



VOICES

True listening, better choices

**WHITENING TOOTHPASTE:  
PREVENTING WOOLWORTHS DELETION**

# THE ISSUE

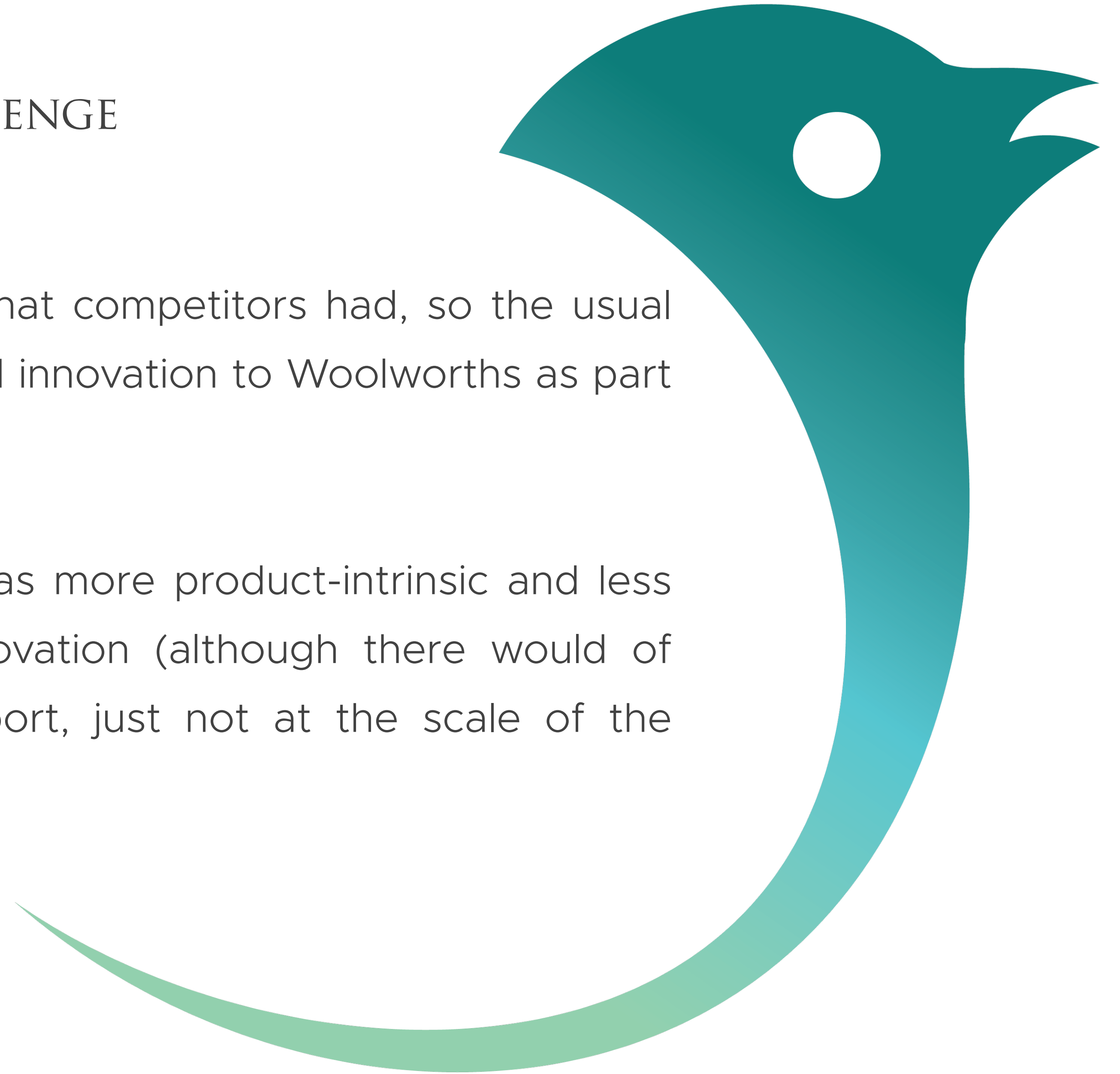
Deletion was a real, imminent threat, which would have led to financial catastrophe

- \* The client's brand of whitening toothpaste was under threat of Woolworths deletion, which would not only have a catastrophic effect on their brand but also their entire small company.
- \* Smaller whitening toothpaste players were all in double digit decline because a major competitor - the biggest toothpaste brand - had launched a whitening variant and was supporting it with on-code packaging and extensive marketing activity, including semi-celebrity endorsers (beauty bloggers).
- \* **Core question: How could we justify the continued listing of this whitening toothpaste brand in Woolworths, to Woolworths?**

## THE CORE CHALLENGE

Our client didn't have the marketing budgets that competitors had, so the usual method of promising lots of exciting activity and innovation to Woolworths as part of justifying a continued listing would not work.

We needed to find a consumer benefit that was more product-intrinsic and less reliant upon a promise of marketing and innovation (although there would of course be some marketing & innovation support, just not at the scale of the number 1 brand - that was impossible).

