Swarfega

AN INTRODUCTION







What Swarfega means today...



Broad, tough range



"Known of" by under 40 yrs



"Heritage" brand



Perceived as high quality & trusted



"Well known" by 40 yrs+



Still best known for green gel

User Groups



Automotive

Trades



Home DIY



Professional End User Insights

70% <u>know</u> <u>Swarfega</u>

70% buy their skin care from a trade outlet

68% use heavy duty / specialist hand wash Only 32% use a protection cream

90% would use protection cream if available

Source: Swarfega commissioned study Nov.16

Male Grooming Trends







Sales increase in male skin care is 6% per year



26% of men use their partners lotions and shower gels

Source: surgery.org & its.co.uk

Our Target End User

GENDER: MALE

AGE: 18-40

OCCUPATION: TRADESMAN SERIOUS DIY-ER

QUALIFICATIONS: APPRENTICESHIP



ATTITUDE: "LAD"

INTERESTS: SPORT | HUMOUR | MUSIC

SPARE TIME: SOCIAL MEDIA | BETTING | SOCIALISING

The Swarfega Opportunity 2017+

Male grooming market is growing

Positive Market Trends

Skin Care: At Work & At Home

Leverage 'at work'
Swarfega
brand strength

Carry

brand into

home use

of creams but desire to use if available

70%+ unaided awareness Brand Recognition

Active in Key Channels & Distributors

Auto

Pro Trade

Retail

The Swarfega Opportunity 2017+



Automotive Aftercare

- 1. Reinforce brand as #1 choice for core automotive sector with relevant range
- 2. Maximize distributor partnerships



Professional Trades

- 1. Deeper penetration of trade distribution with relevant range
- 2. Establish brand as #1 skin care / hand care choice for pro trade users



Retail / DIY

- Deeper penetration of retail with relevant range
- 2. Own at work/at home skin care / hand care for skilled workers & DIY'ers



Quarterly Communications









THEME

70th **ANNIVERSARY**

LAUNCH (soft)

LTD . EDITION

NEW PRODUCT

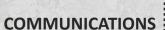
CONSUMER & TRADE MEDIA

LTD. EDITION **NEW PRODUCT LAUNCH (BIG)**

CONSUMER & TRADE MEDIA

TOP TRADES

COMPETITION





TRADE MEDIA

















TONE OF VOICE

Heritage, experienced, trusted

Trusted. modern, for trade by trade

Modern & tough, at work & at home

Engaging, let the inner 'lad' out

TRADE INITIATIVES Sell In / Out Deals **Promo Deals: Core range**

Promo Deals: NPD & Core

Promo Deals: NPD & Core

Promo Deals: NPD & Core





BEFORE | DURING | AFTER WORK

FOR THE TRADE
DEVELOPED BY
TRADESMEN

HARD WORKING HANDS NEED LOOKING AFTER WHY USE TOUGH? FOR WORK AND HOME

STRONG IDENTITY FROM A PROVEN BRITISH BRAND

PROVEN PRODUCT FORMULATIONS

Q3 2017 Advertising





SOCIAL MEDIA







ONLINE & RADIO







World's biggest sports radio station

Timeline

