



Brand revitalisation
and repositioning





Brand revitalisation and repositioning

Demonstrates

- High level brand strategy
- Integrated research and positioning development
- Deep stakeholder engagement
- Insight-driven creative
- Strong sales focus and performance

The challenge

KingGee is a century-old Australian workwear brand that had been a market leader and innovator since its inception. Disparate messaging and inconsistent investment over recent times meant the brand had lost momentum.

We needed to inspire a new generation to see this iconic Australian brand in a completely new and relatable light.





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Our approach

The campaign was developed using DPR&Co's proprietary New Truth™ methodology, a critical step in the creative development process that brings together key stakeholders to share and filter strategic the creative ideas that form the foundations of the finished campaign creative.

Based on the insight that the tradie 'class' had moved up in Australian society and are more respected, diverse and rewarded than ever before, we positioning KingGee as high-performance workwear for today's high performance trades professionals.

Our campaign leveraged both the brand name and the iconic 'crown' logo that appears on every garment in a campaign titled

'KingGee. You wear the crown.'



Jayne Willmott, Workwear Group Head of Marketing on The New Truth.

A New Truth™ for KingGee:

“Tradies, KingGee has been with you the whole way as you’ve risen to the top ~ on your own terms.”



Online video

<https://vimeo.com/875400507/91fa8a47ff?share=copy>



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The result

The campaign launched in October 2023 as part of a holistic brand revitalisation that included a focussed channel strategy, new product introductions, deep retailer engagement in the campaign and other retail activity. These elements all played a part in achieving a significant uplift in performance.

The two key levels of data that Workwear Group utilises to assess campaign performance are brand performance metrics and sales metrics.

Brand performance

After a period of just 6 months in market, brand tracking showed an increase in brand consideration of 8% to 45%. Even more compelling is that purchase intention rose by 40%, from 10% to 14%.

Client	Workwear Group (WWG)
Product	KingGee workwear and footwear
Audience	Trades apprentices 16+. Also, male/female employees and employers throughout Australia and New Zealand.
Channels	Digital, FTA TV, OOH, Programmatic, POS.
Deliverables	Brand research and strategy, brand revitalisation, campaign playbook, campaign creative, campaign production collaboration/oversight.
From brief to live	4 months
Performance	After 6 months in market: <ul style="list-style-type: none">• Brand consideration of 8%• Purchase intention up 40%• Wholesale revenue up 10.4%• Online retail sales up 19%

