



**TURTLE WAX**

**'BREAKING THE INTERNET' WITH INFLUENCERS**

July 15, 2020



# **WHEN WE LAST MET**

**WE SHARED OUR APPROACH FOR REACHING THE NEXT GENERATION OF AUTO ENTHUSIASTS VIA RELEVANT – YET UNEXPECTED – INFLUENCER PARTNERSHIPS LIKE THOSE IN ESPORTS & MUSIC**

**BUT HOW DID A 75 YEAR OLD BRAND BREAK THE INTERNET (ACCORDING TO DRIVETRIBE)?**

**ONCE AGAIN WE TURNED TO INFLUENCERS...**







**TODAY:**

**INSIGHTS**

**APPROACH**

**LAUNCH**

**TESTIMONIALS**





# INSIGHTS THAT FUELED US

## THE HIGH END & PRIVATE LABEL ARE GROWING

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While we are the #1 brand in a cross-category assortment of products, brands like us that were once able to serve both enthusiasts AND mass are losing share, we had to pick a lane. But we had to be different in our approach and create value for the consumer.

## AUTHENTICITY, APPROACHABILITY, ACCESS WIN

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A family owned and operated company for nearly 75 years, our strengths lie in our people and passion for the category and the brand, we needed to find a way to show who we are – detailers & auto enthusiasts, just like our audience.

## DIGITAL SHINES BUT EXPERIENCE IS EVERYTHING

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A strong digital program is what helped us launch our products in a unique way, but each touch point was carefully crafted to give our consumers and influencers a unique experience at each and every turn.

# 2019: CALCULATED RISK



## IN 2019 WE SEEDED NEW PRODUCTS TO INFLUENCERS TO TEST

We had a new cross-category assortment of products, that while half the price of others in the market, we knew had amazing technology, we had to see what the product gurus thought.

## WHAT DID WE HAVE TO LOSE?

We hadn't spoken to this audience in years – we were firmly focused on the mass consumer – and although we knew our tech was always top notch, we were afraid to speak to that audience. But with the category trends moving, we had to take a calculated risk.

## IT CHANGED EVERYTHING

Once the influencers gave us a try, they couldn't believe we were the "best kept secret" in detailing. They tried everything in our assortment and we saw dramatic shift in sales data each time they dropped a video. Our brand was changing.



# 2020 APPROACH: KEEP THE MOMENTUM GOING

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## TOP LINE OBJECTIVE

Increase awareness and establish Turtle Wax as a premium product in the marketplace.

### NEW PRODUCT DEVELOPMENT

- EASE OF USE
- GOOD VALUE
- DETAILER APPROVED

### IMMEDIATE AVAILABILITY

- LAUNCH EARLY
- ACROSS CHANNELS
- ENGAGE RETAIL PARTNERS

### CONTEXTUAL STORYTELLING

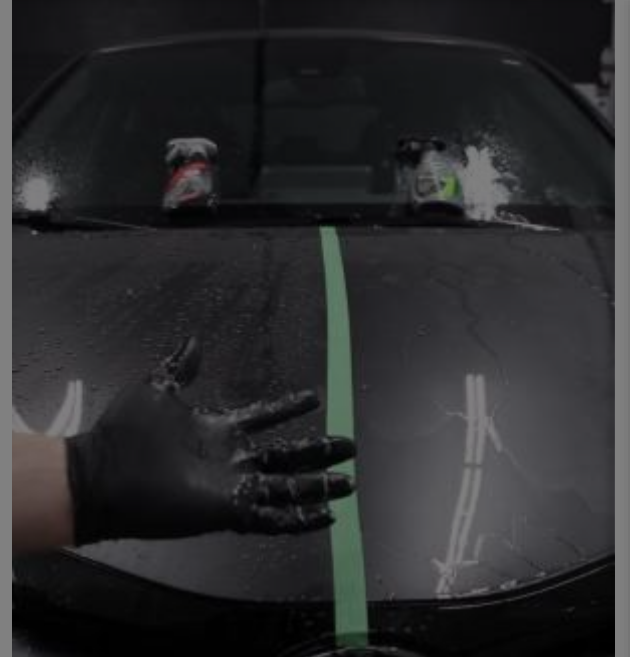
- OWNED
- INFLUENCER
- COMMUNITY MANAGEMENT

### GLOBAL LAUNCH MOMENT

- INFLUENCER EVENT
- CUSTOM SEEDING KITS







# DETAILER APPROVED



A close-up photograph of a hand holding a spray bottle of Turtle Wax Hybrid Shine car wax. The hand is positioned on the right side of the frame, spraying a fine mist of the product onto the dark, glossy surface of a car. The spray bottle is grey with a green label that features the Turtle Wax logo and the word "HYBRID". The background is dark and out of focus, emphasizing the car's surface and the spray. The overall lighting is dramatic, highlighting the texture of the wax and the sheen of the car's paint.

