



Creating an
FMCG powerhouse.





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Originally The South Australian Brush Company, Sabco was founded in 1892 and has become one of Australia's most enduring brands. At one point, during the 1960 and '70s, it had been the world's biggest, exporting everything from mops to carpet sweepers to Europe and North America. In the early 2000's, however, the brand was at its lowest point, having been placed under administration.

Acquired by US cleaning giant, The Libman Group, and with a new CEO head-hunted and brought to Australia from Europe to take the helm, Sabco began its journey back to brand health.

Demonstrates:

- Expertise in brand strategy and planning
- Brand revitalisation and positioning
- Strong understanding of the FMCG sector
- Capability in the creation of enduring brand assets

The challenge

In 2014, that same CEO, Herman Verhofstadt, engaged DPR&Co to develop a strategy to accelerate the growth of the organisation and seriously compete with the Australian market leaders. Outspent in marketing by a factor of ten, this would be a significant challenge.





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Strategy

Recognising that a consumer-based marketing strategy was unaffordable, DPR&Co recommended a strategy focused solely on positioning to the primary retail channels with the objective of winning shelf space. We felt that, by presenting Sabco as the excitement brand in what was then a low engagement category, we could inspire retailers to range Sabco in preference to competitor brands.

So, we made great ads even though, at the time, we had few funds to air them. We even placed billboards where we knew major retailer buyers would see them on their way home. We worked with the Sabco team to

ensure that presentations to the buyers at Bunnings, Woolworths and Coles were designed to demonstrate to position Sabco powerfully.

Clever packaging design and colour coding made the brand a 'wall of green', instantly recognisable as quality Sabco product. All of this was supported by a CEO, Herman Verhofstadt, who was determined to be the sector innovator – continually developing new and innovative products to bring to Australia and, indeed, to the world. Over the coming 5 years, Sabco gained prominence in store.



An early Sabco/Libman advertising campaign
<https://vimeo.com/85685148>



Current 'bretail' campaign expression: How Australia Cleans
<https://vimeo.com/736703760>



Current 'bretail' campaign: How Australia Cleans
<https://vimeo.com/933135576?share=copy>



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Result

Sabco became Australia's number one cleaning brand by sales volume in 2018. In a defensive move, the previously market-leading brands merged only to be overtaken again by Sabco a few years later.

DPR&Co has been fortunate to work with a visionary leader and a team of inspiring marketing professionals. For more, hear Herman Verhofstadt speak about Sabco's rise to success here. See his views on DPR&Co here. After almost a decade together, we can truly say Sabco is how Australia cleans.

Client	Sabco
Product	Household cleaning products
Audience	Australian household shoppers 18+
Channels	FTA TV and BVOD, digital media, OOH, retailer communications, social media
Deliverables	Brand strategy and creative, retail creative and production, retailer communications
Campaign timespan	2014 –
Performance	From number three in market to number one in 4 years. Sales growth of 300% over eight years.

