



STOP DREAMING
START DOING

Marketing & communicatie;

Mega investeringen in 2019 voor branding van professionele textielverzorging



Zaterdag 14 September 2019



The market will be **ACCELERATING**
at a **CAGR** of more than

4%



**INCREMENTAL
GROWTH**

\$13.75 bn

2018

2023



The year-over-year growth rate
for **2019** is estimated at

3.5%



Online to offline technology

Penetration indigital into society

READ THE REPORT:

Growing population & middle class

GLOBAL DRY-CLEANING AND LAUNDRY SERVICES
MARKET 2019-2023

Sustainability of professional laundry

CONSUMER DISCRETIONARY

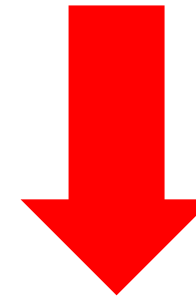
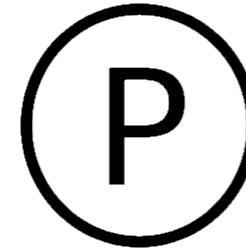
Read them at:

www.technavio.com

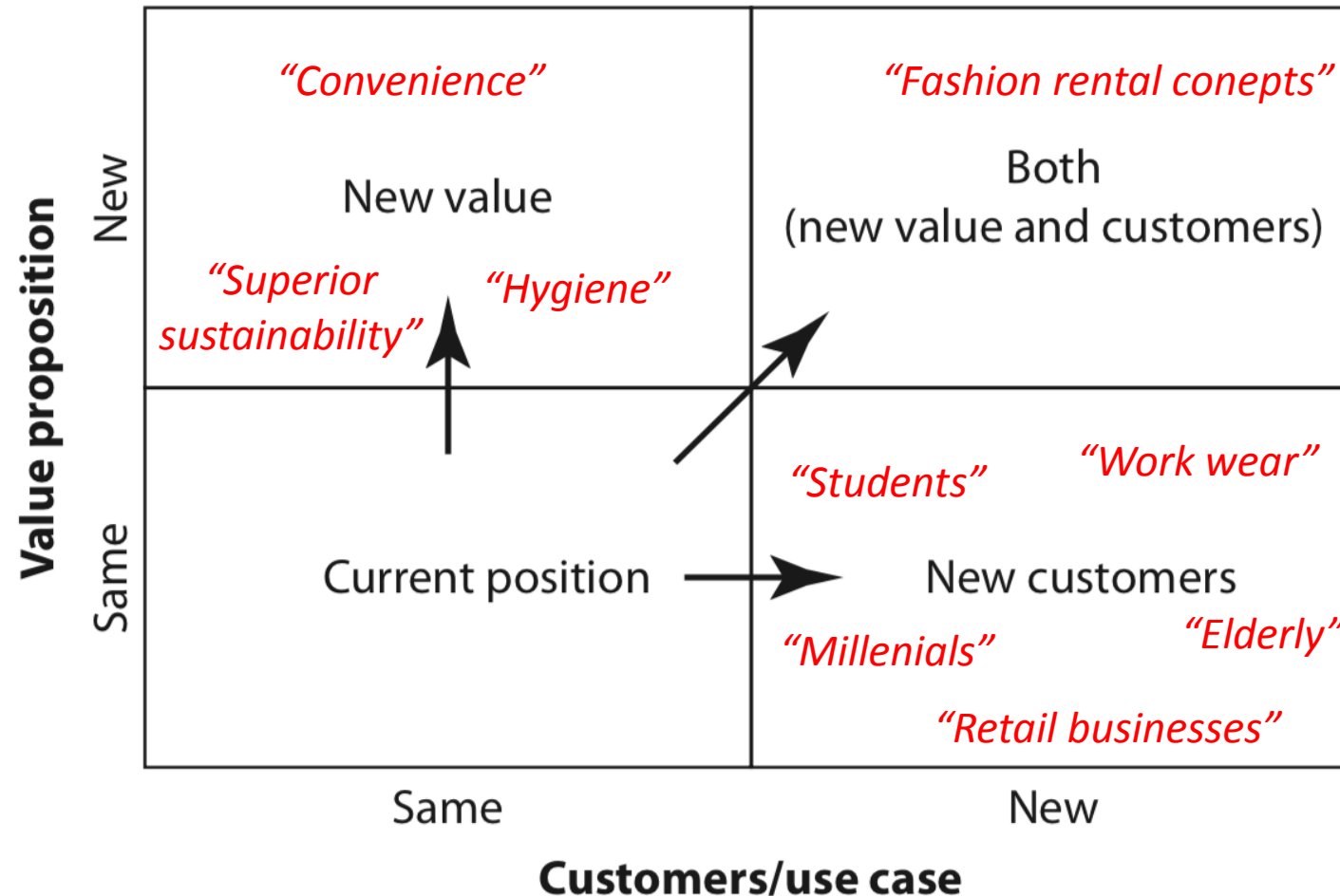
technavio



Traditional 'dry cleaning' is having tough times
but total professional laundry is going up!



Three routes out of a shrinking market

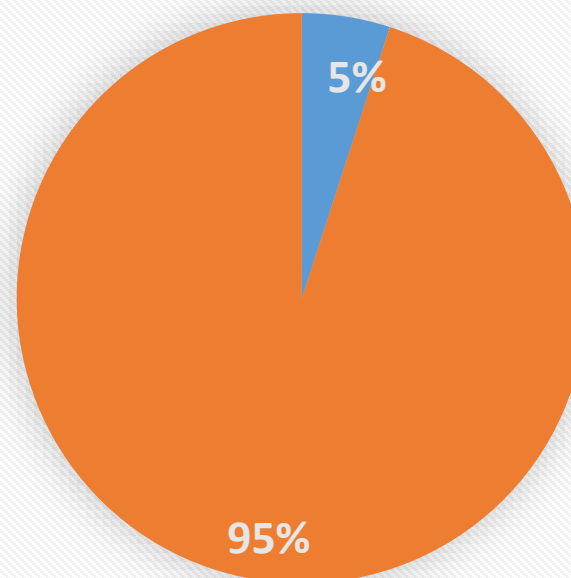


Uitdaging:

Manieren vinden om enkele procenten van de thuis was professioneel te reinigen!



