



Case Study

Pharmaceutical Manufacturer

Global

Overview

Our client, Glaxo Smith Kline is a multinational pharmaceutical and biotechnology company who has announced the closure of their Boronia plant, the largest pharmaceutical manufacturing plant in the southern hemisphere. GSK were seeking a partner with deep expertise and understanding of the pharmaceutical industry to provide a tailored asset sale strategy to support the plant closure.

Client needs

In reviewing GSKs requirements, the priorities were to have the sale program conducted to maximise the return to the client, and balance the need to avoid environmental impacts of potential landfill. The Hilco team were confident that the assets had considerable resale value attached to them, so a sale program was conducted in line with GSKs internal plant win-down program.

Solution

Hilco provided a successful fee based sale and a comprehensive project management system to conduct 4 sale programs, on a global scale with a timeline between 2022 and 2023.

Results

With Hilco's global reach and tailored marketing strategy, we discovered a new vaccine plant opening in Africa that needed packaging machines urgently. This research and market knowledge put Hilco in a position to facilitate a transaction to meet both buyer and seller needs, providing the equipment on time for the buyer and providing our client with an acceptable offer.

Highlight



Rommelag blow fill seal machine each sold over \$1M each



Due to COVID, the buyer had issues with receiving new equipment on time, but Hilco was able to provide a second-hand equipment in time for their operation date.



90% of the equipment will be sold outside Australia and the rest of general gear will be sold locally.

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Marketing Strategy

Our approach with GSK's bespoke marketing campaign is to deploy a hybrid digital and traditional model, customised to the assets to maximise the reach to potential buyers.

- We developed a custom-designed co-branded marketing collaterals, reviewed and approved by GSK.
- We launched a major sale event on our website supported by direct marketing to our 2M+ strong industrial global database.
- Curate audiences for targeted Expressions of Interest eDM.
- Digital direct messaging campaign using profiling and deployed via LinkedIn.
- Direct contact with buyers from previous Hilco Global sale campaigns.
- Comprehensive multi-channel digital advertising campaign to reach potential buyers across Facebook, LinkedIn, Google Search and Display and AdRoll

Google Search

Campaign	Impressions ▾
Hilco Global APAC	36,088

Google Display

Campaign	Impressions ▾
Hilco Global APAC	600,054

Facebook Ads

Campaign	Impressions ▾
HILCO APAC	515,873

LinkedIn Ads

Campaign	Impressions ▾
VIC-271 Traffic WW...	134,844

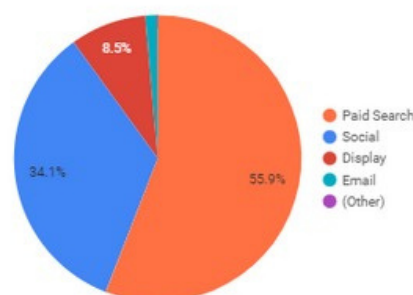
LinkedIn InMail Sponsored Message

Campaign	Impressions ▾
VIC-271 Messages ...	1,626

LinkedIn Organic Post

Campaign	Impressions ▾
VIC-271 Post Boost ...	9,890

Advertising Platforms



LinkedIn Ad



Hilco Global APAC
1,119 followers
Ad • Edited •

OFFERS INVITED | Vaccines Blow / Fill / Seal Machines, Packaging, Tablets Manufacturing and Autoclave for sale. Sale Location: VIC, Aust. Offers invited by 25th Feb 2022. For enquiries: Adam Scherer | ascherer@hilcoglobal.com | +61 412 389 000

Vaccines Blow / Fill / Seal Machines

2012 Weiler 628 BLOW/ FILL/ S Packaging

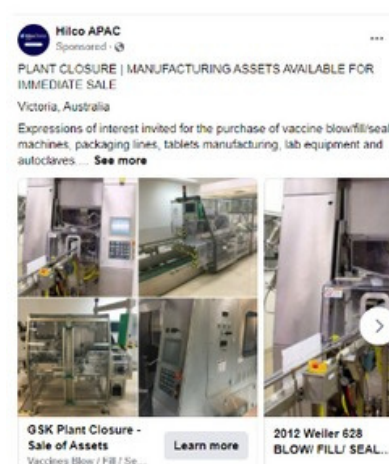
Google Display Banner



Offers Invited

Vaccines Blow / Fill / Seal Machines, Packaging, Tablets Manufacturing and Autoclave

Facebook Image Ad



Hilco APAC
Sponsored •

PLANT CLOSURE | MANUFACTURING ASSETS AVAILABLE FOR IMMEDIATE SALE
Victoria, Australia

Expressions of interest invited for the purchase of vaccine blowfill/seal machines, packaging lines, tablets manufacturing, lab equipment and autoclaves. ... [See more](#)

GSK Plant Closure - Sale of Assets
Vaccines Blow / Fill / Se...

2012 Weiler 628 BLOW/ FILL/ SEAL...