



Having positioned itself as the finest quality, softest and most pampering toilet paper in the market, Lily continues to generate innovation that provides added value to consumers; this year, in order to resolve the problem of limited storage space in homes, Lily Compact was launched in toilet paper packages, which contains the same number of rolls but in 30% less volume

Lily, Hogla Kimberly's premium brand, is the leading toilet paper brand in Israel, with about 37% share of the financial market. Lily is also the favorite toilet paper brand in Israel. Every other Israeli home tried a brand product within the past year, and every third consumer indicates an emotional bond with the brand. Therefore, Lily constantly seeks the next breakthrough in order to provide customers with a soft, pleasant, comfortable and hygienic experience. Over the years, the brand launched a series of marketing moves and various product innovations:

**2002-2004 – Launch of Lily Puppy** – In 2002, Hogla Kimberly decided to launch under the Lily brand an adorable puppy that accurately and pleasantly broadcasts the brand values, headed by softness and luxury. In addition to reinforcing the brand values, the puppy is exclusively identified with the brand and is the basis for the consumers' emotional bond with the brand.

**2004-2009 – Intensifying the softness experience** – during the years, the softness value constituted one of the

spearheads of the Lily strategy, in light of the realization that this was a critical parameter for consumers. Lily essentially took ownership of the softness territory, and focused its innovative strategy on creating side benefits that reinforced its position not only as the finest quality toilet paper but also as the "softest there is".

**2010 – Lily Soft & Strong** – After eight years of marketing focus in which the value of 'softness' became the benchmark for the category, Lily was looking for additional needs that remained unsatisfied in the category, for which a solution could be offered. Research revealed that consumers were looking for a toilet paper that was both soft and that would provide security in use. Technological developments in Israel served as the basis for the launch of Lily Soft & Strong: toilet paper whose first ply was particularly soft and a second ply that provided strength and durability.

**2011-2012 – Lily Moist** – Israeli consumers, much like other consumers around the Western world, are more sensitive than ever to maintaining their body's hygiene



and are looking for available, user-friendly solutions that will provide them with a sense of personal cleanliness in their daily routine. Real cleaning of the body, like cleaning in any other area, requires use of wipes. The toilet paper category was traditionally dominated by the dry 'regular' paper that did not provide a perfect clean.

Hogla-Kimberly undertook to educate the Israeli market to use soft toilet paper that supplements the cleaning action following use of regular toilet paper. In the second half of 2011, Lily Moist toilet paper was launched, designed to provide a supplementary solution to cleaning following use of toilet paper.





[www.lily-puppy.co.il](http://www.lily-puppy.co.il)



Lily Moist breaks down in the toilet and is expendable. The paper contains aloe vera and maintains a balanced pH. In order to provide a solution for different consumers and needs, the Lily Moist series includes three different products: Lily Moist Classic – plus aloe vera; Lily Moist Sensitive – without perfume and ideal for people with sensitive skin; and Lily Moist Kids – particularly ideal for children's skin.

**2013 – Lily Compact** – In a consumer reality characterized by a perpetual search for comfort, primarily in products perceived as awkward having too much volume, the trend is leaning towards increasingly smaller products, via innovative technology and new materials. To date, one consumer product remained its original size throughout the years; toilet paper.

The size of a toilet paper package (the 'suitcase') was a problem for consumers due to the difficulty in carrying the package during shopping and on the way home and the fact that it took up a great deal of storage space in the home.

Kimberly Clark international found a solution to this problem: Lily Compact – toilet paper packages that offer the same number of rolls and that contain the same amount of toilet paper but at 30% less storage space. The patent developed by Kimberly Clark allows the carton roll to be compressed, a roll that generally contains air, during the manufacturing process so that the total volume of each roll is minimized. When releasing the 'button' the roll reverts to its original shape and ideal for use in the bathroom.

Lily Compact, launched this year in Israel under the concept "returning toilet paper to the closet", was supported by a television campaign, billboards and digital banners. In addition, the main section of the penetration was based on increased visibility at the points of sale, where the brand created images that demonstrated the small size of the package, the consumers' ability to store them in relatively small spaces. The slogan that accompanied the launch is "Same amount of paper, 30% less room".

### Things You Didn't Know About Lily

- Every second household in Israel has used Lily toilet paper this year.
- Lily consumers are particularly loyal to the brand: 40% contribute to 70% of brand sales.
- The Lily puppy appears on all toilet paper packages around the world.
- The toilet paper category is the second largest in the non-food category in Israel.
- Israeli consumers use an average of 5kg of toilet paper per year.
- The patent that allows for the toilet paper rolls to compress was first launched by Kimberly Clark in Brazil. Today, several years after the launch, it comprises 70% of the local brand activity.



**2002**  
The Lily puppy makes Aliya to Israel.

**2004**  
Launch of Lily Cotton Touch.

**2008**  
Lily heralds the two-ply roll.

**2010**  
Lily launches Soft & Strong.

**2011**  
Hogla Kimberly launches Lily Moist series.

**2013**  
Lily Compact launched.