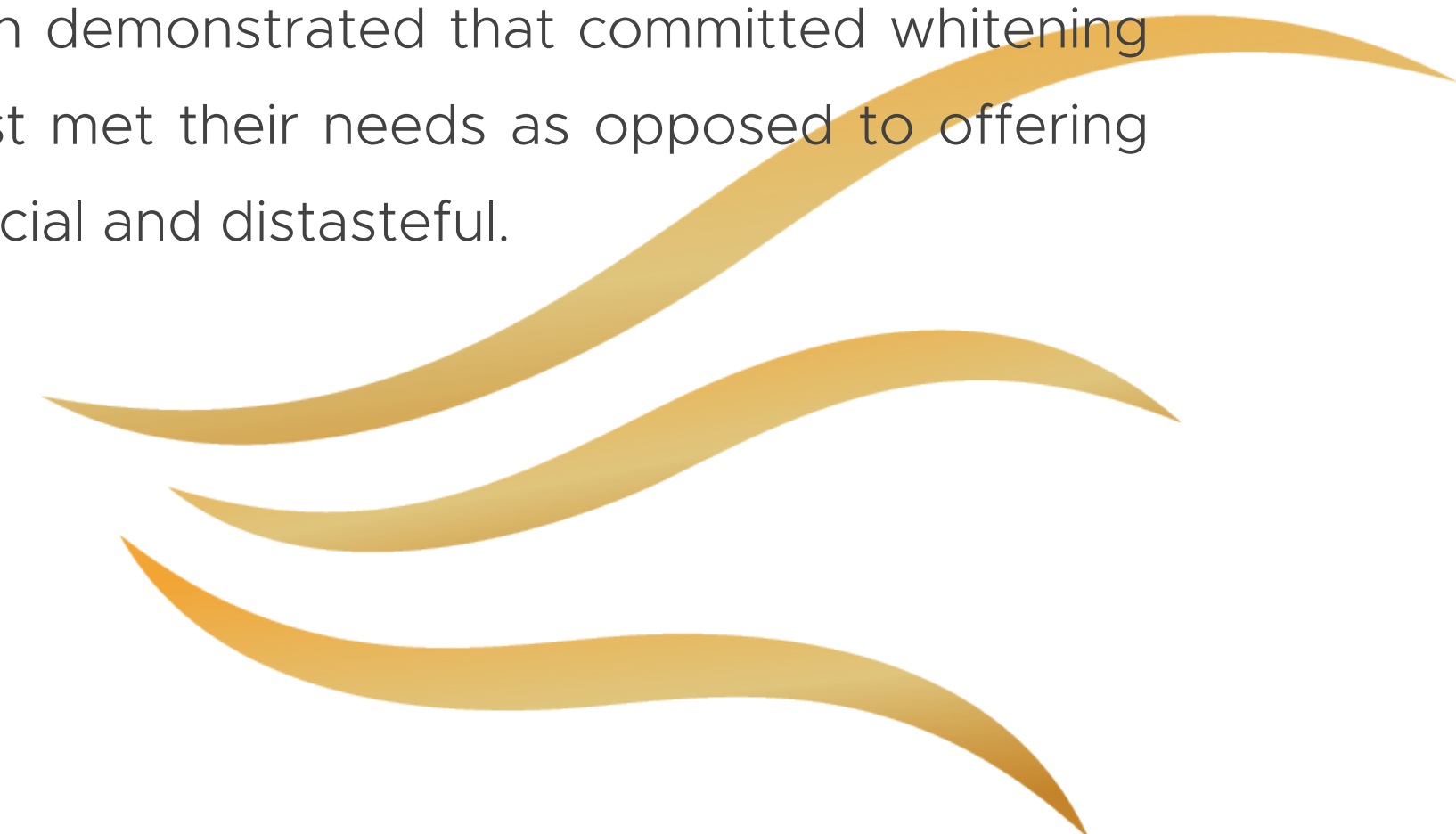


## THE INSIGHT

The big brand competitor's new whitening toothpaste was launched on a 'glamour' proposition. In line with today's celebrity-obsessed, fashion-self-conscious world, the competitor positioned itself as delivering celebrity-white teeth. It succeeded in bringing new users to the category. As such, Woolworths loved it.

However we discovered that this brand rested upon style over substance. When whitening toothpaste category users (both new market entrants / loyalists to the new competitor as well as older market stalwarts / loyalists to our client's brand), used both brands side-by-side over a period of time, our client's brand almost universally delivered a better product experience (taste and feel in the mouth) as well as a better result (whiter teeth in a shorter time). We also discovered that loyalists to our client's brand were more loyal to it than loyalists to the new market entrant were loyal to it and that likewise, loyalists to the new market entrant were more likely to move in and out of whitening toothpaste, whereas loyalists to our client's brand were more likely to stay in whitening. So while there was much upheaval in the category soon after the launch of the shiny new competitor, it was too early to see how that would play out over the long-term.

If our client's brand was removed from Woolworths, it could potentially create a credibility gap in the whitening toothpaste category and over time, would erode category credentials. This in turn would undermine the whole category. We then demonstrated that committed whitening toothpaste users may shop elsewhere if they couldn't find a whitening toothpaste brand that best met their needs as opposed to offering glamour/image first, which for many of the more committed whitening toothpaste users, was superficial and distasteful.



# THE SOLUTION - 'WITHOUT PROPER CATEGORY CREDENTIALS, THERE IS NO CATEGORY MR. WOOLWORTHS'

Using video excerpts and supporting data, the client's brand was retained in Woolworths and is still listed to this day.

