

Old Spice New launch and Listing drive

INTRODUCTION

The Fore Good Group took over the sole distributorship for Old Spice in Southern Africa in July 2009. The brand needed a re-launch backed by a focused implementation strategy that would deepen distribution in the local market.

OBJECTIVES

Our key objectives were to re-launch the brand in store, start profiling the new variant (Whitewater), expand the distribution base across all formats (body spray, aftershave, sticks) and increase on-shelf visibility.

CHALLENGES

- Price positioning
- Limited range: only two variants and only six SKU's, therefore limiting space on shelf, resulting in low visibility
- Weighted distribution

STRATEGY

A realigned pricing structure was put in place. The team set about creating themed promotions to stimulate sales as well as develop gift packs for Christmas and Father's day. We also focused on experiential campaigns with in-store promoters to stimulate interaction with the Brand and promote the new variant.

VEHICLES

- Gift packs
- Free Standing units
- In Store Experiential
- Health and Beauty Broadsheets

RESULTS

- +38% Val in July 2010 – October 2010 vs. SPLY
- Experiential for Father's day in store sales: 4286 units sold over three weekends in 57 stores
- Gift sets provided accelerated incremental sales and accounted for over 17% total revenue contribution