Professional vs. domestic laundry



■ Professional textile care ■ Domestic laundering



Source: 'The World of PTC Volume 5: 'New business models & showcases' (2016)

Markt potentie nu & in toekomst (EY, april 2019)



	2018	2023
Gezondheidszorg	410	450
Thuiszorg & kleine thuiszorggemeenschappen (persoonsgebonden)	80	430
Handel & Industrie	457	495
MKB (schoolgemeenschappen, salon's en spa's, medische en sport organisaties, auto & autoreparatie en kleine retail bedrijven)	-	205
Horeca	215	245
Kleinschalige horeca (Airbnb, B&B's, guest laundry in hotel, etc.)	-	5
B2C Textielreiniging (traditioneel)	235	220
B2C (Laundry on Demand)	-	180
TOTAAL	1.397	2.675

Market positioning: choose your segment!



High end market (luxury fashion)



Middle end market
(representative garments)



Low end market ('one-price
cleaners', wash & fold, etc.)



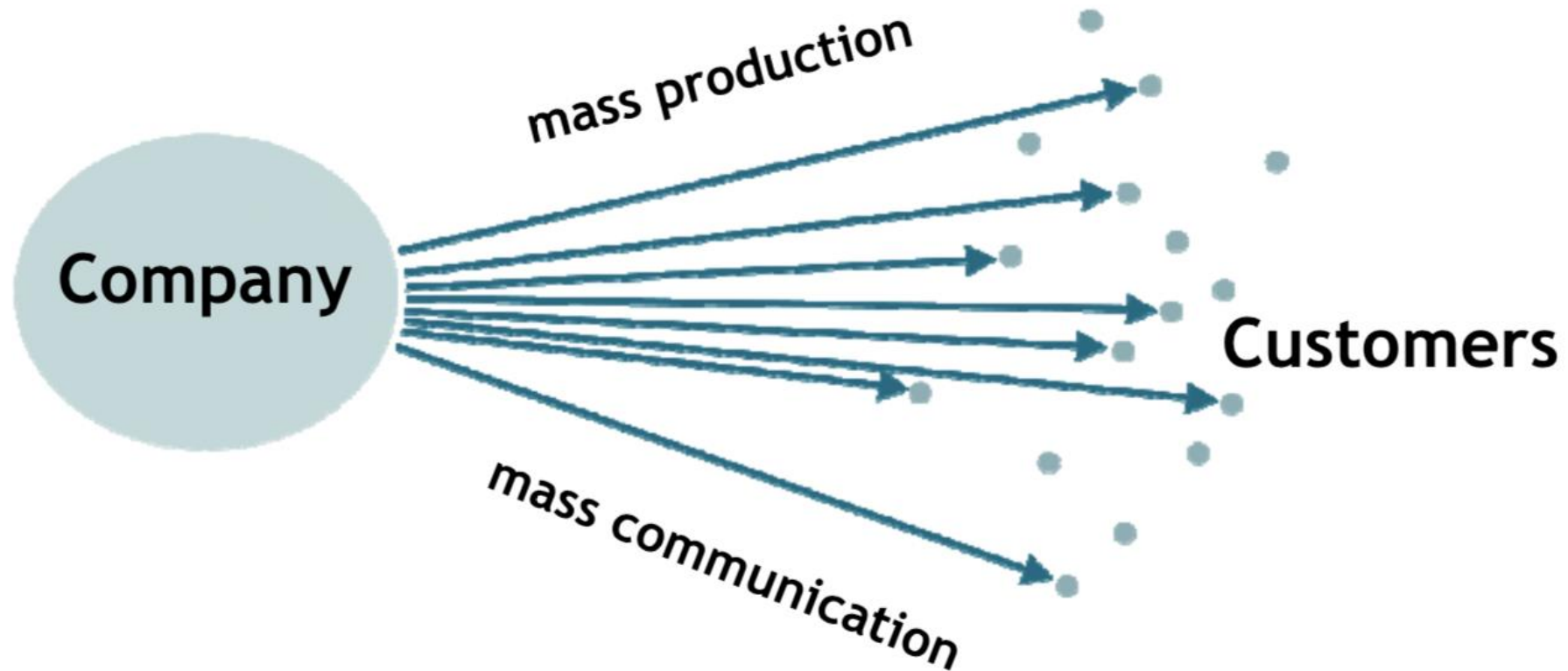
Branding = essential



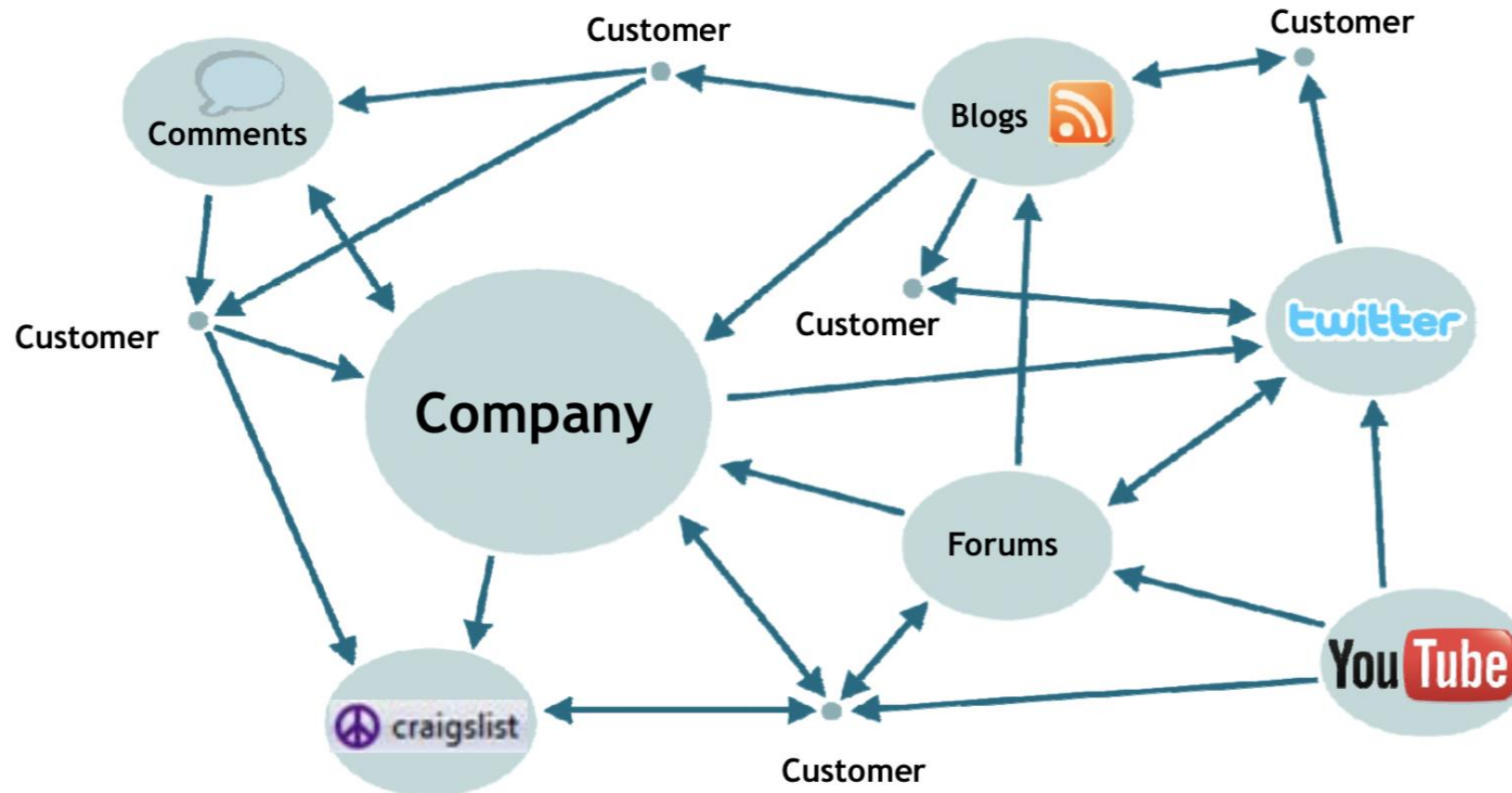
A traditional sign outside & weekly adds in the local newspaper is no longer sufficient

Pick your segment and build a concept that connects to a specific group of customers!

