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Direct Response — No.7

Rejuvenating sales growth for an established product

CLIENT: Kimberly-Clark Inc.

PRODUCT/SERVICE: Kimtuff® – disposable heavy duty industrial wipers

SITUATION:

For five years, unit sales of industrial wipers had been flat with revenue gains coming in from price increases. Kimberly-Clark was essentially selling to a converted base of users and charging them more every year.

Industrial rags and rental cloths had a lower per unit cost and were perceived as less expensive to use. Kimberly-Clark estimated that these products held 65% of the industrial market.

Competitive disposable industrial wiper manufacturers were also priced lower than Kimberly-Clark, but only offered one type of low quality wiper. Kimberly-Clark offered a family of disposable industrial wipers designed for specific uses, but there was a lack of awareness in the market for their product offering.

Kimtuff® wipers represented 50% of Kimberly-Clarks industrial wiper sales and competed directly against rags and rental cloths.

OBJECTIVE:

To increase sales and market share of Kimtuff® wipers by converting a minimum of 1,500 competitive product users.

STRATEGY:

Convert users of rags and rental cloths, and upgrade users of the low end disposable wipers through trial, to demonstrate the strength, ease of use and cost advantages of disposable wipers.

TACTICS:

Tests of five different mailing approaches to determine the most effective offer and response levels were conducted. These tests led to a targeted direct mail program with offer of a free “Handy-Pack” of Kimtuff® wipers to encourage comparison. Follow-up phone calls were made to trial users to secure orders.

RESULTS:

The mailing was sent to 100,000 target prospects in the industrial market. Average response to the mailing was 14%, which was 19 times greater than the response to any previous promotion. The mailing exceeded objectives with 30% of respondents placing orders.

Over three years, **the conversion rate was 15% or 2,100 new customers and valued at more than \$5 million dollars in new business.**

