

The survey's key insights were:

1) 81% of respondents require a shipping time of 1 week or less
2) 8% of respondents are not interested in hearing about new products
3) 51% of respondents are willing to pay extra to support Irish products

Survey strengths:

- All respondents are in the mailing list (target population)
- Questions are objective
- Responses are valid and relevant for our target audience
- Demographics (gender and location) are representative of the full customer dataset (Figure 8)

Figure 8: Breakdown of survey demographics vs general population

	ZeroFog Population	Survey Respondents	Delta
Female	82%	83%	1%
Male	18%	17%	(1%)

	ZeroFog Population	Survey Respondents	Delta
Dublin	29%	34%	5%
Cork	15%	13%	(2%)
Kildare	6%	4%	(2%)
Galway	5%	4%	(1%)
Meath	5%	4%	(1%)
Other	40%	40%	0%

Survey limitations:

- Voluntary sampling creates bias
- Survey was not piloted before being sent out
- Non-response rate of 95% despite lottery incentive
- Using an adjustment factor doesn't make sense as full population is surveyed

Although we cannot use this survey alone as a basis for decision making. It provides a strong indication of customer preferences regarding shipping times and supporting Irish products which may contribute to our pivot recommendation.

3.4 Analysis Summary

We have constructed a hypothesis of ZeroFog's business which indicates that its core resources and capabilities lie within the marketing domain. The business was very effective in catching a spike in demand and using a value chain model to effectively bring a solution to market. Thus, we take the position that this business model should be viewed as a marketing engine within the value chain rather than a product specific business.

From our marketing regression it is clear that Instagram was a valuable tool to target a large audience and build up a customer base. Whilst Radio and TV helped to build brand credibility, and finally influential partnerships to help to acquire the most amount of customers. At this point, email marketing has been most effective at retaining and boosting the customer lifetime value whilst improving margins.

Meta advertising analysis shows that an older demographic has been more favourable in terms of cost-per-click and click-through-rates. Although we cannot rely on this alone for basing our decisions, it indicates that this platform may be more suited for targeting this demographic in the future.

The customer feedback survey indicates a preference towards delivery under one week, openness to new products and supporting Irish business. The customer analysis shows that 80% of orders were placed by females and 98% were made in Ireland. We consider these key criteria which ZeroFog should consider if it intends to leverage its customer database.

4. Marketing Framework

Based on the success of ZeroFog, we've designed a framework which takes the repeatable elements of ZeroFog's strategy, and places themes in a sequential framework which can be applied to other consumer packaged goods which seek to penetrate the Irish market and grow rapidly via online sales or e-commerce.

1. 0-100 Marketing Framework

1. Find Product Market Fit (PMF) through Market Segmentation, Identifying the Ideal Customer Profile (ICP) Pre-Launch

The concept of Product Market Fit, a fundamental principle in start-ups and marketing, signifies the alignment of a product with the needs of a viable market. Businesses, especially in the Consumer Packaged Goods (CPG) industry, face the challenge of finding this fit swiftly to surpass competitors, a process that can span from months to years.

We propose that rather than spending resources at this step, marketers should adopt a broad, flexible ICP definition and then work to make the product fit this persona. This approach directs product development and marketing strategies to align with the identified customer profile. The balance in defining ICP lies in its specificity; it should be sufficiently detailed to guide initial strategies while allowing for post-launch adjustments.

Prior to refining the ICP, a comprehensive analysis of the market is essential. This involves segmenting the market to understand the scope of the problem the product addresses. For instance, pre-launch, ZeroFog identified a sizable audience in Irish glasses wearers (2.8M) and then further segmented the market to focus on the Irish female demographic, aged 25-60. This target audience ultimately showed the most engagement on social media and made 82% of purchases.

Thus, the argument here is to define ICP first and create a product that fits this market, rather than the other way around.

In doing so, here are some questions a marketer may ask:

a. What demographic characteristics of those most likely to buy the product?
b. What are the behavioural, psychographic or economic traits that make them more likely to buy it?
c. What are the low barrier methods for communicating with this profile?

An integral part of the strategy should also be a strong understanding of how, if successful, to expand reach among this audience. This comes at a later stage, but deeply reliant on strategic partnerships. Having awareness of this from the first step, will help to more effectively acquire customers later in the journey.

2. Create Product Recognition Through Identifying Product-Content-Fit Media Channels

The concept of Product-Content-Fit, akin to Product-Market-Fit, focuses on finding an ideal media channel that effectively communicates the product's value to the target customer. It builds on the notion that the content created around the product is part of the product, and just like any product component it should be optimized for overall effectiveness.

