



Nikol established its brand strength having introduced innovative content into the territory of the world of kitchen. Nikol keeps exploring and communicating with Israeli consumers in order to gain a deeper understanding of their day-to-day lives to offer them solutions that not only accommodate their tight schedules but also meet the values and desires that motivate them



Until 7 years ago, what we know today as the Nikol brand world of kitchen and household aids did not exist at all as a marketing category: not in terms of point of sale, not in terms of consumer perception and not in terms of the attitude of the manufacturers.

What did exist then was a collection of product sub-categories like washcloths and cleaning sponges, with no significant differentiation between the various manufacturers, no consumer involvement, no sensitivity or innovation and with growing competitiveness.

In those days, Hogla-Kimberly managed the six different brands that fell under four categories of activity in the company.

The Birth of the Kitchen Care Category

In 2004, Hogla-Kimberly executives decided to merge the falling batch of ventures into one branded and profitable business by merging categories and building a brand for the category that became a commodity.

In the first stage, Hogla-Kimberly underwent a revolution, transitioning from thinking like a manufacturer operating in several separate product lines to thinking like a consumer. Once the company concluded that most of

the products were being used in the kitchen, an area that triggers a rich emotional world for consumers, beyond the scope

of functionality, it was decided to

launch a brand that would

answer the existing needs

in this environment

and provide added

functional and

emotional

value.

The Building of a Brand that Provokes Emotions and Desires

Hogla-Kimberly decided to excite the commodities market through genuine added value and by changing the rules of the game. Nikol's innovation was therefore defined as a leading core value, and the company frequently launched pioneering solutions that offered short-cuts and even made house tasks more interesting.

The goal of this move was to change consumer habits, establish a marketing agenda and to repeatedly raise the question of "How come nobody thought of this before?", wishing to establish brand equity and to position it as innovative and benefiting consumers.

Hogla-Kimberly went on to decide that in order to build a long-term USP for the brand, they needed to choose an emotional and differential brand concept that would appeal to the consumer not only from the functional properties of the product but also through her needs, and based on an understanding of emotions surrounding anything related to house tasks.

The marketing strategy was implemented not only in the media activity but also at the point of sales and by changing all of the product packaging while consolidating all of the products with a single clear and differentiated language (black color, an image of the product on the package, etc.), a language that made Nikol stand out and emphasized the brand's concept and values.

The ensuing years proved the strategy correct: from management of several worn out brands in a commodity category, Hogla-Kimberly began managing a profitable brand that holds the largest market share in the category and leads the parameters

of awareness, Top of

Mind, preference,

emotional

and rational

connection, etc.

Today, in order

to flourish, Nikol

launches innovation

based on identification of





unfulfilled needs and offering solutions that are translated into clear benefits for consumers.

An example of this type of launch is the introduction of the disposable utensil made of 100% natural sugar cane, which provide the disposable utensil category not only with a functional solution but also one that protects the health of the family and conforms to consumer beliefs and values in protection the environment they live in.

Expansion of the Wet Cleaning Wipes Category

Following a series of studies aimed to understand consumer needs in the field of cleaning, the Nikol marketing team concluded that there is a need for what they defined as “in between” cleaning activities, i.e. between the need to perform light, efficient and simple cleaning in the kitchen and other areas of the house and one thorough cleaning till the next.

Three years ago, this insight led to the invention, development and launch of a whole new category: wet wipes for home cleaning.

In 2009, a range of wet wipes were launched that provide a solution for various uses, such as disposable wet cleaning wipes for general cleaning, wipes for cleaning floors and wipes for cleaning glass and mirror surfaces, wipes for cleaning parquet floors and wipes for cleaning stainless surfaces. The launches were communicated by the company under the slogan “Pull, clean and throw away”, which focuses on the convenience and user-friendliness of the product.