Traditional mass market model



Modern customer network models



Vaste klanten omtoveren tot ambassadeurs!



Example branding high-end: Jeeves Indonesia





Your brand is what other
people say about you when
you're not in the room.



Jeff Bezos , CEO & founder, Amazon

Er moet serieus (tijd) geïnvesteerd worden om 'de taal van je klanten te gaan spreken'

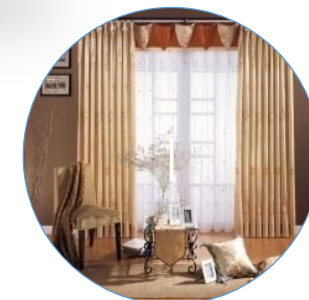
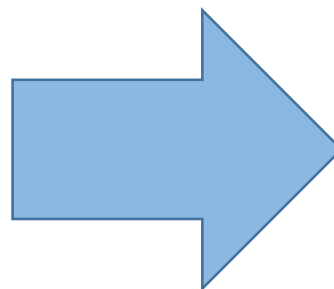
Van STOOMMerij naar SLIMMerij...



P



1980



2019



De focus verschuift naar de totaal oplossing!



[Pricing](#) [Services](#) [How it works](#) [About](#) [Share Rinse](#) [Gifts](#)

[Log in](#)

[Schedule a Rinse](#)

A service for everything in your closet

Rinse - USA
> \$23,5 mln
5 mega steden



Are you ready for my next laundry?

Marco Ophof

LEE'19 – 14.9.2019



Hi, I am Marco.

Digital Sales and Strategy Director at Lukkien.

Studied Mechanical Engineering and Industrial Design (long time ago...).

More than 23 years in Digital Business and Innovation.

Digital Experience & Transformation Projects for companies like Virgin Media, adidas and Philips.

I love creation and innovation.

