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Direct Response — No.6

Generating sales to secure distribution

CLIENT: Kimberly-Clark Inc.

PRODUCT/SERVICE: Kimwipes™ – disposable wipers for delicate surfaces

SITUATION:

Kimberly-Clark introduced Kimwipes™, the first disposable wiper in Canada, and the product enjoyed growth in the marketplace for 25 years. However, as the product reached its maturity stage, sales began to level off. There had been no sales growth for this product in five years.

OBJECTIVE:

To increase sales of Kimwipes™ by launching the product into new markets.

STRATEGY:

Create a “pull” situation by promoting the product directly to end-users in the new markets, identified as hi-tech and office/computer. Use the product interest generated to secure distribution in these markets.

TACTICS:

Targeted direct mail program with free trial offer.

RESULTS:

In the hi-tech market, response was 23% and the conversion was 22%. The **value of new sales exceeded \$2 million.**

For the office/computer market, response was 18% with a conversion rate of 26%. The **value of additional sales was \$15.5 million.**

Kimberly-Clark was able to use these new customers to set-up new distributor relationships servicing the office/computer market.