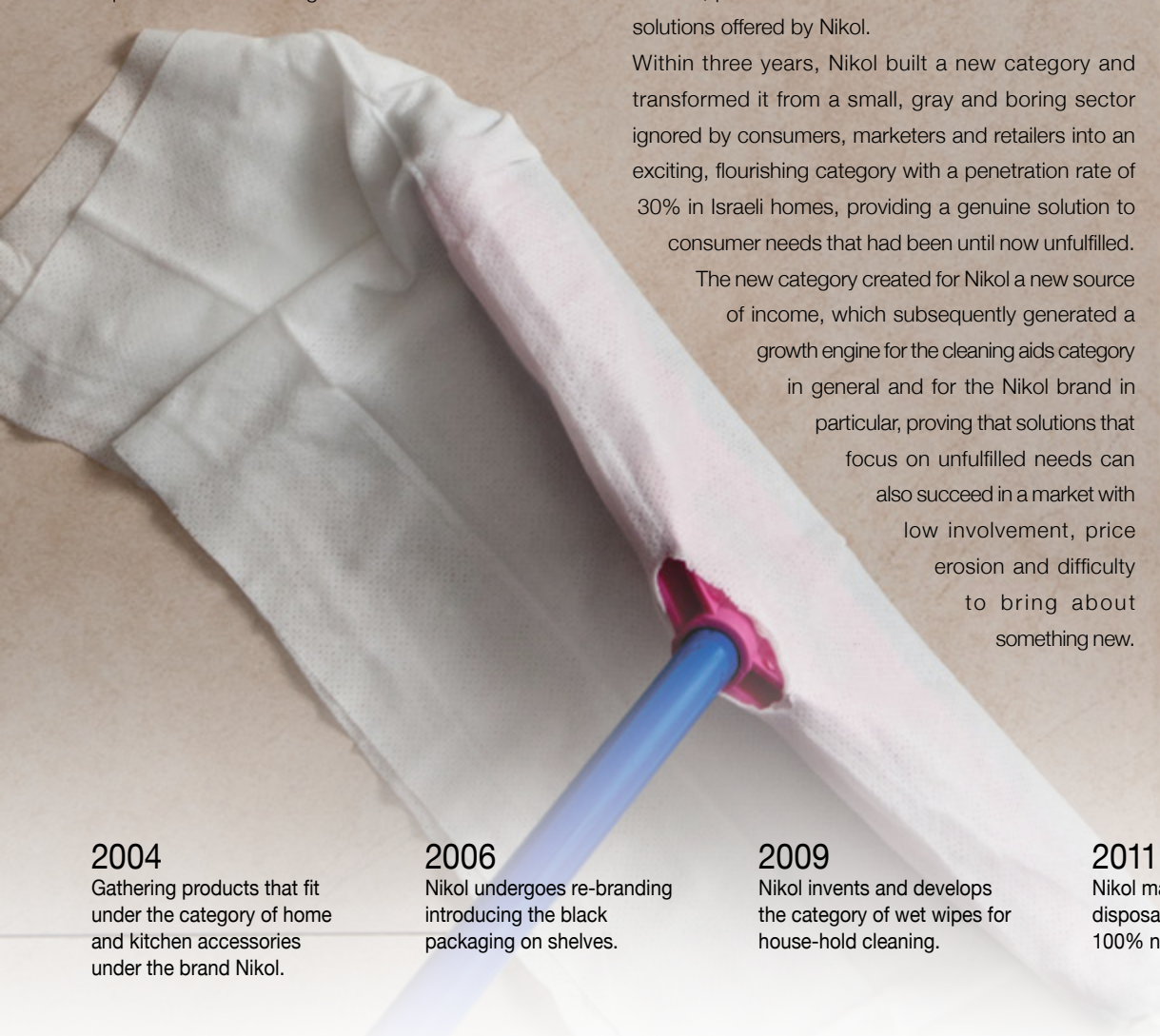
In 2012, in order to support the category, which already included a series of solutions and products, a campaign was launched to communicated to consumers the benefits of the entire category: easy and available solution for daily cleaning, removing the “drama” from cleaning. The campaign, adopting the slogan of “Cleaning Is No Drama”, presented the emotional benefits and various solutions offered by Nikol.

Within three years, Nikol built a new category and transformed it from a small, gray and boring sector ignored by consumers, marketers and retailers into an exciting, flourishing category with a penetration rate of 30% in Israeli homes, providing a genuine solution to consumer needs that had been until now unfulfilled.

The new category created for Nikol a new source of income, which subsequently generated a growth engine for the cleaning aids category in general and for the Nikol brand in particular, proving that solutions that focus on unfulfilled needs can also succeed in a market with low involvement, price erosion and difficulty to bring about something new.

Things You Didn't Know About Nikol

- The name Nikol was invented as an abbreviation of “Nikayon la'kol” (“Cleaning for everybody”).
- The brand Nikol operates in 20 different categories.
- Until the Nikol re-branding, it was not customary to design household cleaning packages and aids in black.
- The penetration rate for wet cleaning wipes is 30% of Israeli homes.



2004
Gathering products that fit under the category of home and kitchen accessories under the brand Nikol.

2006
Nikol undergoes re-branding introducing the black packaging on shelves.

2009
Nikol invents and develops the category of wet wipes for house-hold cleaning.

2011
Nikol markets a line of disposable utensil made of 100% natural sugar cane.

2012
Continued development and broadening of penetration of the wet wipes category.