About Lukkien

- Europe's biggest cross-media production company
- Family-owned and operated company since 1972
- Main facilities in Ede. Additional meeting and editing facilities in downtown Amsterdam
- 20.000 m2 of climate controlled studios
- Three departments:
 - Digital
 - Audio Visual & 3D
 - Photography & Graphic Design
- > 225 dedicated and professional experts
- Lukkien Casting: dedicated casting agency
- > 250 clients



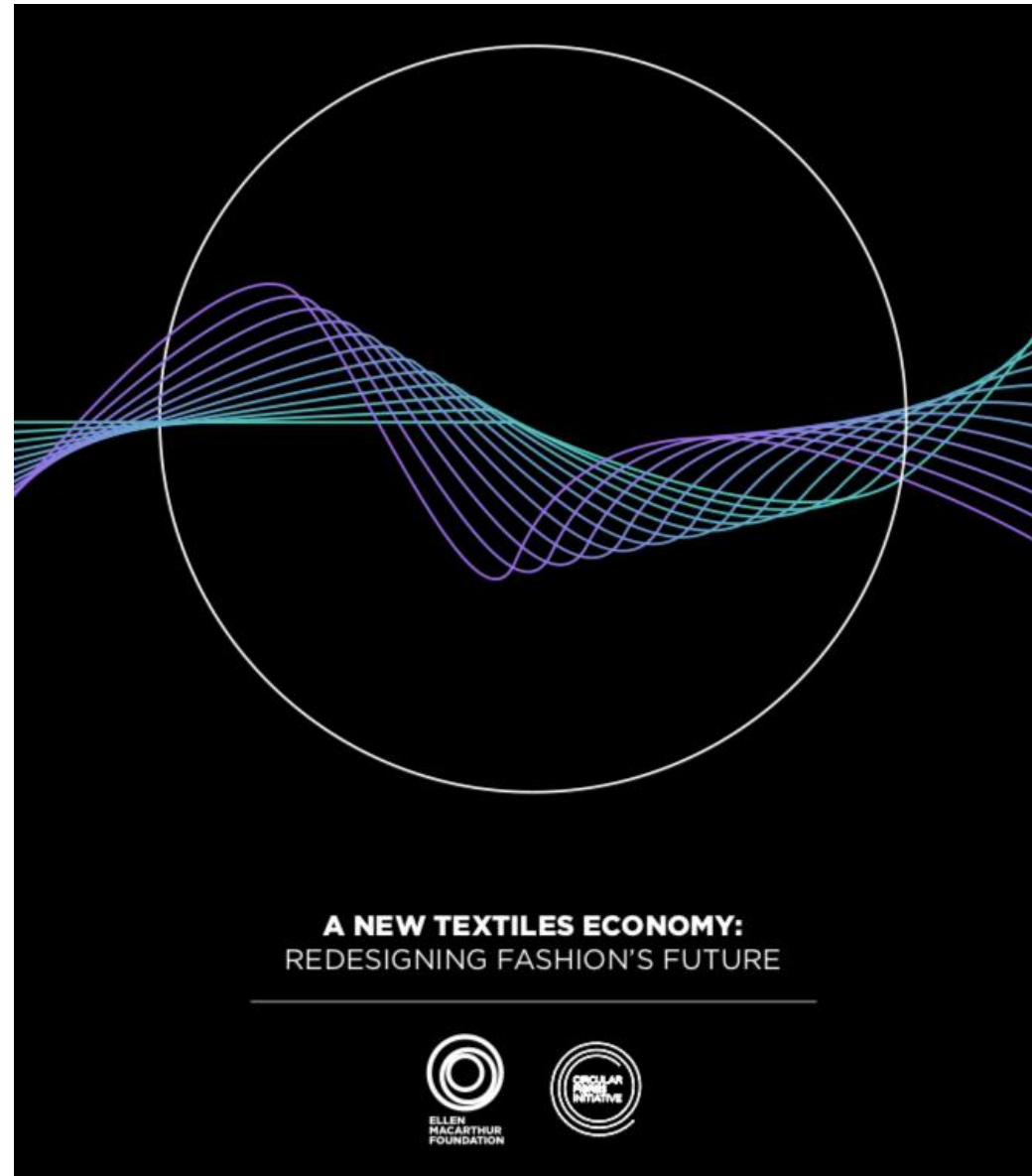
Are you one of those
MILLENNIALS
who are ruining everything?