This process, often iterative, involves determining content that highlights the product's strengths, whether it can be produced swiftly and in-house, and the most effective channel for reaching the ICP.

This strategy, placing the product ahead of the customer, differs from traditional marketing approaches. It emphasizes the importance of rapid content production and dissemination to maintain relevance and momentum, whilst stressing to focus on just one media channel until the product gains sufficient traction.

For example, the Zero Fog Microfiber Cloth campaign successfully utilized video content to showcase the product's effectiveness, leveraging Meta's social media platform for distribution. This approach resulted in significant exposure and viral potential, as evidenced by the product's online performance metrics.

Some questions a marketer could ask to guide this devison making would be:

a. What content format best displays the product's value?
b. Can this content be produced in-house, for a low cost, within a reasonable timeframe?
c. Is there a media channel that will sufficiently spread this content among my ICP?

This stage is like the death valley for bringing products to market. It is likely the toughest and most iterative process, and all the following sequences depend on its success.

Failure to capture virality at this point, or sales traction, can signal that there is insufficient demand for the product or the content is not fitting. If this is occurring, the remaining steps will not benefit the marketer as this framework is reliant on sequential success.

A general rule of thumb, if the product/content can generate a Return on Ad Spend above 5x, it has successfully passed this step. Otherwise, continue to iterate on the content until this is true, or return to step 1 with a new product.

3. Brand Building Through Multi-Media Marketing

To capitalize on viral success and ensure longevity, a multi-media marketing strategy is employed. This involves utilizing various traditional media channels to broaden brand recognition. For local businesses, such as those in Ireland, associating the brand with national identity can be advantageous.

There are many benefits to doing this, these include:

- **Increased Trust and Reliability:** Utilizing established media channels can lend a sense of credibility and trustworthiness to the brand, as these channels are often viewed as reputable sources by the public.
- **Broader Audience Reach:** Multi-media marketing allows brands to reach diverse audience segments, including those who may not be active on digital platforms, thus expanding the brand's reach beyond internet users.
- **Enhanced Brand Recall:** Exposure across various media channels aids in creating stronger brand recall among consumers, as repeated visibility helps in cementing the brand's presence in their minds.
- **Higher Perceived Value:** Being featured in multiple, well-regarded media channels can increase the perceived value of the brand and its products, potentially allowing for premium pricing strategies.

These benefits act as a multiplier for all other marketing efforts, and become crucial in the following step, forging ICP related partnerships.

ZeroFog demonstrates the effectiveness of this approach, where media channels actively sought to feature the product, enhancing its market presence and credibility, which was then used to further boost the product's sales across other platforms.

4. Establish ICP-Relevant Partnerships to Acquire Customers

Effective customer acquisition strategies involve leveraging media credibility to position the product in front of the target audience, often through partnerships. These partnerships should align with the brand's identity and target demographic, as seen in ZeroFog's case, where collaborations with influential figures in the make-up industry proved beneficial.

This approach not only enhances market penetration but also serves as a deterrent to competition, establishing a dominant presence in specific channels. It's important that all the media attention which was attracted in step 3 is leveraged effectively to ensure the most optimal partnerships can be affected here.

When seeking the right partner, these questions will help to find the right fit:

1. Does this person have a large audience among the target ICP?
2. Is this person a spokesperson, or a relevant figure, in the given product category?
3. What evidence of engagement is there? (e.g followers to social media post likes)

The answers to these questions are case specific, however, an engagement rate of 10-20% can be a good sign. Furthermore, it's possible that the influential figure has a large enough audience that relevance to a specific product category or ICP matters less. There is a degree of judgement here, usually these questions become more important, the smaller the following. That said, instinct should be guided by return on ad spend, which should ideally exceed 8.5.

5. Maximize Sales Through Conversion Optimization Strategies

The final step focuses on optimizing sales channels for conversions. This involves strategic pricing, effective product presentation, and clear communication of value. For online-driven products like ZeroFog, website design plays a crucial role.

The website should facilitate easy understanding of the product and enable seamless purchase processes. This strategy, complemented by tactics such as email marketing to encourage repeat purchases, aims to maximize customer lifetime value, thereby enhancing overall business performance.

Techniques that can be used include:

- Pricing: Techniques such as anchor pricing can stimulate discussion and lead to an increase in the average value of orders.

- Presentation: The manner in which the product is showcased to consumers, through either its web presence or packaging design.

- Communication: The efficacy of conveying the product's value to consumers, considering the typical duration they spend viewing it.

Optimizing the website for a mobile experience is also important, with the 'scroll-down' design emblematic of social media making the journey more intuitive for customers.