**TURTLE WAX #TESTDRIVE**



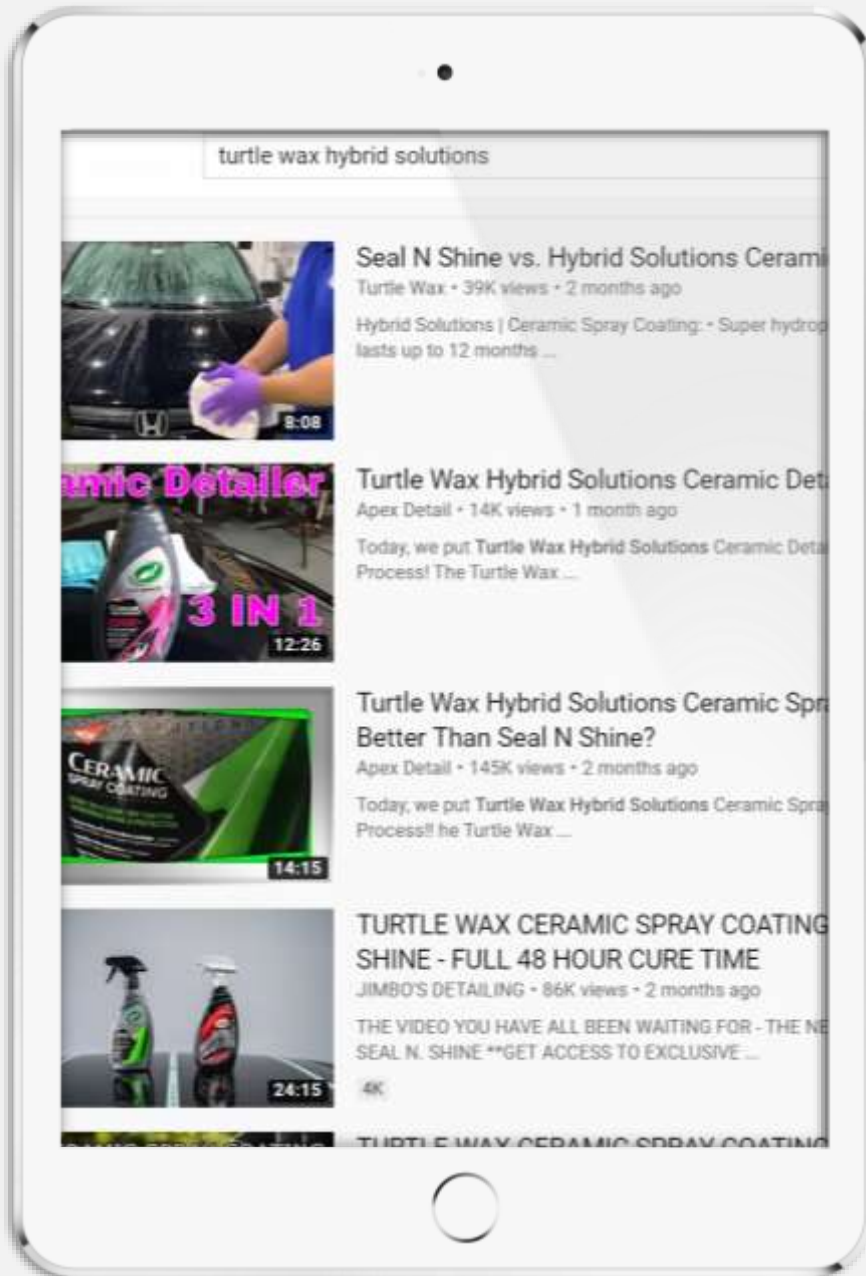
# INFLUENCER EVENT

Create a bespoke event at the OTTO Car Club in Scottsdale, AZ that showcases everything that Turtle Wax has to offer.

Invite was extended to detailers, YouTubers, retailers, esports personalities and more.

Unveil 2020 Hybrid Solutions product line up and give everyone a chance to try it first!

