



Since its foundation, Jacobi strategy has been based on several simple principles: identification of unfulfilled consumer needs, identification of foreign manufacturers that provide efficient and inexpensive solutions, and reinforcement of the corporate brand equity by offering over 1000 various products, strengthening consumer satisfaction

Jacobi Ltd was founded in 1954 in south Tel-Aviv by Jacob Jacobi, who operated at the time a shop that sold paints, construction material and cleaning products. In the 1950s and 1960s, strict regulation was in place on importing products to Israel. In order to obtain an import approval, the importer had to prove that the product meets a function that does not exist in the local market. As a result, the supply of products in the market in which the company operated was extremely limited. At the same time, Israeli women began entering the work force, and stopped being 'house wives', creating a need in the market for efficient and time-saving solutions. In order to import to Israel products and solutions that would meet the new consumer demands, Jacob Jacobi decided to search for unique products overseas. In 1964, Jacobi Company began importing products to Israel and distributing them to stores across the country. In his travels around the world, Jacobi encountered

an area that had not been known in Israel at that time: Do-It-Yourself. Unlike paints and construction material designed for professionals, the product concept in the DIY sector was completely different. The underlying premise of this type of product is that the purchaser of the product has two left hands and that the product had to meet the consumer's weaknesses through smart packaging and friendly, simple instructions. Today, Jacobi imports to Israel over one thousand products in the home cleaning sector, maintenance products, paints, paint accessories, glues, etc. from 47 leading foreign companies in their fields, and distributes these products to over 1500 points of sale in the paint sector as well as to thousands points of sale in the cleaning products sector.

### The Competitive Environment

The company is active in two sectors: cleaning fluids

and home maintenance, and in paints and construction material. In each of the sectors, the company has several competitors: multinational companies in cleaning fluids and Israeli paint companies in the paint sector.

### The Marketing Challenges

In addition to maintaining constant product innovation, Jacobi's greatest challenge is to generate availability for its products in every point of sale, at any given time. In other words, to reach maximum number of retailers and convince them to give Jacobi brand products priority on the shelves.

### The Creative Solutions

Since its foundation, the company's strategy has been based on identification high quality products while maintaining affordable prices. What makes Jacobi unique is identification of manufacturers that provide products



Jacobi's concept store





[www.jacobi.co.il](http://www.jacobi.co.il)

in the company's area of operation, identification of the core sector of those companies in order to purchase only those products that they are best at manufacturing. Jacobi believes in direct marketing to every point of sale, without using secondary distributors. The company's goal is to reach every point of sale in Israel, small and large, through a system of agents and internal sales. The company invests vast resources in its sales team, who undergo regular workshops designed to improve their sales skills. Product innovation based on solutions has also been a company trademark over the years. For example, Jacobi was the first company to introduce in the Israeli market toilet bowl cleaners, window cleaners and super glue. In the 1990s, the company imported to Israel Hammerite – paint that allows for direct painting on rust.

In order to communicate with the sellers and end consumers, Jacobi produces detailed catalogues and presents at points of sales paint color samples and board of color hues. The company also manages sales promotion campaign and target competition between the various points of sale.

## The Brand Envelope

Over the years, the Jacobi name has acquired high equity among consumers due to high satisfaction with use of the products being marketed by the company. In order to

## Things You Didn't Know About Jacobi

- Jacob's two sons currently manage the company: Haim, who is responsible for the cleaning materials category, and Dror, who is responsible for paints category.
- Jacobi currently markets over 1,000 various products from 47 various international companies.
- Jacobi was the first to market in Israel dedicated window cleaning products. Up until that time, windows had been cleaned with water and a rolled up newspaper.
- Hammerite that is marketed by Jacobi was the first paint in Israel that would allow direct painting on rust without having to strip the previous paint.

maximize this equity, Jacobi regularly incorporates its brand name and logo on the front of its products on every product package it imports, accompanied by the familiar logo: "Every Product a Bullseye".

To further leverage the brand strength, Jacobi launched in recent years a series of short television ads that display a common problem and a Jacobi solution. For example, in the clip for Hydero Emile – non-toxic water-based paint for wood and metal – a baby is shown standing and biting his bed railing without fear. Another clip produced for Dezytol – a disinfectant marketed under the slogan "Cleaning ends when the germs end" – the ad shows an apparently clean surface but an up-close look with a magnifying glass identifies giant bacterial colonies. To introduce the public to a range of company products and to offer consumers a meeting point with paint and DIY experts, a brand concept store was established in 2008 in Kiryat Arie in Petah Tikva.

**1954**

Jacob Jacobi opens a store to sell paints, construction material and cleaning products in south Tel-Aviv.

**1964**

The company begins importing products to Israel.

**1977**

Jacobi introduces Super Glue to Israel.

**1991**

Logistics distribution center set up in Kiryat Arie.

**2008**

Jacobi concept store opens.

**2010**

Company logo undergoes facelift. Company increases its investment in television ads to reinforce the Jacobi brand and the products it markets.