Using these techniques, ZeroFog attained an 18.53% conversion rate on its website.

4.2. Product Selection Framework

When selecting a consumer packaged good for marketing, there is indeed a need for structured thinking when it comes to ensuring that marketing a given product will set a roadmap towards profitability, and sustainable scale.

Thus, we have created an additional 'Product Framework' which should be used to guide decision making before investing into new products. This framework has been created in the context of the wide variety of products that can be made in Asia and manufacturers can easily be accessed through online resources, therefore assuming a low barrier to entry for manufacturing and/or wholesale. This framework has been designed based on our insights and data analysis into ZeroFog.

For this framework, a given product will be ranked according to a score in the different categories - Product, Operations, Marketing and Customer. A score above 6 makes the product an interesting candidate to be added to the product portfolio and a score above 8 makes it a highly feasible candidate.

This framework aims to identify products which would replicate the success of ZeroFog whilst allowing for more consistent long-term sales.

In short, each sub heading in the framework identifies the following:

Product – high margin products with long term sales potential.

Operations – low cost to store and can be shipped quickly.

Marketing – will fit the standards set out in the '0-100 Marketing Framework'.

Customers – appeal to a broad market and fit the existing mailing list.

Other – openness towards high demand opportunities and Irish customer appealing products.

More specific details regarding the terminology used is available in appendix 2.

Figure 9: ZeroFog Product Selection Framework

Once a product has been filtered through this framework and assessed as a suitable candidate for investment. One should then apply the 'Go to Market Model' to generate sales and scale the product. The framework also allows one to consider multiple products at the same time and then choose the ideal candidate for scaling.

4.3 Go to Market Model

Figure 10: Go to Market framework
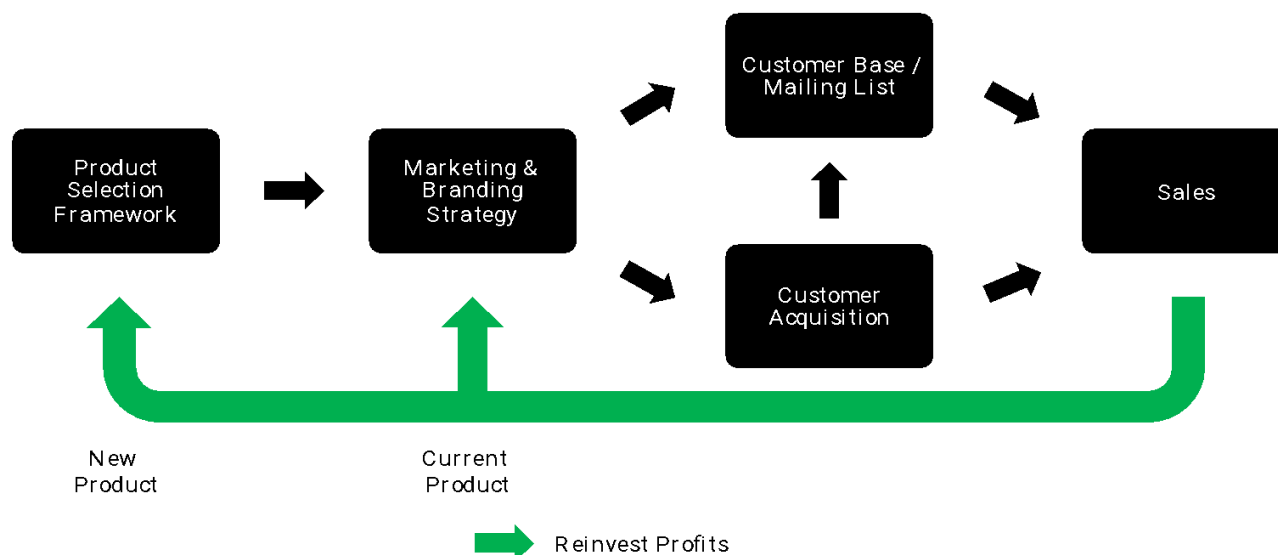
5. Conclusion

The case study of ZeroFog, a highly successful anti-fog cloth business launched during the Covid-19 pandemic, provides invaluable insights for businesses aiming to penetrate the Irish market and beyond. ZeroFog's triumph is primarily attributed to its adept use of a value chain model, capitalizing on low-cost manufacturing in Asia coupled with effective marketing and branding strategies in Europe. This approach transformed the company from a single-product business into a robust marketing engine, demonstrating the power of strategic marketing in driving business success.

