

HUGGIES®

Israeli consumers waited a long time for some real innovation from Huggies in the diapers category – and after three years of development that cost tens of millions of dollars, the brand has launched the first diaper in Israel that contains organic cotton

In 1978, Kimberly-Clark launched Huggies (from “hug”) diapers in the United States. Ever since, the brand has been launched in over 140 countries, generating annual sales over \$3 billion. In 1996, Hogla Kimberly launched the Huggies brand in Israel (more on the brand launch in Israel and its operations in recent years can be found in the 2009 and 2010 editions of the Superbrands Israel book). Today, Huggies is the top selling diaper brand in Israel. Research has found that it is also the most absorbent diaper in Israel.

The Competitive Environment

The Israeli diaper market generates \$650 million a year, and is growing at an average rate of 3%. The market is characterized by technological innovations, and product prices frequently erode due to their being made into Loss Leader by retailers. Over the years, Huggies has invested in product innovation and media consistency in order to create a competitive edge and positioning differentiation for itself.

The Marketing Challenges

From its first day in Israel, the brand has launched product innovation every year and a half. With increased competition in the category, Hogla Kimberly decided that Huggies had to “rise to a higher level” in order to continue to excite consumers, and that they had to introduce an innovation that would bear revolution in the diaper market.

This innovation will include improvements in a range of diaper parameters and must present to consumers the next generation of Huggies diapers.

The Marketing Solutions

Hogla Kimberly decided to market in Israel an innovative diaper containing organic cotton whose development cost tens of millions of dollars.

In addition to the organic cotton, the

shape of the new diaper was also changed in order to best fit the anatomical shape of the baby. The adhesive strips were also upgraded in order to better wrap the baby and prevent contact with the baby’s skin.

The new Huggies diapers were launched in the New Born series in the second half of 2010, with the other sizes being launched in January 2011. Its budget was about NIS 6 million and focused on the diaper’s main USP – organic cotton.

In the television clip that accompanied this move, babies were seen working in a cotton field (built especially for this purpose in the television studio). At the end of the commercial, the plush cotton formed the unique shape of the new diaper.

As part of the sales promotional activities that took place in Ayalon Shopping Center, a ‘cotton field’ was set up in the middle of the mall, and parents who took part in the activities were given a doll that they could stuff with real cotton picked from the field, to take home.

The launch was also supported by social network activity. The Facebook application for Huggies allowed mothers to upload their babies’ photos, as part of a contest to pick the best ‘Huggies’ baby. Brand fans on Facebook voted for their favorite candidate and the two winning babies starred for two weeks on the largest billboard in the country on Halacha Junction next to the Ayalon Highway. The company also conducted extensive activities in various points of sale, during which they communicated





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Activity on Social Networks

Huggies is extremely active on social networks – mainly Facebook, in order to reach out to parents of little children.

After they realized that many parents are awake at night “thanks to their baby”, a nighttime advice forum was set up at Huggies – “The Night Shift”, which is designed to serve as a meeting place for new parents whose children are not asleep. The forum opens in the evening and operates until very late at night, hosting specialists who answer the parents’ questions. The forum hosted, among others, baby guru Melinda Blau, one of the authors of The Baby Whisperer, who answered the questions of concerned parents. Just before the Jewish New Year in 2011, Huggies launched another activity on Facebook during which surfers were asked to upload clips that showed their babies performing especially cute acts. The application automatically packages the clips

with consumers the advantages of the new diaper, held raffles and distributed prizes.

During the launch, a malfunction occurred in one of the diaper production lines.

In a quick response, Hogla Kimberly admitted the malfunction and repaired the production line, tracked down its customers through the service centers who encountered problems and compensated them. The company’s quick response prevented harm that could have been caused to the brand’s status, as well as to its market share.

with a New Year greeting from Huggies that participants could upload to their Facebook page or send to family and friends. The company ultimately chose the most successful clips and made them a New Year greeting card from the company that was broadcast as a television commercial on the commercial channels.

And in the Future...

Huggies will soon launch a new, breakthrough diaper that will change the face of the diapering method as we know it today.

Things You Didn’t Know About Huggies

- Huggies is the only diaper in Israel that contains organic cotton.
- Parallel to the launch of the new diapers, Huggies launched wet wipes that contain organic cotton.
- Huggies will soon launch a new breakthrough diaper that will change the current way of diapering infants.



1978
Kimberly Clark launches Huggies in the United States.

1996
Huggies is first launched in Israel under the slogan “The top selling diaper in America”.

1999
Huggies launches the Huggies Little Swimmers disposable bathing suits.

2007
The first jeans diaper in history is launched under Huggies in Israel.

2010
Huggies launches the Pure & Natural Huggies diapers that contain organic cotton for New Born babies.

2011
Huggies launches Huggies diapers that contain organic cotton for sizes 3-6 and Huggies wet wipes that contain organic cotton.