



**THE MARKET**

Some psychologists say that you can tell a person's personality from their shoes. If so, it is imperative that we keep our shoes in squeaky clean condition to ensure that we send the right messages. True or only half true, the fact is that a lot of people believe it, which accounts for the year on year growth of the shoe care market.

At present, sales in this market are equally divided between accessories for footwear such as laces, and the products used to clean shoes. The consistent growth rate of the shoe care market presumably owes a great deal to the natural pride that people take in their appearance. But the market has also grown in value because consumers are prepared to purchase a greater range of products in line with the ever-wider variety of shoes available to them.

Increasingly, consumers are opting for products which promise a quick, easy shine or which offer something new and different. Innovation and

convenience are the watchwords in the industry. The Australian grocery market in shoe care products is worth around \$16 million per annum.



**ACHIEVEMENTS**

Australia's Kiwi is the international No. 1 brand in shoe care. Through 90 years of experience in the business, Kiwi has built itself an unsurpassable reputation as the ultimate shoe care expert. As a consequence, Kiwi maintains buoyant sales in over 130 countries and holds a significant share of the Australian shoe care market. The company has now been supplying the Australian grocery sector for nearly a century and is a familiar household name. In fact, research has found that consumers show a higher level of spontaneous recall for Kiwi, as a means of quick and easy shoe care, than for any other name in the market. Kiwi has consistently demonstrated a commitment to range rationalisation and innovation which has secured its well established market leadership.

**HISTORY**

In the late 1800s, a young Scottish boy by the name of William Ramsay emigrated to Australia with his parents. When William was old enough to decide upon a profession he proved himself a master of (literally) thinking on his feet. Young Ramsay observed that at that time there were very few reliable means of preserving shoes, which were



in those days constructed from rather crude leather. The main preservative measure was to daub shoes with substances such as egg yolks, lamp black and axle grease. Obviously none of these took Ramsay's fancy.

William Ramsay set about amending this sad lack of shoe care product in 1906 when he spruced up his shoes with a dark tan paste he concocted himself, with a view to making his shoes both look better and last longer. The idea grew into a company - Kiwi. If William Ramsay wanted cleaner and more respectable shoes, he could reckon on hordes of similarly troubled souls who needed help. And he has been right.

Unlike the company's namesake - a bird which cannot fly - Kiwi took off in spectacular fashion.

Sales were boosted by the military, a body of consumers who depended on impeccable footwear so as not to incur the sergeant's wrath during kit inspections. In fact the Army insisted on the use of Kiwi during the First World War, when it was found to be invaluable in waterproofing boots for trench warfare. To this day, Kiwi maintains a strong association with the Australian Defence Forces.

Since World War One, the Kiwi brand has outshone its competitors on all accounts, establishing itself as the world's No. 1 shoe care brand. The multinational Sara Lee Corporation acquired the Kiwi brand in 1986.

#### THE PRODUCT

Kiwi has sustained its quality brand status with a range of products which reflect the innovative nature of the company and the organised approach it has to the shoe care market. Kiwi's range covers a number of segments. Products are available to suit the needs of the traditional, fashion influenced and sporting footwear markets.

Numerous Kiwi products are made to clean, polish, renovate and protect both footwear and accessories (belts, handbags etc.). The range includes, Classic Liquid, Kids Scuff, Colour Change, Leather Conditioner and Protect All Water Proofing Spray. Kiwi also produces a range of accessories that include shoe laces and insoles.

The Kiwi range is multi purpose. It is widely used by clients such as the Army and professional shoe shiners. It is also used in less conventional ways by craftsmen, particularly furniture and antique restorers.

