ExxonMobil

EXXONMOBIL LUBRICANTS & SPECIALTIES / MOBIL 1

Growth Initiatives

Situation: ExxonMobil Lubricants & Specialties markets the world's leading synthetic oil, Mobil 1. In the US synthetics market, Mobil 1 is widely recognized as the category innovator and performance brand, and enjoys significant market share leadership. When the synthetics segment experienced a decline in product differentiation and an increase in competitive spending, ExxonMobil Lubricants & Specialties sought to build its brand portfolio – and reinforce its technological leadership – through the introduction of super-premium performance products.

Engagement: Denneen & Company worked with the client to develop positioning and go-to-market strategies for the new product line. We also worked closely with the client team to build a business case for the new product launch, which included designing a research validation methodology that incorporated forecasting and modeling.

Results: When the new product line, Mobil 1 Extended Performance, was launched in retail and professional channels, it captured a significant share of Mobil 1 consumers and users of benchmark competitor brands. Within two years of its launch, the product line exceeded volume and profit expectations, contributed to significant segment growth for retailers, and reinforced Mobil 1's leadership in the marketplace.