

sabco
neet[™]

Sabco Neet.[™]
Chuck the Muck!





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Sabco Neet.™ Chuck the Muck!

Sabco, Australia's largest cleaning products brand, identified an opportunity to expand its footprint within the category by launching a new, more youthful brand extension. While Sabco is regarded as a leader in innovation, the broader cleaning aisle remains traditional and functionally driven.

Demonstrates

- Ability to devise and create innovative brand properties
- High-level capability across the full go-to-market requirements of a new brand creation
- Deep understanding of the advantages and limitations of AI-assisted production
- Category-busting design and creative thinking

The challenge

The challenge was to create a distinct brand that could penetrate the category in a new way, appeal to younger household shoppers entering the cleaning segment for the first time, and secure meaningful support from Bunnings Warehouse across Australia and New Zealand.

Commercial reality added further complexity. A disruptive, visually distinctive launch campaign was required to match the ambition of the new brand, but traditional production methods would have constrained creative freedom or been outside of the desired budget range.



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Our solution

DPR&Co partnered with Sabco to develop Neet™, a category-shattering cleaning brand created exclusively for Bunnings. The engagement spanned the full brand ecosystem, including naming, logo and identity, packaging and product design, website development, communications strategy, and an integrated launch campaign.

The positioning line, "Chuck the Muck", anchored the brand in youthful energy while reinforcing core benefits of hygiene and convenience. Neet was designed as a fashion-forward play within a typically functional category, attracting younger shoppers with bold design and colourways, and a simplified, disposable product for nop-fuss cleaning.

No messy buckets. No dirty water. Just clean, then chuck the muck.

A critical enabler of the launch was DPR&Co's AI-enabled creative production capability.

By embedding AI into the concept stage, the team unlocked creative freedom that would have been commercially unviable through traditional production models.

This approach enabled the creation of four standalone commercials for dusters, spray mops, and wet and dry flat mops, alongside BVOD, OLV, digital, social and in-store assets.

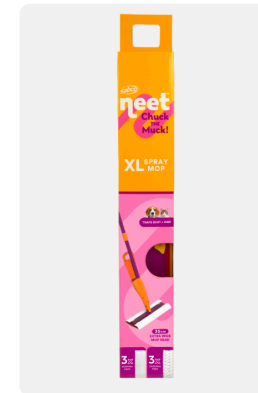
MEET NEET



XL Wet + Dry Flat Mop



Wet + Dry Flat Mop



Spray Mop



Dusters





Click to play video

<https://vimeo.com/1169811121/6e8acef41f>



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The result

Neet represents one of the largest cleaning product launches undertaken by Bunnings in a generation. The brand has been embraced by the retailer and has been positioned as a bold step forward within the category.

Early indicators suggest above-target market penetration, validating both the strategic decision to create a youth-oriented sub-brand and the integrated, AI-enabled production approach.

Sabco CEO, Herman Verhofstadt is delighted with the outcome.

"Together we've produced the most creative product introduction in the Australian cleaning category in the past decade. It demonstrates DPR&Co's capability to combine strategic brand thinking, amazing creative, and commercial pragmatism to drive measurable growth."





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As a product developed in concert with Australia's most successful retailer, Bunnings, the Neet brand has won the hearts of all its stakeholders.

While the product is now in market, and early numbers looking very strong, the campaign is very new in market at the time of writing, so firm numbers relating to market penetration are unavailable.

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|---------------------------|--|
| Client | Sabco Australia |
| Product | Neet Disposables |
| Audience | Household shoppers 25-49 |
| Channels | BVOD, OLV, Digital, POS |
| Deliverables | Brand naming and creation, communications strategy, creative ideation, packaging, video, collateral, website and brand playbook |
| From brief to live | 5 months |
| Performance | This product is less than a month in market. Retailer acceptance/ ranging was the initial KPI for this brand creation and campaign. At the time of writing, early sales results are significantly ahead of target. |

