

# Woolgro Limited

*Chameleon Marketing & Communications develops marketing strategy to launch an innovative lawn and gardening product which uses NZ's best known natural resource - wool.*

**Customer Profile:** Woolgro Limited produces mats made from dag wool which have grass seed embedded in them to create a sustainable, eco-friendly product aimed at home owners who want a thick, healthy lawn. Woolgro's product is a combination of dag wool and jute fibre (sacking) which provides the best possible environment for a lawn in its early stages of growth. The mats contain the natural nutrients contained in dag wool, aids moisture retention and act as a weed suppressant. They do away with the need to use chemical fertilisers or sprays and are 100% biodegradable.

**The Products:** Woolgro lawn rolls are designed to be a mainstream product suitable for home and commercial use. It comes in three grass types to suit different soil and climate conditions.

- Rye/Creeping Fescue Blend – a fine bladed general use lawn.
- Tall Fescue – The most drought, heat and wear tolerant species due to large deep root system.
- Turf type Kikuyu – turf type kikuyu grass great for dry and coastal areas.

Woolgro Vege mats take the hassle out of sowing, spacing and maintaining a vegetable/herb patch. Vege mats are perfect for the home chef who wants to grow their own fresh produce and for those wanting to test their green fingers. They come in five varieties which include popular vegetable, salad and herb combinations.



## Overview



"Chameleon Marketing & Communications has been part of our team from day one. Emma's expertise and sound marketing advice has guided us through establishing our brand, website, several successful PR campaigns, promotions on Facebook and advertising. Emma is passionate, knowledgeable and always focused on getting the best results from our tight budget. We appreciate her commitment and her open and honest approach to helping and challenging us to drive and grow our business."

**Geoff Luke**  
Director  
Woolgro

## Web Site

[www.woolgro.co.nz](http://www.woolgro.co.nz)

## Industry

Manufacturing

## Project Type

Brand Identity & Marketing Strategy

## Marketing Mediums Used

Branding  
Social Media  
Public Relations  
Website  
Product Sampling

## **Project Objectives**

- To develop a brand identity for Woolgro and launch the lawn rolls and vege mats into retail outlets.
- To build awareness among the target audience of the innovation that is Woolgro and build brand loyalty.
- To grow sales significantly in the first year of launch and secure distribution partnerships with retailers.
- To position the Woolgro products as a uniquely New Zealand invention, 100% biodegradable, made from 100% natural fibre, sustainable, natural and friendly to the environment.

The target audience was women aged 25+ (household shopper) who own their own home and have a mid to high disposable income.

## **Marketing Strategies**

The amalgamation of a number different marketing mediums was required in order to maximise the budget. This strategy was key to the overall success of the coffee break campaign.

- **Brand Identity:** Development of Woolgro's brand name, logo, colour palette, typography, packaging, photographic images and stationary.
- **Web:** Development of Woolgro's website ([www.woolgro.co.nz](http://www.woolgro.co.nz)).
- **Public Relations:** Sent product announcements for lawn rolls and vege mats. Achieved coverage in NZ Herald, Idealog, National Business Review, Healthy Food Guide, Your Home & Garden, NZ Gardener and on Radio Live.
- **Social Media:** Set up Facebook page with regular gardening tips and competitions including the 'Kiwi Summer Dream' competition in collaboration with other suppliers which increased Facebook engagement and number of fans by 300% and had a campaign reach of 13,000 people. Also, monthly blog contributions.

## **Results**

**Sales:** Woolgro lawn rolls and vege mats exceeded sales expectations within the first 12 months. Woolgro vege mats were ranged in Kings Plant Barn and in over 20 independent garden centres. Woolgro lawn rolls are now sold at Central Landscape and Garden Supplies and NZ Landscape Supplies and ranged at Mitre 10.

**Brand Awareness:** Market research found that after 12 months many people had heard of Woolgro and some had already purchased Woolgro products. Woolgro has positioned itself as a high quality product that will stand the test of time.

**For more information  
contact Emma Clarke on  
021 911 713 or email  
[emma@theselective.co.nz](mailto:emma@theselective.co.nz)**