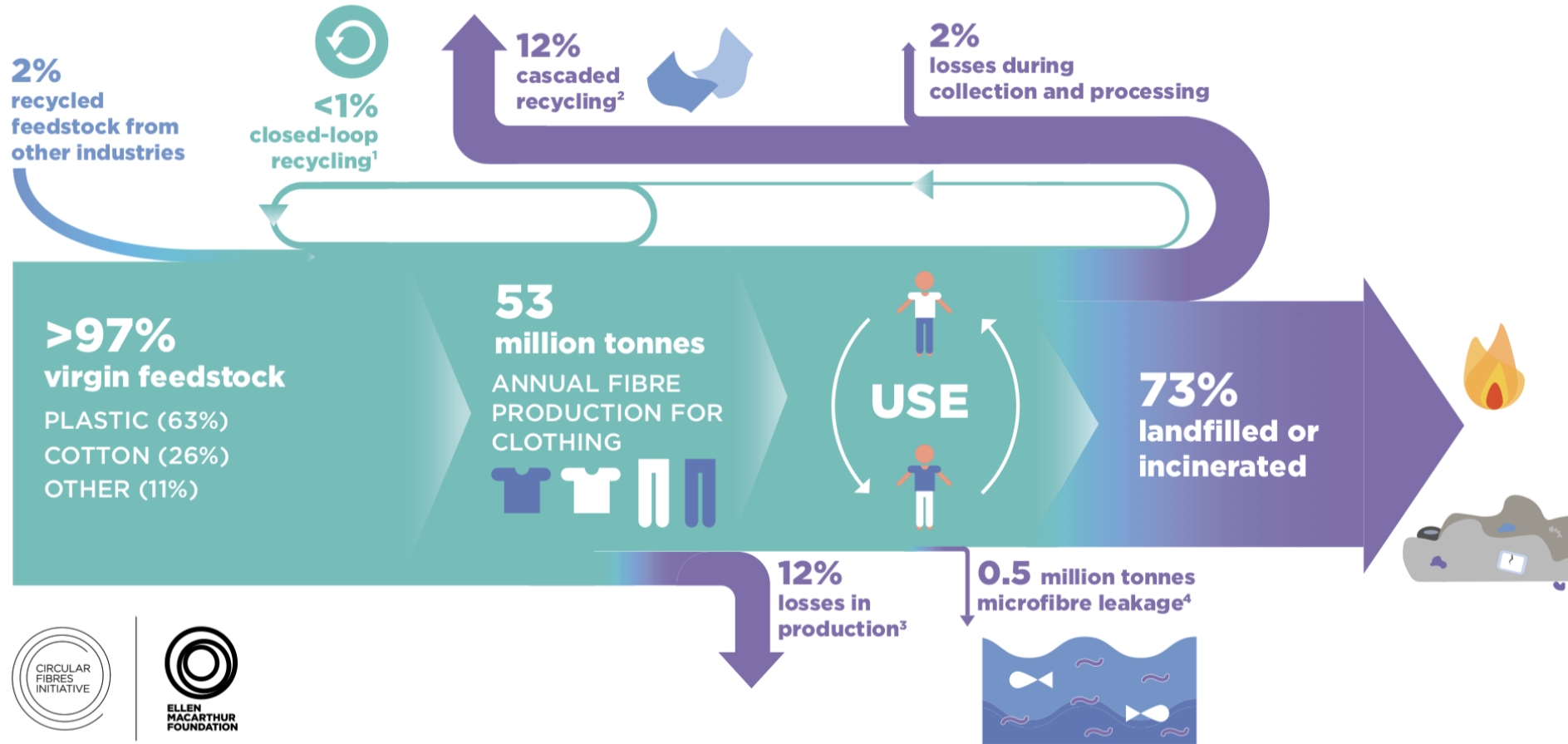




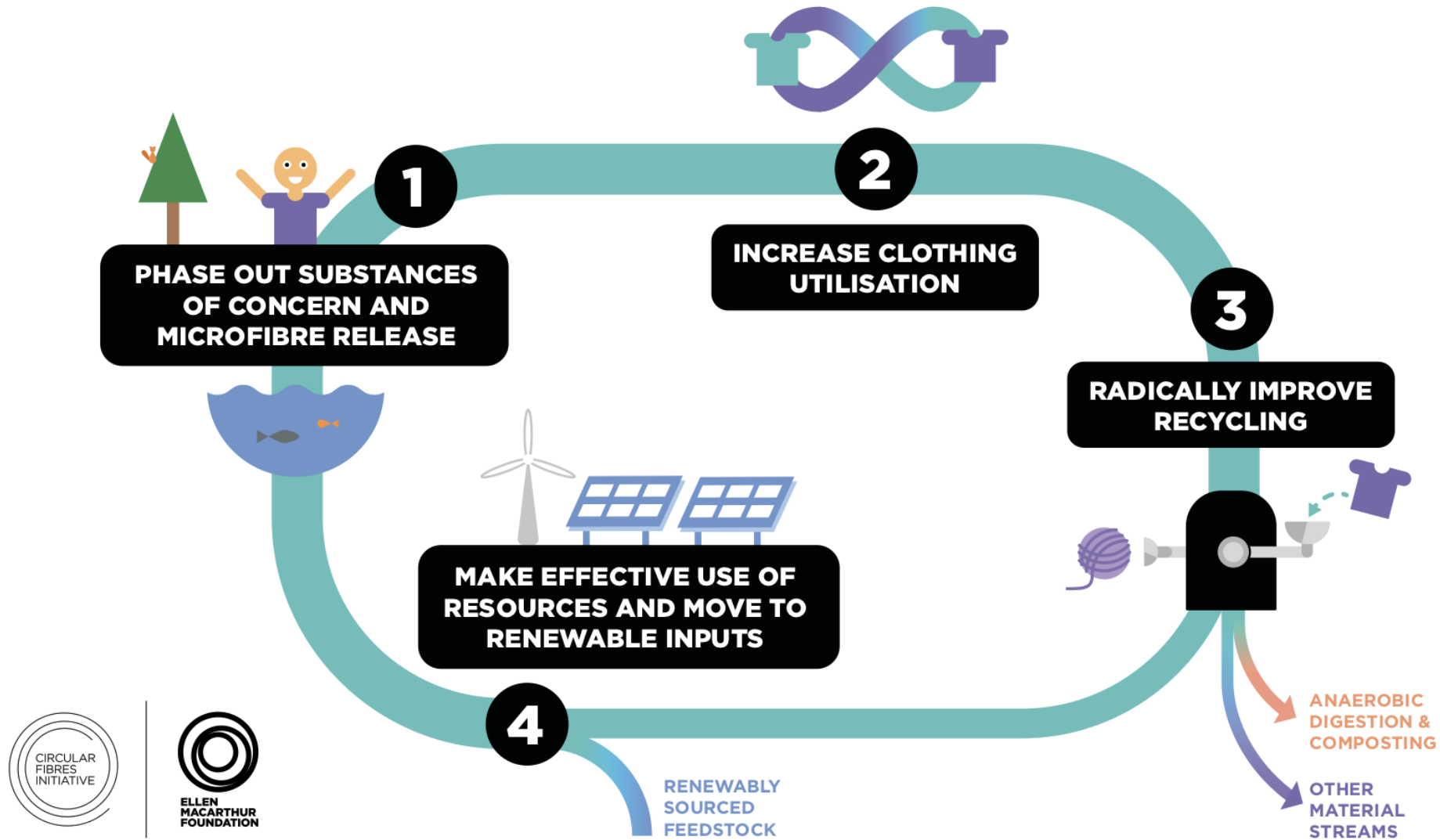
A brand story for the **next generation**

