

Kimberly-Clark A Big Winner With Six Effies At The 45th Annual Effie Awards Gala

Effie Awards Recognize the Success of the Depend "Great American Try-On," U by Kotex "Break Up" and VIVA "VIVA Towels Take a Stand with Mike Rowe" Commercial Programs

DALLAS, May 23, 2013 /PRNewswire/ -- Kimberly-Clark Corporation was awarded six Effie Awards including one Gold, two Silver and three Bronze for its 2012 commercial programs for Depend, U by Kotex and VIVA brands at the 45th annual North American Effie Awards last night in New York. The company and its Depend brand were also recognized on the North American Effie Effectiveness Index Rankings; Kimberly-Clark as the No. 2 most effective advertiser and the Depend brand as the No. 3 most effective brand in North America in 2013.

The Effie Awards, which have honored marketing effectiveness since 1968, have come to represent one of the highest honors in the field of marketing and advertising. This year's North American Effie Awards encompass 50 categories, including the specialty Health, GoodWorks and Media Awards, and the Global and Shopper Effie.

"Given that this award recognizes ideas that build business, Kimberly-Clark and its agency partners are honored to be recognized by the Effie Awards for our work on Depend, U by Kotex and VIVA," said Clive Sirkin, Chief Marketing Officer, Kimberly-Clark. "We, along with our agency partners, are especially proud of how we are building our brands and remain committed to keep raising the bar. We are proud and appreciative — but never satisfied! This makes us more hungry."

Kimberly-Clark and its agency partners won Effie Awards in the following categories:

Beauty Products & Services:

- Silver Effie Award for U by Kotex "Break Up" commercial program. Agency partners included Ogilvy & Mather and OgilvyAction; Organic, Inc.; Marina Maher Communications LLC; and Mindshare.
- Bronze Effie Award for Depend "Great American Try-On" commercial program. Agency partners included Ogilvy & Mather and OgilvyAction; Organic, Inc.; Marina Maher Communications LLC; and Mindshare.

Healthcare – OTC:

- Silver Effie Award for Depend "Great American Try-On" commercial program. Agency partners included Ogilvy & Mather and OgilvyAction; Organic, Inc.; Marina Maher Communications LLC; and Mindshare.
- Bronze Effie Award for U by Kotex "Break Up" commercial program. Agency partners included Ogilvy & Mather and OgilvyAction; Organic, Inc.; Marina Maher Communications LLC; and Mindshare.

Renaissance:

- Gold Effie Award for Depend "Great American Try-On" commercial program. Agency partners included Ogilvy & Mather and OgilvyAction; Organic, Inc.; Marina Maher Communications LLC; and Mindshare.

Household Supplies & Service:

- Bronze Effie Award for VIVA "VIVA Towels Take a Stand with Mike Rowe" commercial program. Agency partners included StudioCom, TRIS3CT, OgilvyAction and Mindshare.

Earlier this year, Kimberly-Clark was awarded a Gold Effie at the Shopper Marketing Effie Awards for Depend "Great American Try-On" in the Manufacturer: Loyalty, Awareness, Sales or Trial category, as well as a Bronze Effie in Canada for "Great American Try-On," with additional PR support by Ketchum.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 141-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).

About The Effie Awards

The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East / North Africa Effie and more than 40 national Effie programs. For more details, visit www.effie.org.

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