

# Blown away

Kleenex Ultra Soft's makeover is not to be sniffed at. Alex Creed tells us why



Kleenex Ultra Soft tissues

Kimberly-Clark

Anthem Worldwide

Create new packaging for Kleenex Ultra Soft tissues that communicates the silky softness of the product. Additionally, ensure that the look and feel of the new packaging works universally across the UK and Europe.

Product

Client

Designers

Brief

Kimberly-Clark has always positioned itself as an innovator, constantly challenging the status quo to provide consumers with a better experience. In its bid to create the softest facial tissue on the market it developed new technology that has enabled it to launch new Kleenex Ultra Soft tissues which are, quite literally, the softest tissues you can buy. They are so soft, and yet so strong, that fashion designer Ben de Lisi even teamed up with Kleenex to create an evening gown made entirely from Ultra Soft tissues for model Lisa Snowdon!

Kimberly-Clark realised that packaging had to play a massive role in communicating its two core messages: 'ground-breaking softness' giving 'everyday indulgence'. However, as tissues are, after all, used for nose blowing or make-up removal, how would it be possible to 'lift' a product from a commonplace category, communicating that the silky softness of the product against your skin can make you feel gorgeous and create a moment of luxurious pampering during the daily grind? Ultimately, the aim was to encourage consumers to try Ultra Soft as, in unbranded consumer tests, 95 per cent of consumers asked said they would buy Ultra

Soft after feeling it.

Anthem Worldwide, one of Kimberly-Clark's retained agencies and part of the Schawk global design community, was briefed with this challenge. Anthem also had to ensure that the look and feel of the new packaging worked universally across the UK and Europe. Understanding though, that the packaging had to have such an enormous impact on shelf, the Anthem team was given the scope to push the boundaries.

The agency created a number of indulgence-based concepts, with floral and fabric influences being picked as the favourites to convey the tissues' sensorial qualities. These were then developed to see how they could create maximum impact on the packaging when the box could not



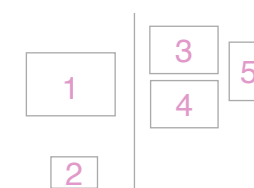
**The rendering of the visual was done using an unusual illustrative technique**



be altered in shape and budget didn't allow for expensive substrates. The look that finally won the day was fabric, with a sumptuous 'silk' material background being used as an image that screamed indulgence, quality and silky softness. It made customers notice the box, want to pick up the pack, feel the product and be happy to display it within their home.

The rendering of the visual was done using an unusual illustrative technique that produced a lightly abstract quality. This textured look and feel was described by consumers variously as velvet, satin, rich cream, silk, chocolate and ice cream - all of which convey a message of softness and indulgence. The colours on the pack are suitably rich and different to create standout on shelf, but take reference from the colour palette established within the everyday premium tissue category.

Anthem was also briefed to come up with an icon to go on the packaging that really reinforced the 'softest ever' positioning. Different approaches were tried including icons featuring hearts and hands to reflect the emotiveness behind the 'Feel Me' message. These incorporated straplines such as 'Softness like no other' and 'The softest feeling'. However, the icon that won by a mile was also the boldest. For the



Soft sell | 1. The new Kleenex Ultra Soft packaging. 2 & 4. Concept sketches. 3. A rich colour palette was chosen to communicate luxury. 5. Words chosen to communicate the softness of the product.

## The packaging conveys a real 'wow' factor

first six months, the large, iconic Kleenex logo, which usually features prominently on the oval device at the top of the box, is being replaced with the words 'Feel me' in Kleenex's distinctive joined-up logo-style. This is supported with the words 'I'm gorgeous' below. 'New Kleenex Ultra Soft Tissues' appears at the bottom of the oval in much smaller lettering.

This bold and unexpected typographical 'stealth branding' makes a powerful statement and reflects the strength of confidence Kleenex has in its brand and product. By retaining the Kleenex font, the new 'logo' is still shorthand for Kleenex, giving customers reassurance about the brand. However, at the same time as reading 'Kleenex' they are receiving the 'feel me' message.

The new look packaging went through extensive quantitative and qualitative research, the results of which were some of the best Kimberly-Clark had ever seen for new packaging, adding real conviction to the decision to make this brave move. "The softness of our new Kleenex Ultra Soft represents one of the biggest innovations in facial tissues in 15 years. It was important for us that this message was communicated at every consumer touchpoint. Anthem helped us to be daring and break the rules to ensure that our packaging would convey a real 'wow' factor, allowing us to drive category penetration and communicate to our target market that we've created the perfect product for them - a practical product that offers everyday indulgence," comments Martina Jezdikova, Kleenex brand manager UK and Ireland at Kimberly-Clark. "The bold approach we took has created attention and intrigue, persuading consumers to try it so they can feel the softness for themselves. We absolutely love our new-look packaging and are sure that our customers do too."

Once new Kleenex Ultra Soft has been established for six months and the packaging has done its job of interrupting consumers at point of purchase and conveying the brand values, the 'Feel me' logo will revert to the Kleenex logo while the look and feel of the packaging remains the same. ■

Alex Creed at the account director at Anthem Worldwide.