LUKKIEN





- 1 Recycling of clothing into the same or similar quality applications
- 2 Recycling of clothing into other, lower-value applications such as insulation material, wiping cloths, or mattress stuffing
- 3 Includes factory offcuts and overstock liquidation
- 4 Plastic microfibres shed through the washing of all textiles released into the oceans



THE ONLINE GENERATION

WATCHING TV

1



**7 YEARS +
8 MONTHS**

ON SOCIAL MEDIA

2



**5 YEARS +
4 MONTHS**

EATING • DRINKING

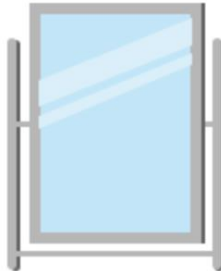
3



**3 YEARS +
5 MONTHS**

GROOMING

4



**1 YEAR +
10 MONTHS**

SOCIALIZING

5



**1 YEAR +
3 MONTHS**

DOING LAUNDRY

6



6 MONTHS

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS &
DESKTOPS

43%

YEAR-ON-YEAR CHANGE:

-3%

MOBILE
PHONES

52%

YEAR-ON-YEAR CHANGE:

+4%

TABLET
DEVICES

4%

YEAR-ON-YEAR CHANGE:

-13%

OTHER
DEVICES

0.14%

YEAR-ON-YEAR CHANGE:

+17%

41

SOURCE: STATCOUNTER, JANUARY 2018 AND JANUARY 2017.

 Hootsuite™ 

“The smartphone is close to a universal product for humanity – the first the tech industry has ever had.”

(Benedict Evans)

JAN
2019

GLOBAL E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES AROUND THE WORLD, IN U.S. DOLLARS

FASHION
& BEAUTY



\$524.9
BILLION

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



\$392.6
BILLION

statista

FOOD &
PERSONAL CARE



\$209.5
BILLION



FURNITURE &
APPLIANCES



\$272.5
BILLION

TOYS, DIY
& HOBBIES



\$386.2
BILLION

statista

TRAVEL (INCLUDING
ACCOMMODATION)



\$750.7
BILLION



DIGITAL
MUSIC



\$12.05
BILLION

we
are
social

VIDEO
GAMES



\$70.56
BILLION





30.000 online reservations...
(times 1.000 euro)