A critical examination of ZeroFog's marketing data revealed that social media campaigns, particularly through Instagram influencers, were instrumental in quickly building a substantial customer base. These initial efforts were effectively supplemented by cost-efficient strategies like email marketing, TV appearances, and radio, which not only enhanced margins but also ensured customer retention. A noteworthy aspect of ZeroFog's strategy was its targeted approach towards the Irish market, resulting in a significant portion of sales in Ireland, predominantly among female customers. The preference for fast delivery and Irish products, as indicated by customer surveys, further underscores the importance of understanding and catering to local market preferences.

This study highlights the potential of leveraging a company's marketing strengths and data insights to create a scalable and repeatable framework. Such a framework can guide marketers of consumer packaged goods in rapidly penetrating markets and achieving growth similar to ZeroFog's. The sequential approach of identifying the ideal customer profile, focusing on product-content-fit through effective media channels, building brand credibility through multi-media marketing, establishing strategic partnerships, and maximizing sales through conversion optimization, offers a comprehensive blueprint for success in today's competitive marketplace.

In conclusion, the case study of ZeroFog not only showcases a remarkable success story but also offers a comprehensive framework applicable for marketing consumer packaged goods in Ireland through online channels. This framework presents a clear roadmap for fast market penetration and rapid growth. It emphasizes the importance of a strategic approach, combining effective market segmentation, targeted content and media channel alignment, robust brand building across multiple media platforms, strategic partnerships, and conversion optimization. This structured methodology is particularly relevant for companies aiming to swiftly penetrate the Irish online market and achieve accelerated growth, mirroring the success achieved by ZeroFog.

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Appendices

ZeroFog Introduction

Appendix 1 - Dataset Variables

1. Key variables in ZeroFog's 'Total Sales Data' dataset

Variable	Description
Name	Unique transaction ID in format '#XXXXX'
Email	Email address related to the transaction
Shipping Name	Female or Male
Paid at	Time of transaction. In format 'YYYY-MM-DD h:mm:ss +XX:XX'
Fulfilment Status	Whether transaction was 'fulfilled' or 'unfulfilled'
Total	Total cost of transaction, including shipping (Euros)
Lineitem quantity	Number of units purchased
Shipping Province Name	County associated to the shipping address
Shipping Country	Country associated to the shipping address

2. Key variables in ZeroFog's 'Marketing Data' dataset

Variable	Description
Event	Campaign name
Influencer/Company	Influencer or organisation the event was associated with
Platform	Whether the campaign was through Instagram, Twitter, Radio, TV or Email
Form	Type of campaign (e.g. Instagram post, interview)
Occurrence	How many times this took place
Sales	Total revenue resulting from campaign (Euros)
Cost	Total cost to ZeroFog (Euros)

Appendix 2 - Product Selection Framework

- **Demand Durability**: To avoid another sudden drop off in demand. E-Com Ltd should seek to invest in products that have a long-term horizon or are non-seasonal. These should ideally address a recurring problem, for example glasses cleaners.
- **Margins**: To make room advertising costs, products should have a margin of at least 30%. Zero Fog's margins varied widely depending on the cost of advertising.
- **Overheads**: E-Comm can use its storage facility in Ireland to store inventory at no cost. Ideally products should be small and light to best utilise this.
- **Shipping Time**: Based on the customer survey, it's evident that a short shipping time is a key criteria in a customer's decision making. E-Com ltd should aim for next day delivery and avoid shipping time's greater than 1 week. Which is the maximum threshold for 80% of respondents
- **Online Marketability**: For marketing campaigns to be effective, products should be attractive when marketed online. Although this can subjective, such products tend to show a clear before & after effect, provoke an emotional response, visually appealing or come across as innovative.
- **Customer Retention Opportunities**: Products should have a recurring customer use case. For example - dental floss. If not, they should have multiple cross sales opportunities. For example, if E-Com sells a car accessory – it can add more car related products to its portfolio and market them to existing customers. This increases the Customer Lifetime Value of its products.
- **Gender Appeal**: Ideally the product should be non-gender specific as this maximises the market for it. However, if it does not a female gender appeal is preferable as women make up 80% of the existing customer base.
- **Age Appeal**: Ideally the product should be non-age specific as this maximises the market. However, if it isn't - a working age & older demographic is preferred as this group has more disposable income and makes up the bulk of existing customers.
- **Irish Appeal**: Survey shows that over 90% of existing customers consider Irish products a relevant factor in their willingness to pay.
- **Demand Shock**: Given Zero Fog was predicated on a huge demand spike. E-Comm Ltd should seek out similar opportunities when they arrive. For example, products that help reduce energy bills during the current energy crisis.