



Cabot's New Chips Change the Charts

An economical new approach to colour presentation was introduced, doing away with the old 'road-map' style of collateral

SITUATION

Cabot's was experiencing increased competition from new entrants into the DIY woodstains market. The brand's premium positioning was being eaten away by an influx of products, characterised by similar features. The surrounding landscape had taken on a somewhat generic look and a new approach was needed to re-establish the Cabot's brand at the top of the Australian market.

APPROACH

Consumers' perceptions of a brand's worth are heavily influenced by collateral at point of sale. Our research indicated colour charts to be the prime shaper of the sales decision. We introduced a more user-friendly and project-oriented approach dispensing with the awkward 'road map' style in favour of a multi-page booklet format. At the same time an economical method of colour chip presentation was introduced that effectively allowed us to show a wider range, increasing the brand's market-leader perception.

OUTCOME

Cabot's reputation as the leading supplier of woodstains for the DIY market was enhanced with the release of the Woodstains Product Selector. The new style of colour chart presentation forced all serious competitors to follow suit, leaving much of the competition behind, looking tired and out-dated.