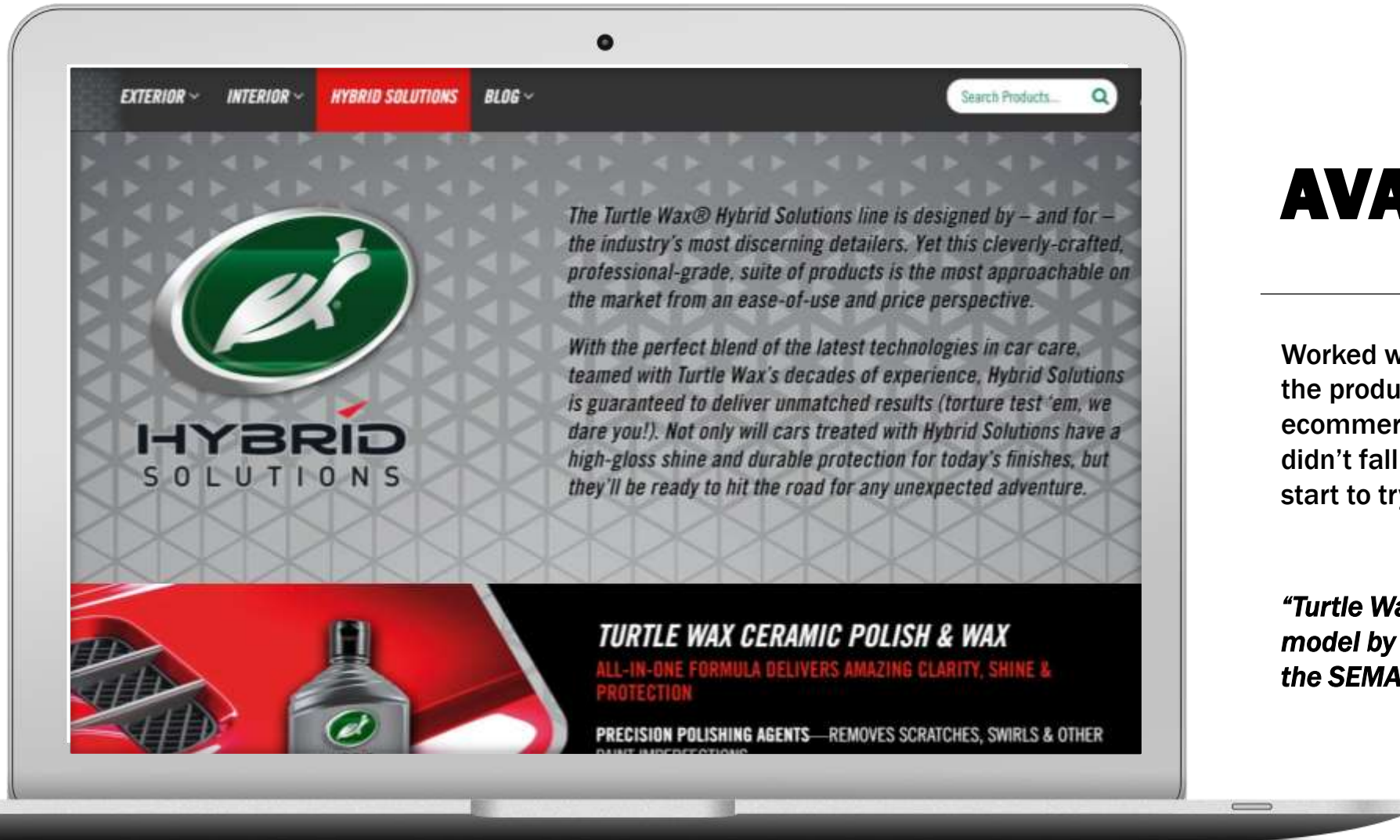
Leverage moment in time to learn from our participants and hear what we can do to improve AND how we can support their businesses too!





**HYBRID**  
SOLUTIONS





## AVAILABILITY

Worked with our key retailers to launch the product ahead of season via ecommerce to ensure all of this buzz didn't fall flat and enthusiasts could start to try to ASAP.

*“Turtle Wax blew the doors off the dated model by releasing and stocking before the SEMA Show”*

# IMPACT TO DATE

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## REVIEWS

Hundreds of reviews on ecommerce helps fuel SEO, relevancy and word of mouth ahead of key selling season



## CONSUMER CONNECTION

We have a direct line to our consumer now to glean insights and learn from. AND when they have a question, we're on their speed dial



## GLOBAL ENGAGEMENT

Fans around the world are asking for the products by name, helping us sell in with distributors in our more than 120 territories around the globe



## SHOW ME THE MONEY

On Amazon alone, we have doubled our ordered revenue month over month since launch and have been able to secure “best new release” badges on several of the products.



# WE ARE JUST GETTING STARTED



## NATIONAL TV

Align with both endemic and high-reaching cable networks to reach the endemic auto audience.

## MASS SEEDING

Designed custom influencer kits and seeded to more than 100 influencers around the world to test the products on their home turf.

## GRASSROOTS

Mobile tour to some of the most sought-after auto events to give our community amazing auto experiences.

## SOCIAL MEDIA

Amplify Turtle Wax content on YouTube through refined keywords. Strong community management.

## PARTNERSHIPS

Align with influencers and endemic auto properties to contextualize our brand.





# Q&A

