

CASE STUDY

GROWING A MARKET TO GROW A BRAND



RESULTS

- **23% surge** in dishwasher sales (previous growth 13%)
- **25% revenue increase** (exceeding goal of 20%)
- **625 basis points** jump in market share (125 above target)
- Manufacturer results skyrocketed:
 - Bosch sales +107% (Q3), +45% (Q1)
 - Kelvinator sales =740% (Q4), +67% (Q2)

By challenging category constraints and creating demand where none existed, Finish didn't just win market share—it grew the entire industry.

THE COMPANY

Finish, a the market leader in automatic dishwasher detergents, dominates with a 58% share but needed aggressive growth beyond what the category could deliver.

THE CHALLENGE

Dishwasher penetration in SA was just 5.4%, growing at a slow 0.5% per year. Sales of dishwasher detergent were directly tied to appliance ownership, meaning Finish's growth goals exceeded what the category could naturally provide. Traditional competitive conquering had plateaued—a bold new approach was needed.

INSIGHT & SOLUTION

To sell more detergent, we first had to sell more dishwashers.

Finish partnered with Bosch and Kelvinator in a game-changing co-marketing strategy:

- Subsidizing appliance discounts (up to 40%) to accelerate dishwasher adoption.
- TV advertising + in-store promotions positioned dishwashers as a time-saving necessity, not a luxury.
- Free Finish samples with every purchase ensured immediate product loyalty.
- Unbranded "Dishwashing Expert" website addressed consumer myths and objections.