

# Godfreys: Hoovering up increased sales (for publication)

**Category**

4.4 Packaging

**Sub Category**

4.4 Own brand non-food

**Client**

Godfreys

**Design consultancy**

Elmwood

**Date**

June 09



# Executive summary

Before



A dusty own-brand offer losing market share...

After



...gets a good springclean with two distinctive new brands and a new category

Australia and New Zealand's specialist cleaning retailer, Godfreys, wanted to inject life into their own-brand range and wrest back market share from the top two competitors, Dyson and Miele. Their one established own-brand vacuum cleaner, Wertheim, lagged a distant third behind the two market-leaders. It lacked a clear positioning and understanding of customers needs and expectations.

Qualitative research, recommended and outlined by Elmwood (in partnership with research company, Colmar Brunton), made some important discoveries. The way consumers clean is a direct reflection of their personality. Some people want cleaning to be quick, easy and painless while others are much more systematic and anxious (bordering on obsessive) about getting rid of dirt and germs and therefore more interested in higher end technology.

Using these insights, Elmwood invented the ivac brand for the quick and painless segment of the market. We also rebranded Wertheim to capitalise on its high-end technology and performance. Together, the two new brands strengthened Godfreys' own-brand portfolio, creating a new category, stealing market share and driving up sales.

## 45 X ROI

on design fee

- Overall
- A 45X return on investment

## 10.6%

increased annual sales in 2008

- Our rebrand of Wertheim
- Helped revitalise a declining brand
- Increased annual sales by 10.6%
  
- Our creation of new brand, ivac
- Introduced a new category in the market

# Project overview

Our task:

# Create growth in sales

## 3.1 Outline of project brief

In 2008, Godfreys asked Elmwood to transform their own-brand portfolio

### The key business objectives:

- To create additional category growth for their business
- To reduce reliance on manufacturer brands to satisfy customers' changing needs
- To stabilise and increase own-brand sales

### Specific tasks:

Brand definition: Positioning including vision, values, personality

Naming

Visual look/feel, packaging: Logos  
Typefaces  
Informational icons  
Colour palette  
Photograph  
Tone of voice

Brand guidelines: Including packaging guidelines

## 3.2 Description

Established in 1931, the Godfreys Group, a wholly-owned Australian business, has become the world's largest vacuum cleaner retailer of its type. From one store in Melbourne, it has grown a whole category and now operates 192 stores across Australia and New Zealand. As a cleaning specialist, Godfreys carries a wide range of vacuums and cleaning products from the world's leading brands as well as its own-brand range.

## 3.3 Overview of the market

According to the latest Euromonitor, 'Vacuum Cleaners - Australia Report: January 2009', the vacuum cleaner market in Australia is driven by increasing health concerns, the shift away from carpet to hard surfaces and more powerful machines. The volume growth in 2007 was 6%.

The Australian vacuum cleaners sector is increasingly polarised. Mixed retailers are the most popular channel (57% of purchases). The increased technology at the top-end of the sector, however, has also prompted consumers to patronise specialists such as Godfreys; the nationwide vacuum cleaner specialist.

## 3.4 Project launch date:

January 2008

## 3.5 Size of design budget

AUD \$60,000

# Project overview cont

## 3.6 Outline of design solution

### 1. Qualitative research

In partnership with research company Colmar-Brunton, we outlined and commissioned qualitative research to get a richer picture of consumer attitudes to cleaning, the insights that would inform our approach.

### 2. Identifying the opportunities

Research results revealed two distinct attitudes to cleaning among consumers and so two opportunities for Godfrey's own-brand:

- The creation of a new brand to target customers who want 'quick, easy and painless' cleaning.
- The repositioning of Wertheim to capitalise on the trend towards higher-end technology, appealing to the cleaning aficionado.

### 3. Defining the brands

We developed a brand blueprint for each of the two new brands, ivac and Wertheim. These were the platform for the future of the new brands and provided the brief for their creative development.

### 4. Creating the look and feel

ivac

We used colour, typography and language to create a more contemporary, playful brand that would strike a chord with the 'quick and easy' target consumer:

- Vibrant colours to give a modern, youthful feel
- Logo with movement to suggest speed, 'getting things done'
- Lower case typography for an informal, playful feel
- Colloquial language eg 'plug and play' reinforces this 'lighter' touch
- Stylised renderings of the product again to suggest speed

2 distinct attitudes

“Quick, easy and painless”

“Higher-end technology”



ivac – quick, easy, effective

# Project overview cont



Wertheim – deep cleaning, care and comfort

## Wertheim

We developed the new Wertheim brand to capitalise on its German heritage and technological know-how. It is designed to take on the competition, Dyson and Mielé, and appeal to the 'serious' cleaner whose focus is 'deep cleaning' which is just as much about invisible dust and pollen as dirt on the floor:

- Black with silver and glowing green touches
- Maximises competitiveness by displaying what's inside; an advanced cleaning machine
- The re-developed logo is underpinned by the tagline 'deep clean technology'
- Close-up photography to show the machine's fine detail eg sought-after features such as powerheads
- Showcase the health benefits of using a Wertheim, including improved air quality.

# Summary of results

All results are provided by Godfreys and are based on sales figures.

# 10.6%

in sales during 2008

## Increased sales in Wertheim

The Wertheim rebrand has resulted in:

- **10.6% increase** in sales during 2008

## Increased sales for the new brand

# 45X

return on investment

## Return on investment

- 45 times design fee

# 2%

of total vaccum market share

## Increase in market share

- Wertheim has also exceeded expectations and now has a 2% share of the total vaccum market in Australia

## The future

This success of the first two own-brand vacuums for Godfreys has led us to develop and launch a commercial cleaning brand called Pullman that is targeted at the professional cleaner.

# Research used

## **Other influencing factors**

All these results were achieved with minimal above-the-line support. Both ivac and Wertheim have featured in Godfreys' monthly catalogue distributed in newspapers around store catchment areas. Neither brand has ever been given prominence in the catalogue. Both brands have also been advertised on the Godfreys website.