



Case Study – Handee Ultra

THIS IS GOOD SHEET

About Handee Ultra

Asaleo Care brand Handee Ultra paper towel has a long history in Australia and New Zealand, and has long been a market leader among consumers.

SUMMARY

Handee Ultra is an iconic brand in Australia and New Zealand, and a key product in the Asaleo Care portfolio.

In recent years though, Handee Ultra had been experiencing declining share, surrendering ground to market leader Viva.

Consumer research suggested that for Handee Ultra to turn things around, they would need to improve brand awareness, appeal, and performance credentials – all areas where Handee Ultra trailed the leader.

Venus helped Asaleo develop a new communications platform and creative campaign for Handee Ultra, and created the 'Good Sheet' TV campaign, which was launched in conjunction with Handee Ultra's refreshed packaging.

The results were almost instantaneous.



BRAND PERCEPTION RESEARCH

- 78% of recognisers correctly branded the ad
- Significant increases in main brand and regular brand purchased
- Key brand attributes and image scores improved significantly; Particularly;
 - **Ultra absorbent**
 - **Strong when wet**
 - **Best performing product**
 - **Worth paying more for**

SALES

- 15.2% value growth vs year ago for on air period
- 27.9% volume growth vs year ago for on air period
- Increased category share in Total Paper Towels by 4.5% (value) & 7.3% (volume) for on air period vs a year ago

THE CHALLENGES

Handee Ultra had been experiencing a sustained decline in share and consumer loyalty associated with increased competition and aggressive discounting in the paper towel category. Previous attempts had been made to arrest the decline with little success.

Despite essentially having parity in performance with the market leader Viva, research suggested consumers perceived Handee Ultra to be inferior in technology and performance and appeal.

With no product innovation in the pipeline, communications seemed the only opportunity to make a change.

The low-involvement nature of the paper towel category, characterized by a high level of brand switching, provided another challenge.

Asaleo's objectives were to develop a communications campaign that:

- ***Emotionally connected with consumers.***
- ***Convincingly conveyed superior technology and efficacy***
- ***Drove measurable growth in brand awareness and sales***

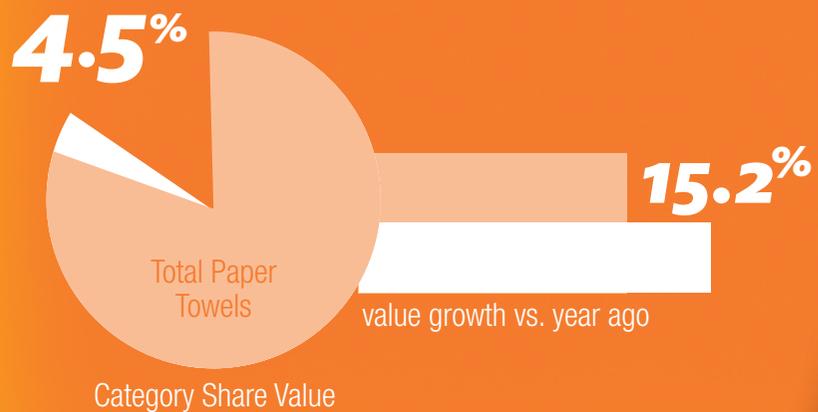
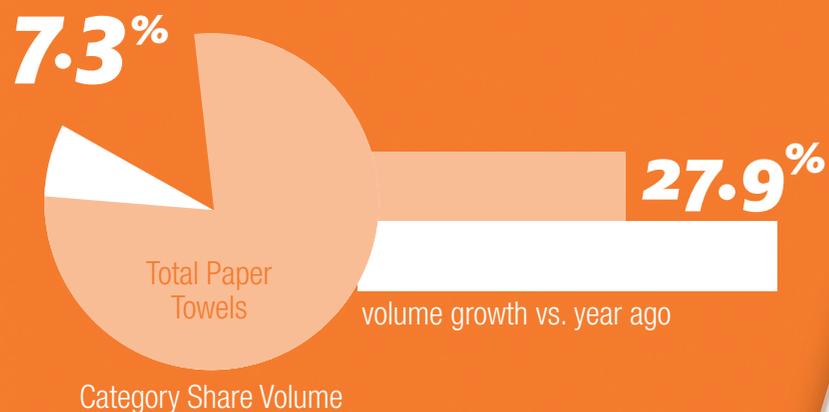
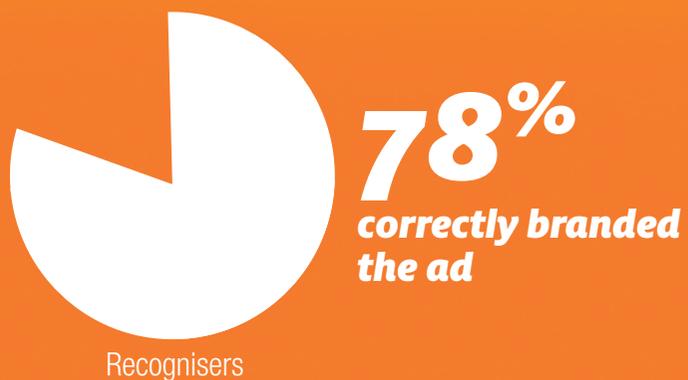


THE SOLUTION

Venus partnered with Asaleo Care in a thorough interrogation of consumer, category and brand discovery, bringing our female audience sensibilities and insights to the process.

Using the insights and resulting brand platform, Venus created the memorable 'Good Sheet' TV campaign.

The fun and cheeky 'Good Sheet' campaign was conceived as an antidote to the obsessive zeal of many cleaning product campaigns, with 'Good Sheet' inviting viewers to smile and make light of life spills. The idea captures the relaxed, confident, Handee Ultra brand persona while showcasing its superior Interlock Weave technology.



The Results

The TV campaign launched July 2015, and the results were almost instantaneous.

BRAND RESULTS

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