



Around the world, Kleenex has become a synonym for tissues. In Israel, the brand has in recent years become the leading brand in consumer perception being available for the consumer anytime and anyplace, so that anyway, it will end with Kleenex...

Kimberly-Clark invented the tissue category in 1924 'by accident'. At the end of World War I, the company had surplus material that had been used as gas mask filters. The idea arose to sell this material as make-up remover wipes. In 1930, Kleenex was marketed as "the tissue you can use and throw away". Kleenex, currently sold in 150 countries, is considered one of Kimberly-Clark's strategic brands. In Israel, it was launched in 1996.

The Competitive Environment

The tissue market in Israel generates (at shelf prices) NIS 100 million a year, with Hogla leading the market with a 70% market share through 3 brands. The Israeli market is considered a developed one with a high penetration rate and per capita consumption in relation to parallel markets around the world. At the same time, tissue use in Israel is characterized by low consumption and consumers that are oriented

on price and promotions. The leading product segment is tissues in soft packs. This segment constitutes the main quantitative consumption and is characterized by purchases of economy packs with low profitability and multiple players including Private Label brands. In addition, the market experiences fluctuating demands, with winter consumption being twice as high as summer consumption.

The Marketing Challenges

In the tissue market, Kleenex is designated to provide the market with a long-term education on consumption of premium products whereas some consumers are satisfied with toilet paper and others do not distinguish between the high quality of premium wipes in boxes and basic quality of wipes in soft packs. In order to achieve this goal, it is clear that consumer involvement and preference in the commodity market must be stimulated.

The Marketing Activities

The marketing activities to promote Kleenex are designed to gradually create leadership in the category through constant product and marketing innovation. The goal was to increase consumer involvement and enable charging a premium in the category, which is considered a Commodity. In 2007, in order to create an encounter between Kleenex and consumers who are not premium consumers in the category, Kleenex Classic was launched in soft packs (the top selling format in the category) under the slogan "The World Smiles with Kleenex". Later, Kleenex Oval was launched as a special edition and in a range of designs, helping to make Kleenex and its packaging a fashion item. The launch of Kleenex Oval managed to significantly increase consumption in the box segment and even persuade new consumers to purchase the category, enabling the product to become part of the regular product portfolio. In 2008, the brand began operating throughout the year in order to increase usage relevancy and consumer opportunities outside the cold and winter season. In April, tens of thousands of Kleenex trial packs were distributed to promote tissue use in the spring, which is the peak allergy season. In summer 2008, Kleenex was affiliated with the launch of the Sex and the City movie since the two shared common values: femininity, modernity, trendy and international values. The purpose of the activities was to reinforce the Kleenex image among the relevant target audience and





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Things You Didn't Know About Kleenex

- Kleenex was the first brand to launch color tissue and the Pop-Up cartons.
- In 1945, all American audiences of the tear-jerker "Gone with the Wind" received a sample of Kleenex tissue when they entered the movie theater.
- Every Israeli household uses an average of 1,835 tissues a year. This translates into 18 packages.
- Kleenex has become a synonym for tissues in 150 countries in which it is marketed.
- Around the world, Kleenex expanded from tissues to facial cleansing products and offers refreshing wipes and facial cleansing wipes as well as make-up remover wipes.

to the movie: young, trendy women, under the slogan "Kleenex. The Only one Really Worth Crying Over".

In winter 2009, image activity began to build brand awareness and to establish the brand as a generic brand in a campaign under the slogan "Anyway, it will end with Kleenex". The campaign presented various life situations, all of which, happy or sad, ended with a Kleenex. This campaign was crowned by the advertising industry to be the best campaign in Israel in 2009. Kleenex became a synonym for tissues and its slogan "In any event, it will end with Kleenex" became an idiom that became widely used across the internet and even in newspaper headlines.

In addition, the brand worked to expand distribution to other, innovative channels: unique cooperation with the bookstore chain Tzomet Sfarim that involved a promotion in which consumers bought a book and a package of Kleenex under the media concept: at the end of every happy or sad book "Anyway, it will end with Kleenex". In 2009, in light of the outbreak of swine flu in Israel, Kleenex launched anti-viral tissues to prevent the spread of cold

& flu viruses to protect the family and environment.

Alongside the marketing activities, Kleenex has spearheaded over the years a range of product innovations that offer added value, e.g.: the launch of Kleenex LOTION enriched with aloe vera and moisturizing lotion, Kleenex TUBE – a tube package designed in a range of styles for use in the home, car and office, TO GO packages, etc.

The marketing moves led to increased sales and larger market shares, as well as reached new audiences. The brand, which to date has enjoyed the highest value market share in the category, became for the first time the No. 1 brand in Israeli consumer perception in terms of TOM, usage and brand equity.

In the Future...

Hogla Kimberly will continue to focus on Kleenex strategic brand activities in order to establish it as a leading brand in the tissue category, while emphasizing the added values that the brand gives consumers: design, pampering softness and uncompromising quality.



1924
Kleenex is launched in the United States as a facial cream removal wipe.

1929
Kimberly Clark decides to convert the brand into tissues.

1996
Kleenex is launched in Israel.

2007
Hogla Kimberly launches Kleenex in soft packs under the slogan "The World Smiles with Kleenex".

2008
Collaboration with Sex and the City is launched with the slogan "Kleenex. The Only one Really Worth Crying Over."

2009
Launch of the campaign "Anyway, it will end with Kleenex".

2010
The outbreak of the swine flu in Israel – launch of Kleenex Anti-Viral Tissue.