

Crystal Winner: 212F Pty Ltd

Client: DuluxGroup

Program: “DuluxGroup Danks All Stars Program”

Partners: Pacific World, Singapore Airlines, SuperStar Virgo Cruise Ship Conrad Intl.



212F Steers Stellar Sales Growth for DuluxGroup

As Australia's largest manufacturer of building products that protect, maintain and enhance the spaces where consumers live and work, DuluxGroup manages a portfolio that includes some of the region's most recognized and trusted brands. Consisting of four business segments, the company's primary sales channels are hardware distributors and retailers in Australia, New Zealand, Papua New Guinea, South-East Asia and China.

Danks, a leading hardware and garden distributor with a network of 600 independent retailers, is DuluxGroup's largest customer. Over the past five years the Australian hardware industry has experienced poor growth and revenue decline. The garden sector has particularly been through a tough time due to droughts in rural Australia. DuluxGroup knew that to reverse the downward sales trend they needed to implement a unique and motivating incentive to capture the mindshare of Danks retailers and deliver sales growth across all four of their business lines.

In the previous two years, DuluxGroup had managed the retailer programs internally. Known for expertise in the tactical enhancement of channel relationships, the company turned to 212F, a strategic marketing and incentive company. The agency quickly got to work to design a program to increase engagement and encourage channel loyalty to the DuluxGroup brands. The program design was guided by very specific objectives: provide frequent, visible and engaging communications; motivate and reward Danks retailers to sell DuluxGroup products; establish stronger relationships and brand loyalty; and offer a travel incentive that eclipsed any travel incentives provided by DuluxGroup in the past. All of these objectives needed to be accomplished within strict budget guidelines.

Retailers that registered for the program were provided with individual sales targets for the four DuluxGroup brands. The targets were based on past sales performance plus a percentage growth goal. In order to qualify for the travel reward, retailers needed to reach their sales targets for each of the four brands. The first 35 retailers to



meet all four business targets were rewarded with the opportunity to become “Danks All Stars.” A fundamental issue with past DuluxGroup programs was the dependence on printed communications. The 212F Team addressed this issue through the creation of an online web platform that allowed access 24/7 to all program communications and sales rankings. This was both an efficient and environmentally friendly way to administer the program.

Throughout the qualifying period, it was important to keep the program top of mind. At launch, a printed brochure was delivered to every Danks store along with teasers to create awareness and engage retailers. DuluxGroup business managers supported the launch with a strong physical presence, visiting stores and promoting the new program to the retailers. An SMS campaign was implemented, using monthly text messages to remind the retailers to log-on to the website to view their results. Ad-hoc brand promotions encouraged additional purchases that would contribute to the retailers' sales targets. DuluxGroup staff and territory managers were able to view reports online allowing them to target store communications and track customers' results. Frequent promotions allowed the company to push end of run products and tactical sales.



With the growing appeal of cruises in Australia, 212F recommended an incentive trip to Singapore incorporating a cruise through Asia. 212F worked with Star Cruises to design an itinerary that offered storeowners and their guests a trip of a lifetime. The “Danks All Stars” were welcomed onto the ship in VIP style with personal valets escorting them to their upgraded balcony rooms. Captain Creativity hosted cocktails and a private tour of the ship. The itinerary included a stop in Georgetown, the capital of the state of Penang, Malaysia, where the participants were treated to trishaw rides through the backstreets of this UNESCO World Heritage site. The DuluxGroup program participants enjoyed the opportunity to experience this amazing destination and be educated on the social and economic sustainability of the region.

The program was very successful with over 400 retailers actively participating. Store engagement was high, with 80% of all registered stores visiting the website on a monthly basis. Most important, the return on investment was exceptional. The program delivered a 31% sales growth and the entire program cost less than most of the one-month promotions run by DuluxGroup in the past.

There is no question that bonds are created and loyalty strengthened when companies and their customers share an once-in-a-lifetime experience of an incentive travel program. Ninety-five percent of the “Danks All Stars” retailers said that the trip exceeded their expectations and 90% said they would actively participate in another DuluxGroup program. Business results are evident as DuluxGroup continues to increase sales and hold its market share in a volatile economic environment. •