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Direct Response — No.5

Stimulating trial to attain market share

CLIENT: Kimberly-Clark Inc.

PRODUCT/SERVICE: KleenGuard™ Lab Coats – disposable work wear

SITUATION:

Success in the disposable coveralls market prompted Kimberly-Clark to expand their offering of high-quality disposable polypropylene garments. The first line extension was to the professional lab market with KleenGuard™ Lab Coats.

Linen lab coats dominated this market, with a 99% share. Existing disposable lab coat makers had little success penetrating the market as their garments were viewed as cheap. Linen lab coats were regarded as the mark of the professional.

OBJECTIVE:

To gain 2% share of the lab coat market within one year.

STRATEGY:

Stimulate trial with the target group, with emphasis on the quality, look and feel of the KleenGuard™ product.

TACTICS:

Targeted direct mail program to laboratory technicians, with the offer of a free KleenGuard™ Lab Coat.

RESULTS:

The mailing generated 5.3% response, and the first production run of 50,000 units sold out within four months. Within the year, KleenGuard™ Lab Coats had **gained 3% of the market for lab coats in Canada.**

