



How do you regain target market share?

Nettlefolds Case Study

Product Group - Industrial Fasteners

Campaign Period - 2 years

Background

Nettlefolds had previously been the leading brand in the industrial fastener market in the UK. After a management buyout the company had changed its name to EIS Ltd and completely altered its marketing strategy to target the consumer direct rather than through the established distribution channels.

Two years after this change, the company was bought by The Robinson Group and McConnells were appointed to re-establish the company in the UK.

The market had changed considerably with UK manufacturers losing their market share to imports from China, Korea and Germany. The EIS owners had also destroyed any brand loyalty through the distribution network and consequently had poor penetration of the market.

The decision was taken to go back to roots and re-establish the former brand name of Nettlefolds.

Campaign Objectives

- To re-establish the brand visually
- To re-establish working relationships with the distribution network
 - 6 major wholesalers
 - 50 super dealers
 - 1500 dealers

And through these, connect with the end user

- To re-establish the Nettlefolds name as the choice within the professions
- To increase sales turnover
- To make profit

4 Page
Product
Demonstration
Leaflet



8 Page
Trade Mailers



Full Page
Trade Advert

12 Page Catalogue -
showing 400 gift products



Campaign Elements

Research – wholesaler/dealer

- Incentivisation programme for dealers and end users
- Hospitality for wholesalers and super dealers
- Launch events for dealers
- On the page advertising;
 - Dealers to push the promotion
 - End users to launch/push the promotion

Direct Mail

- Targeting dealers via wholesalers and super dealers.
(we were able to identify which dealers weren't buying Nettlefolds and adjusted our proposition accordingly)
- Targeting end users via dealer databases
(we were again able to identify which end user "account customers" weren't buying Nettlefolds and adjusted the proposition accordingly)

The process of enlisting the help of the super dealers and dealers with DM, and then providing them with the marketing collateral which they had requested during the research helped to get them "on-side"

POS/POP

- A range of material to help with "counter sales" which was responsible for a large proportion of all sales.

Incentive scheme

- End users received tokens broken down by product category which could be redeemed against a selection of products in the Nettlefolds catalogue.
- Products which were being challenged by imports had the highest token value.
The most popular gift was a portable television!

Media Relations

- Full support over the 2 year programme
- Tricks of the trade booklet for end users

Literature

- All corporate, product, sales and technical literature was redesigned and provided in hard and digital format

Result

Conclusions

The campaign was regarded as a total success.

The number of tokens redeemed was relatively very small however, all the wholesalers and super dealers reconfirmed their commitment to the brand.

They pushed the brand hard, increased their volumes, worked with Nettlefolds to introduce new product which, in turn, led to them regaining target market share.

It led to the successful resale out of the Robinson Group 2 years later

Want to know more? [Call Ella Cheeseman](#)

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