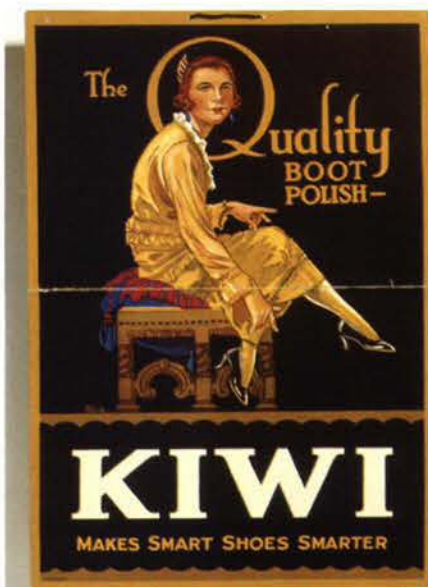
#### RECENT DEVELOPMENTS

Kiwi recognises at all times that its range must keep pace with changing trends and fashions. This is why the Kiwi range has recently expanded to include the highly innovative Express Shine Sponge, the perfect solution to modern shoe care needs.



The rush of sports shoes onto the market has prompted a swift and effective reaction from Kiwi. The market is crammed with potential.

Sneakers are no longer reserved for the sporting enthusiast. They have become an integral fashion necessity for many aspiring 'trendsetters', as well as filling the need for increasingly sophisticated shoe wear products for the truly dedicated sportsfiend. It is not uncommon for consumers to spend up to \$200 on a pair of sneakers and the onus is on Kiwi to ensure that their investment doesn't go to waste. Kiwi's sport range is specifically designed to guard against the 'smelly sneaker syndrome', and to keep sports shoes looking good. The range includes Kiwi Odour Guard, Sneaker Deodorant, Kiwi Sport Canvas Cleaner and Kiwi Sport Leather Restorer.



pany in her honour - or rather in honour of her native land. However, there may well have been an element of long term strategic thinking behind the naming of the brand.

Kiwi doesn't require any translation and even at that early stage in the company's history, Ramsay may have seen that the strength of his product could carry the company further afield into markets in other parts of the world.

Certainly, Kiwi had a vision when it came to marketing its products. For instance, Kiwi was one of the first companies to ever take advantage of cinema advertising. It announced its brand with slogans such as: 'Kiwi Makes Shoes Smarter'. Some of the very first Australian posters heavily featured the Kiwi image with, for example, a kiwi feeding out of a woman's hand and a slogan 'Kiwi Soon Makes Friends', or two kiwis, one black, and the other tan, facing each other across the Kiwi trademark with the accompanying line: 'Kiwi Black Is As Good As Kiwi Tan'. Other posters featured children sitting on a huge kiwi, and a couple courting and the line 'Kiwi Polishes - The Perfect Pair'.

The posters may seem a little quaint to our tele-cynic eyes, but they go a long way towards proving how advanced Kiwi was in marketing terms at a very early point in the brand's development.

Recent promotion of the brand has included a nationwide television campaign, together with numerous consumer promotions. Kiwi also implements a range of business activities and events to maintain



#### PROMOTION

The unique Kiwi symbol which matches the brand name was no mere flight of fancy (pardon to pun) on the part of William Ramsay. As Ramsay had married a New Zealander he named his com-

the high profile of the brand such as supporting its 90th birthday with an extensive public relations campaign.

#### BRAND VALUES

Kiwi has succeeded in becoming a major brand with international appeal and a prime position in the shoe care market through establishing itself as the expert in shoe care. It has longevity and proven knowhow as a trusted and dependable shoe care product. It has proved innovative from the outset. Indeed, it offered a product which, until the company was founded, was largely unavailable on the market. It can be assumed that nobody actually enjoys having dirty, scruffy shoes, so Kiwi, in being the first to fill an important gap in the market, scored a major coup simply by opening its doors for business. The brand has since gone on to continually evaluate consumer expectations, thus ensuring that it stays ahead of the vagaries of footwear fashion. This is reflected in the breadth of its range. Equally important, however, has been Kiwi's dedication to quality in all that it does.

The underlying strengths of the Kiwi brand can be summed up by three words: quality, variety and heritage.

#### Things you didn't know about Kiwi

- The first shoe polish was a mixture of sugar, vinegar, black dye and water.
- Kiwi, named after New Zealand's native bird, was actually established in Australia.
- Kiwi was one of the first companies to make a TV commercial in Australia.
- More than 170 million tins of polish are sold each year in 130 countries. In Australia about 2 million tins are sold each year.
- Kiwi is used in a professional capacity by craftsmen such as furniture and antique-restorers.