

Swarfega®

AN INTRODUCTION



...FOR THE LAST 70
YEARS



What Swarfega means today...



**Broad, tough
range**



“Heritage” brand



**“Well known”
by 40 yrs+**



**“Known of” by
under 40 yrs**



**Perceived as
high quality &
trusted**



**Still best known
for **green gel****

User Groups



Automotive

Trades



Home DIY

Professional End User Insights

**70% know
Swarfega**

**70% buy their
skin care from a
trade outlet**

**Only 32% use a
protection
cream**

**68% use heavy
duty / specialist
hand wash**

**90% would use
protection cream
if available**



Source: Swarfega commissioned study Nov.16

Male Grooming Trends



**Men account for
47% of health and
beauty products
used**



**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

ATTITUDE: "LAD"

AGE: 18-40

INTERESTS: SPORT |
HUMOUR | MUSIC

OCCUPATION:
TRADESMAN
SERIOUS DIY-ER

SPARE TIME: SOCIAL
MEDIA | BETTING |
SOCIALISING

QUALIFICATIONS:
APPRENTICESHIP



The Swarfega Opportunity 2017+



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













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

Est.

1947

Swarfedal

Quarterly Communications

| | Q1 | Q2 | Q3 | Q4 |
|---------------------|--|---|---|---|
| THEME | 70 th ANNIVERSARY | LTD . EDITION NEW PRODUCT LAUNCH (soft) | LTD. EDITION NEW PRODUCT LAUNCH (BIG) | TOP TRADES COMPETITION |
| COMMUNICATIONS | TRADE MEDIA PR ADS   | CONSUMER & TRADE MEDIA  PR ADS   | CONSUMER & TRADE MEDIA   PR ADS    | CONSUMER & TRADE MEDIA PR ADS   |
| 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 | Promo Deals: Core range | Promo Deals: <u>NPD</u> & Core | Promo Deals: <u>NPD</u> & Core | Promo Deals: <u>NPD</u> & Core |
| Sell In / Out Deals | | | | |

TOUGH
by *Swarfega*[®]

WORKS
AS HARD
AS YOU



BEFORE |
DURING | AFTER
WORK

FOR WORK AND
HOME

FOR THE TRADE
DEVELOPED BY
TRADESMEN

WHY USE TOUGH?

STRONG IDENTITY
FROM A PROVEN
BRITISH BRAND

HARD WORKING
HANDS NEED
LOOKING AFTER

PROVEN PRODUCT
FORMULATIONS

Q3 2017 Advertising

TRADE



SOCIAL
MEDIA



ONLINE & RADIO



The **LADbible**

talkSPORT 

World's biggest sports radio station

Timeline

