



Huggies realized that despite its leadership position in the category, it had to constantly renew and excite in order to continue its growth. The latest innovation by the brand focuses on new born segment, through the launch of a designated New Born diaper, and use of marketing communications designed to help new parents softly land in the new world of parenthood

In 1978, Kimberly-Clark launched Huggies diapers in the United States. Ever since, the brand has been launched in 140 countries, generating annual sales of over \$3 billion.

In 1996, Hogla Kimberly launched Huggies in Israel. This was the second international diaper brand in Israel, and one of its local competition was Titulim by...Hogla Kimberly.

### The Competitive Environment

The diaper market in Israel generates NIS 650 million a year and has an average annual growth rate of 3%. The market is characterized by technological innovation and fierce competition.

Over time, Huggies invested in product innovation and media consistency in order to create a competitive edge and brand differentiation

### The Marketing Challenges

At the end of 2005, after a decade of innovation and after having become established in the Israeli market, Hogla Kimberly realized that 'the good is the enemy of the excellent' and that the brand needed to maintain its short-term leadership while creating a path for long-term, multi-year growth.

### The Creative Solutions

Since 2006, a 3-point marketing plan was formulated for the brand based on brand, innovation and relationships.

#### The Brand:

Until 2006, Huggies was solely a diaper brand whose marketing media was primarily based on product / functional messages. Beginning with this year, the emotional bond with the brand was gaining ground with the help of displays of happy, joyful babies who can freely move and

are carefree when wearing Huggies. At the same time, the brand logo was updated to "Be Huggies. Be Happy" and other baby care products were launched.

#### Innovation:

In 2007, the summer version of Huggies is marketed – a unique, jeans-designed diaper. In order to increase the fashion experience, a Huggies designer jeans store (pop-up store) was opened in Tel-Aviv for a limited two-week period.

In 2008, Huggies launches another product innovation: the flexible waist band. At the same time, Huggies pull ups were introduced, as were Huggies To Go baby wipes, flushable wipes and diaper surfaces.

In 2010, Huggies decides to increase its investment in the stage at which parents enter the category, i.e. immediately after birth. This focus was the result of a marketing insight that states that the brand that parents will choose to diaper their babies is the brand that stands the greatest chance of being used until they are toilet trained. In August, Huggies Pure & Natural was launched in Israel,



a diaper targeting infants up to 13 weeks of age. The new diaper contains natural cotton and other extremely soft material, a unique back pocket that helps capture liquid in the back area, a flexible waist that protects the baby's skin and a soft, pleasant, internal layer.

**Relationships:**

In order to reinforce the direct relationship with the genuine consumers of the brand: babies, Huggies Happy Park was created in the summer of 2008, the first amusement park for babies that offered unique activities for the little ones. In addition, a colorful, informative website – Huggies Happy Moments – was created that offers activities for preschoolers, expert advice, tips from website viewers and perks.

In 2009, Huggies Hip Hop Jeans was launched after the company identified many tangential points between brand values and the hip hop and dance world. Thanks to Huggies diapers, Huggies babies enjoy freedom of movement to be active and move around like Hip Hop stars.

“Huggies Hip Hop Jeans” is an overall experience that began in products – diapers designed as hip hop jeans for freedom of movement, baby wipes in Hip Hop Jeans packaging, fashion products for babies – hoodie, bag, bandana, etc. and the crowning glory: a hip hop party for babies under the instruction of professional

hip hop dancers, a DJ platform for taking photos and a studio to record a jingle in the baby's voice. In addition, an online campaign was launched that suggested that mothers upload their baby's picture onto the site and create a hip hop clip in which their baby appears to be dancing like an adult.

In 2010, Huggies introduced a widget application known as WHAT A BABY, which allows parents, family members and friends to compile and share photo albums and video clips of their children, in addition to offering other services such as child development diary for their baby, tips, etc.

In August 2010, along with the launching of the new Huggies Pure & Natural came the unique Facebook interface designed to provide support and assistance to new parents, in order to establish real, productive contact with them.

In order to accomplish this, a parents community was set up known as the Night Shift, which remains active every night between 22:00 and 02:00, and can be used as a place for new parents whose children do not sleep through the night, to meet. Parents are given the opportunity to obtain advice online from other awake parents, professionals and celebrities.

In addition, the Facebook page has incorporated another application for parents known as the Soft Landing course, which provides

**Things You Didn't Know About Huggies**

- Huggies Pure & Natural is the only diaper in Israel that contains natural cotton.
- Huggies jeans diapers launched in Israel was the first of its kind in the world. As a result of its success in Israel, Kimberly-Clark launched the product in over 10 countries.
- Huggies Pull Ups, which are potty training pants, are designed to combine disposable diapers and underwear. The diapers include pictures that disappear when it becomes wet.

information, tips and advice to parents of infants between the ages of 10-13 weeks.

**Results of the Move**

As a result of this series of moves, Huggies is retaining its market segments over 50% financial segment (Nielsen integrated data – Scantrek and Panel).



**1978**  
Kimberly-Clark launches Huggies in the United States.

**1996**  
Huggies launches for the first time in Israel, under the slogan “The best sold diaper in America”.

**2006**  
New strategy and slogan: Be Huggies. Be Happy.

**2007**  
The first Huggies jeans diaper is launched under Huggies Israel.

**2009**  
Huggies launches the Widget application under the title ‘what a baby’.

**2010**  
Huggies launches Huggies Pure & Natural, which contains organic cotton.