

positioning of the product category at the inception. Due to the confusion caused at the activation point the product was not taking off from the shelves. The positioning was decided to be immediately changed to the quadrant where appearance conscious clients who were beginners / casual users of the product. The tagline for AA convenience was changed from “painters trust Waxpol convenience” to “Waxpol- professional level detailing in minutes”. As accordingly the Waxpol convenience range was introduced to the modern trade channel and the advertising material was changed to reflect vehicle owners using the product in contrast to previous representations with professional painter characters. To better support the everyday user, the packs were equipped with a hand sprayer and the bottle shape was aligned to ensure it could fit in the door pockets of an average car, with a free distributed polishing mitt. The pack sizes were made smaller from the traditional 01 litre packs to 100ml & 250 ml packs, and the package branding and graphics were upgraded to suit the casual consumer. The trade channels were modified with new activations done at automotive consumable sales outlets, professional service stations, modern trade outlets, vehicle agent sales outlets and pop ups stores activated during exhibitions. Special interest was focused on increasing the online sales where proposals were made to Wow.lk, Mydeal.lk and Retailgenius.lk to promote the product online with a dedicated delivery service. By early 2016, AA convenience range obtained traction in the local market. More and more casual users were looking at purchasing Waxpol and the trade volumes have been showing a mom growth of around 2%. The smaller pack sizes jump started an entirely new SKU which occasionally had stock out situations due to the high demand. By end of 2016, the convenience category was performing a highly satisfactory level, recording a turnover representation of almost 35% out of the total category mix, signing one of the most successful repositioning conducted for the entire Waxpol range.