



Sabco
Keep it Clean





Sabco Keep it Clean

Demonstrates.

- Strong brand-building capability
- Social and digital capabilities
- Cost-effective creativity
- Strong strategic thinking

The challenge.

Sabco was founded in 1892 and is one of Australia's most enduring brands. In 2014, the company had been acquired by the US-based Libman Company and a new CEO was determined to see Sabco return to market leadership.

At the time, however, the brand leader was in a position to outspend Sabco by a factor of 10. The challenge was to conceive an innovative, leveraged approach that would enable Sabco to re-establish a brand footprint and begin to rebuild.



Click to play video
<https://vimeo.com/551342312>



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<https://vimeo.com/423019309>



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Our response.

Our strategy was to convince major retailers that Sabco was 'the excitement brand' in the sector – the brand that was innovating and investing in what was traditionally seen as a low-engagement category.

The high quality of the campaigns we created conveyed a greater depth of commitment and investment that, in turn was considered to be worthy of support.

We then took over the management of Sabco's social media community with great success.

We continue to develop retail campaigns, including highly successful Rinse and Wring campaign which led to stock being fully cleared within weeks of airing.

The result.

More ranges were added and Sabco green became more and more a feature in supermarkets. Over the ensuing 4 years, Sabco gradually gained ground on its competitors.

Sabco became Australia's the number 1 cleaning products brand in 2018, forcing a merger between Oates and Villeda. The results of our community management takeover were immediate and stunning, exceeding all retailer expectations and benchmarks and eclipsing competitors. Since partnering with DPR&Co Sabco annual revenues have grown from \$40m to over \$140m.

Client	Sabco
Product	Household cleaning products
Audience	Household shoppers, Australia
Channels	FTA and BVOD, digital, social, collateral
Deliverables	TVC/OLV, social, digital
From brief to live	Ongoing
Performance	From number 3 to national number 1 in 4 years