



# Renova Black Case History

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# Renova market innovations



- **Renova Brand Market know-how and “brand minded” internal culture → Market leadership and innovations**
- **Key Examples:**
  - smoothing cream micro-droplets toilet paper
  - anti-bacterial kitchen rolls,
  - multi-coloured paper towels,
  - pocket handkerchiefs exploring the latest tendencies of the perfumery world
  - Dermatological tests performed to products,
  - Pioneer launch of moist toilet paper in Iberia
  - Renova Black.
- **Renova has been awarded with an [Innovation Prize](#), attributed by [The Financial Times](#) and [Roland Berger Strategy Consultants](#) (late 2005)**
- **Renova has been pursuing a [breakaway strategy](#) to stand out on the household paper products market as a serious player able to sustain a continuous flux of innovative products and solutions**

# The development of Renova Black Toilet Tissue



- Searching for an idea that could demonstrate the company's preparedness for higher challenges, Renova CEO, Paulo Pereira da Silva, has introduced the **idea of a black toilet paper**, urging the formation of a special development task force to implement the idea.
- The idea faced internal **resistance** for some time, as it was difficult for some departments to envision how to produce and efficiently commercialize such a product.
- Product development took **half a year**, until it could produce a **genuine dark** black colour. The product is environmentally compliant (environmental standard ISO14001 and OSHAS 18001), reflecting Renova's attitude towards Nature.
- First available for sale at Renova's **website** and after being presented by the Nelly Rodi Agence in the "Nouveaux Riches" area of Maison&Object in Paris and latter reviewed by Radar Magazine in the US, Renova Black soon became a subject of conversation in blogs and a perfect example of what the concept "**mouth to ear**" truly means.



# Media coverage of Renova Black T.T.



- From early October to the end of December numerous world newspapers were reviewing the product, as well as TV networks. Renova Black generated a real global wave that **circled the world** in less than **3 months**.
- the product has been reviewed by relevant worldwide media names such as The **Washington Post** (US), The Sunday **Morning Herald** (Australia), The **Toronto Star** (Canada), Le **Figaro** (France), El **Mundo** (Spain), De **Telegraaf** (Netherlands), Der **Standard** (Austria), **Taipei Times** (Taiwan), **Federal Post** (Russia), **Manila Times** (Philippines), **Evenimentul** (Romania), **Independent** (South Africa), Le **Matin** (Switzerland), and others...
- Generalist media such as **Fox News** or **The Travel Channel**, Canal +, as well as more specialized publications such as **Elle** (in France, Belgium and Russia!) or The **Beaux Art Magazine**, Agenda Inc. or Tissue World Magazine have covered the product with interest
- The Sidney Morning Herald said: “It took seven centuries but it’s finally here: **luxury paper**”. And The Washington Post: “We have now seen the lengths to which people will go **indisputably chic**”.

## “Improbable achievements” of an “improbable product”



- This wave was generated almost uniquely by a process of “**mouth to ear**”, the **idea** itself being the most critical success factor.
- This shows evidence that **truly creative products** or ideas can **spread faster** in the global community *per se*, even **without** the help of huge **advertising investments** !
- This **improbable product achieved** the improbable fact to establish a worldwide small community of consumers sometimes willing to pay **more** for its **transport** than for the product itself.
- Renova Black has increased **5 fold** the hit rate of Company **website**.
- Renova Black is directed at a niche market. But it has achieved more **awareness** than many core business consumer products.
- Renova Black became overnight the **most important worldwide symbol** of Renova brand.
- **Renova Black. Why not?**

# Some updated facts and figures:

- Presence in the top target **Spanish** retail chain **El Corte Ingles**
- Presence in the top target **French** retail chain **Monoprix**
- Presence in the **Madrid** up-target **Galerias Vinçon**
- Presence in the **Paris** up-target boutiques **Bath Bazar**
- Participation in the launch of Quintessentially VIP event in Oslo, Norway



# Display examples:

