

# Kimberly-Clark Wins Two Effies At 48th Annual Effie Awards Gala

## **Effie Awards Recognize the Success of the Kleenex brand's "Someone Needs One" and Huggies "Prepare for the Second Hug" Commercial Programs**

DALLAS, June 3, 2016 /PRNewswire/ -- Kimberly-Clark Corporation was awarded two Effie Awards at the 48<sup>th</sup> annual North American Effie Awards last night in New York, including a Silver Effie for the Kleenex brand in the Home Supplies and Services category, and a Bronze Effie for Huggies in the Personal Care category. In addition, the company's Cottonelle and Depend brands were recognized at the event for Bronze Effies received earlier this year in the Shopper Marketing competition.

"We are particularly proud of the Effie Awards as they are given to recognize the commercial effectiveness of a program. So we are grateful that these legendary brands are being acknowledged by the industry for their outstanding work," said Tony Palmer, President of Global Brands and Innovation for Kimberly-Clark. "These campaigns represent the real power of the trust and emotional bond that brands can build with their consumers."

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 57 categories. Kimberly-Clark and its agency partners won North American Effie Awards in the following categories:

### **Home Supplies and Services:**

- Silver Effie Award for Kleenex brand's "Someone Needs One" commercial program, focused on proving that no matter how big or small the moment, the act of giving a Kleenex Facial Tissue to someone who needs one can equalize, connect and uplift us all. Agency partners included Geometry Global; Ketchum; Mindshare; VIMBY; VML; and VSA Partners.

### **Personal Care:**

- Bronze Effie Award for Huggies "Prepare for the Second Hug" commercial program, focused on emotionally connecting with moms to prepare for the first time her baby leaves her arms and a Huggies Little Snugglers Diaper is put on him – the second hug. Agency partners included Edelman; Geometry Global; Mindshare; Ogilvy & Mather; and OgilvyOne.

Kimberly-Clark and its agency partners were also nominated as North American Effie Award finalists in the following category:

### **Engaged Community:**

- U by Kotex "Carmilla" commercial program. Agency partners included Geometry Global; Organic, Inc.; and Shift2.

Earlier this year, Kimberly-Clark was awarded two Bronze Effies at the Shopper Marketing Effie Awards for the Cottonelle "Go Commando" program in the Awareness/Trial category (with agency partners Geometry Global, Ketchum, Mindshare, Trisect and VML), as well as the Depend brand for its "Real Women of Depend" program in the Single Retailer Program – Mass Merchants category (with agency partners Geometry Global, Marina Maher



Communications, Mindshare and Organic).

### **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 Kimberly-Clark'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 80 countries. To keep up with the latest news and to learn more about the company's 144-year history of innovation, visit [www.kimberly-clark.com](http://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](http://www.effie.org).

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