

## CASE STUDY



# Reinvigorating the Hulett's Sugar sales and marketing approach in South Africa

## HIGHLIGHTS

128 year history

Member of "Proudly South African"

Double digit improvement in sales

New look packaging

Our flagship brand, Hulett's Sugar, has been part of the fabric of South Africa for over 128 years. As part of our turnaround process we comprehensively reviewed our sales and marketing approach:

- focusing on our full product range across all geographical areas;
- clarifying our sales approach and offerings to the differentiated channels;
- standardising our service offerings, yet tailoring by customer;
- ensuring fair and equitable service offerings for the full customer base; and
- enhancing our delivery and service levels.

In addition, we have reenergised our brand to reflect its proudly South African heritage and partnered with Proudly South Africa to elevate our status as a 100% local company that grows, mills, refines and sells truly South African sugar. In May 2020 we launched our new pack across our core brown and white portfolio, with adjacent portfolios to follow.

This was supported by a comprehensive marketing campaign to support our functional and emotional story, and a focussed approach to elevate our "sweet new look". This was accompanied by an improved focus on better telling our story of how Hulett's continues to give back to South Africa through our SED initiatives, a brand that cares for our communities and our country.

Through these efforts we have already seen a significant, double digit improvement in sales, in spite of the prevailing economic challenges facing the South African consumer market.

