



Campbell Consumer Products optimize Trade Spending

Based from Smithfield in Sydney's northwest, Campbell Consumer Products is the largest Australian owned manufacturer and marketer of predominantly household laundry and cleansing products.

Predominantly, the Campbell Consumer Products' range is available throughout Australia & New Zealand. Campbell produces its products at Smithfield, Sydney. The range has a reputation for providing quality products, which represent value for money. Household names include: Greencare Laundry products; MYO Disinfectant; Bushland Products and Zixo bleaches. Campbells has been successful in delivering strong growth in their core categories through sound promotional strategies executed with high precision to ensure they reach their consumers.

The success we have achieved in our Promotional strategies has come as a result of our ability to analyse and execute effectively said Peter Davis, Campbell's General Manager. We place a strong emphasis on process and communication in our sales and marketing program to ensure the promotions we have agreed are executed on time and deliver the results we expect says Davis.

The decision taken some 5 years ago to implement Promax paid off very quickly. The system enables our processes and provides full visibility of the promotional plan and associated trade spending accruals and claims across the business said Davis. Collaboration with the brokers is absolutely essential to coordinating and executing our promotional program – this has been achieved through Promax which we regard as essential to communicating our plans effectively both internally and externally with our business partners.

The (Promax) system has played a significant role in the performance of our promotions and the benefits include an increase on the returns from our promotional spending and market share. The system enables us to analysis what works and what doesn't and where we need to focus more attention to achieve the business plan.

In short, we rely very heavily on the system and the processes in place which continue to deliver very strong results for our business said Davis.

About Campbell Consumer Products

Campbell Consumer Products is the largest Australian owned manufacturer and marketer

of Laundry, Fabric Care, and Household Cleaning Products. Campbell Consumer Products produces its products at Smithfield, Sydney. The range has a reputation for providing quality products, which represent value for money.

To best understand and fulfil consumers' needs and wants, Campbell Consumer Products invests in consumer research, and continuously reviews and renews brands and products to be able to meet and exceed the expectations of its consumers. Campbell Consumer Products is proud to be an Australian owned company and proud of its Australian made product range, with the Company Logo and Consumer Advisory Service details appearing on all packaging. Campbell Consumer Products welcomes comments and questions on its product range and can be contacted on 1800 242 176 or on email at info@campbellconsumer.com

For more information visit the Campbell Consumer Products website at www.campbell.com.au

