



ARCH CHEMICALS

Go-to-Market Strategy

Situation: Arch Chemicals, a “spin-out” of Olin Corporation, is a specialty chemicals company whose premier HTH brand was under-performing. Olin invented the category of dry sanitizers with the HTC product line, and dominated the market for decades until a combination of product innovation and channel and brand diversification led to significant competitive pressures and precipitous decline in the market share. The new company’s CEO was committed to driving growth in the water treatment business, and to re-investing in the declining HTH brand portfolio to meet that objective. Once the business strategy was in place and the brand development work was complete, the company was committed to making a significant investment in re-staging the brand in the US. and globally.

Engagement: Denneen & Company was engaged to build the go-to-market strategy that would be used to re-launch the HTH brand in the US market, including developing strategy and initiatives to address all elements of the marketing mix. Because the brand had retreated from the specialty dealer channel over the prior decade, the company needed to focus on building channel and key account strategies and offers that could be used to help re-launch the brand across all channels and points of distribution. We also developed the product line, package size, and pricing strategy for both mass and specialty channels; developed the integrated marketing launch plans, including a multimedia campaign, in-store merchandising, and consumer and trade promotions; and built the volume and spending forecast to support the business case for re-investment.

Results: Arch re-launched the HTH master brand in all channels in the category, and launched HTH Poolife as a new brand in the specialty dealer channel. The launch achieved significant incremental distribution, built consumer awareness and brand image, and drove both trial and on-shelf repeat purchases of the product. The re-stage contributed substantial gains in volume, profit, and share, exceeding in-market business case projections.