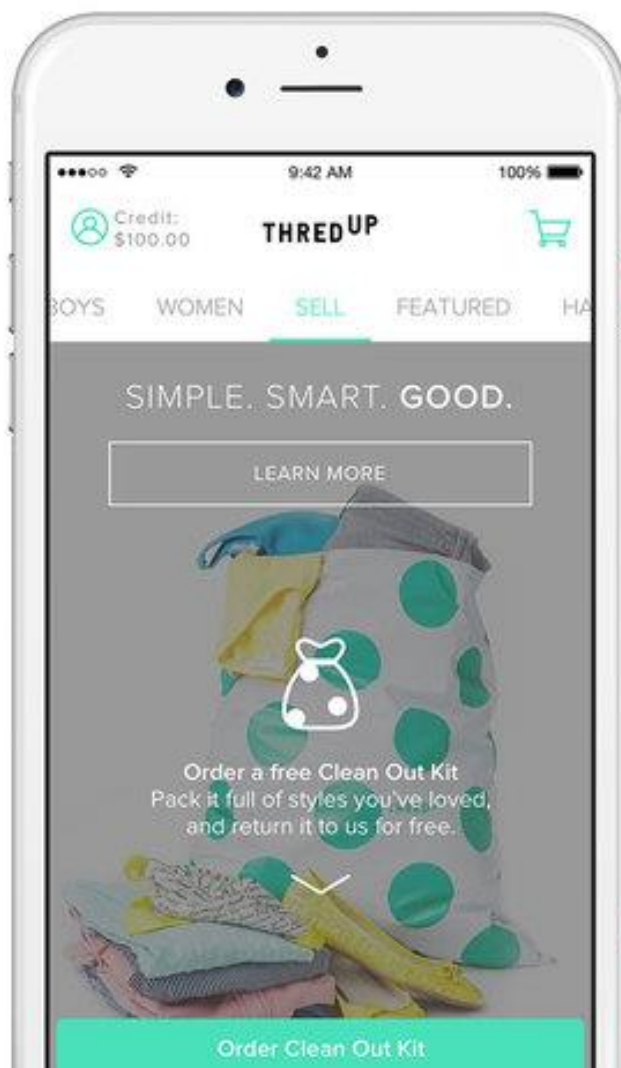


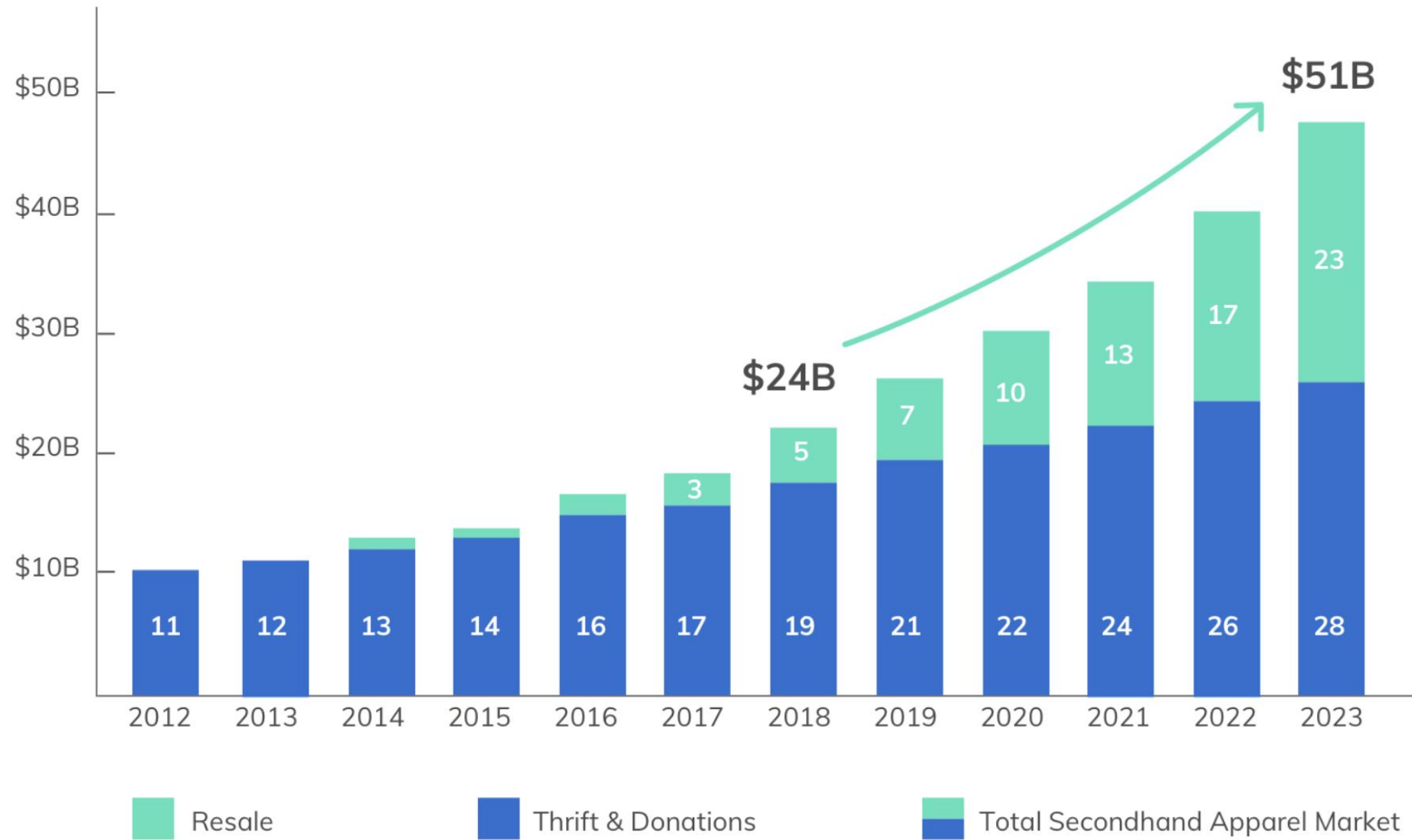
THREDUP

Secondhand Clothes. Firsthand Fun.®

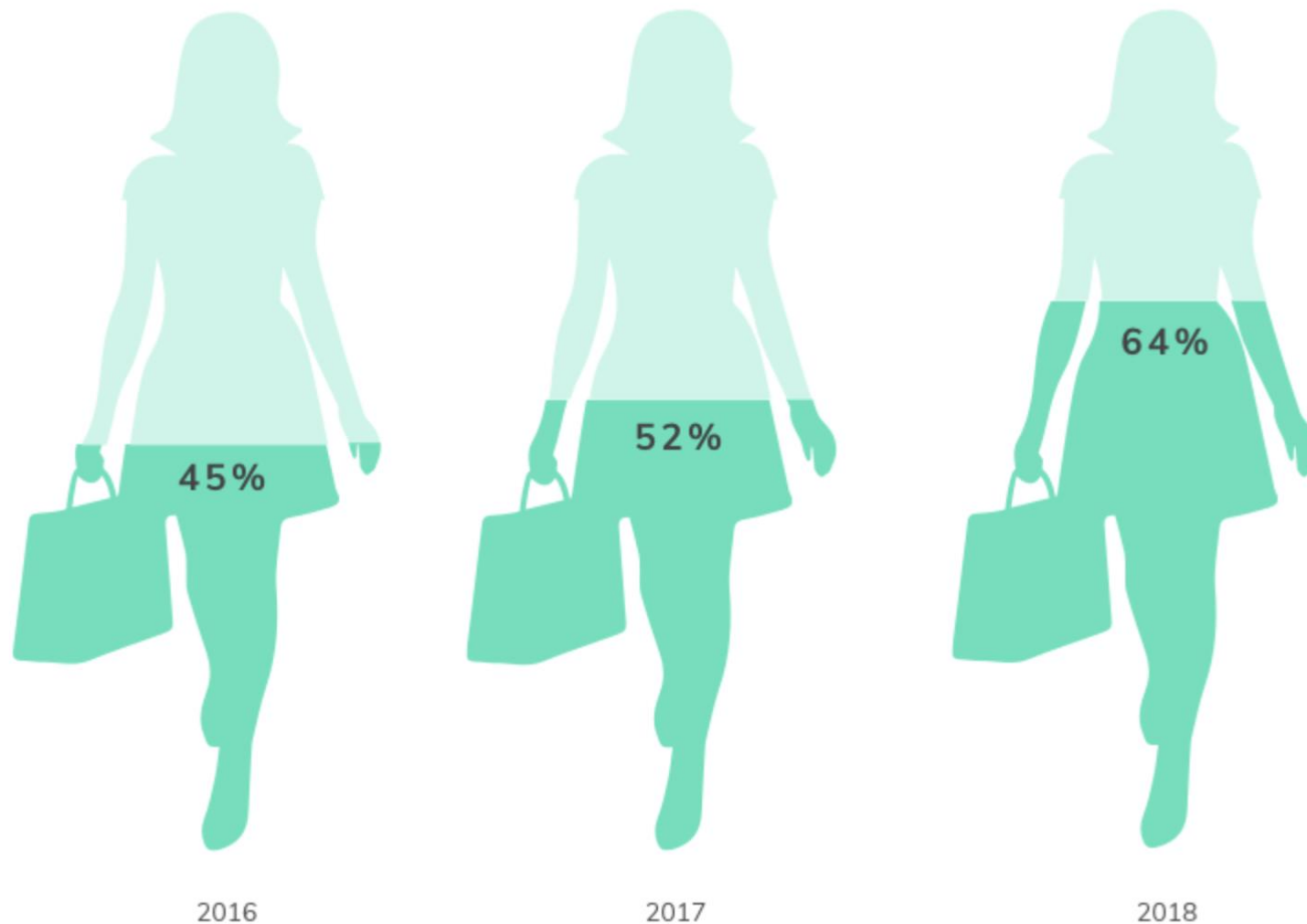
SELL

Send in your clothes, we'll handle the rest.





64% of Women Bought or Are Now Willing to Buy Secondhand Products





GLADIDAS Adidas pledges to make 11million trainers from recycled ocean plastic

[William Pugh](#)

11 Jun 2019, 12:16 | Updated: 11 Jun 2019, 14:03



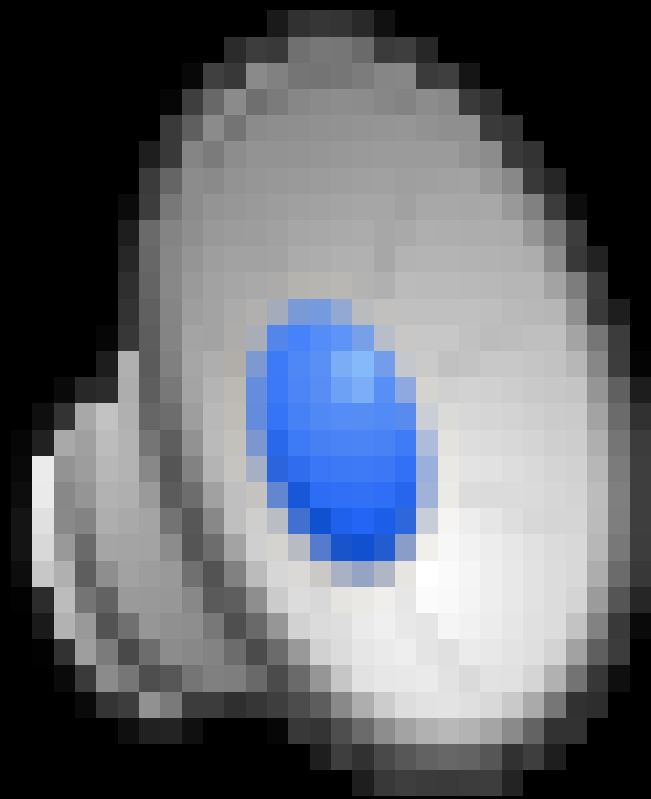
COMMENT NOW

ADIDAS committed to produce 11million pairs of trainers from recycled plastic in 2019 in an attempt to clean up the oceans.

The admirable move from the sportswear giant is not the first time it has made such waves.



Adidas plan to produce 11 million pairs of trainers using up-cycled plastic waste in 2019 Credit: Adidas





Zoeken



m.omar10

Volgen

m.omar10 Throwback to the first exclusive #GLITCH16 event! Want to join next time? hit me up for a code

andrew_arti @m.omar10 can I have one plz
mats.lindstrom_ Me please I DM you aswell
mate

ali_addison Can I have a code pls

morgan.collins._ Me please I sent fm



165 vind-ik-leuks

21 JANUARI

Een reactie toevoegen...





ONE STOP FOR YOUR DAILY CHORES!

Looking for household help?

CLEANING

DEEP CLEANING

LEATHER CLEANING

LAUNDRY

AIRCON

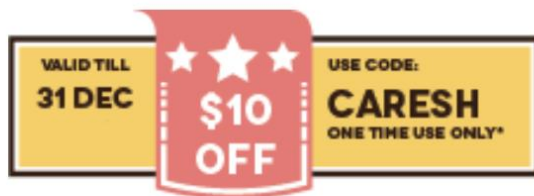
HANDYMAN

ELDERLY CARE

COOKING

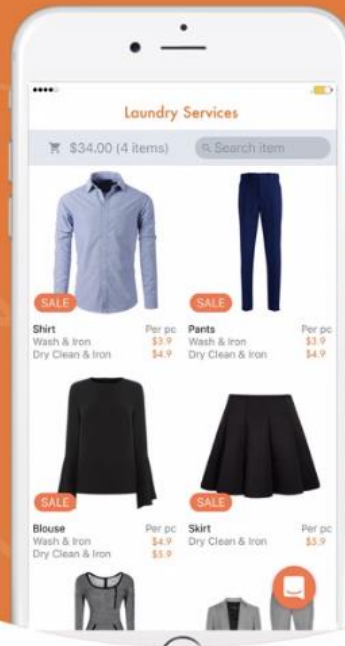
PEST CONTROL

DOWNLOAD SENDHELPER APP





All-in-one Home Services
just fingertips away



Laundry & Drycleaning
reliable, affordable, direct to your door



Air-con Cleaning
fresh air to your home



Daily Cleaning
with trusted professionals

Where does innovation start for you?



**ACCESS,
NOT OWNERSHIP**

CONVENIENCE

BELONGING



RESPONSIBLE

**EVERYTHING
ONLINE &
SOCIAL**

**A DISRUPTIVE
GENERATION**

Thanks!

Want to talk digital strategy and brand experience?

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