

Kimberly-Clark A Big Winner With Four Effies At The 47th Annual Effie Awards Gala

Effie Awards Recognize the Success of the Depend "Drop Your Pants for Underawareness," Poise "Put SAM in Your Pants," Scott Naturals Tube-Free "Toss the Tube" and U by Kotex "Save the Undies" Commercial Programs

DALLAS, June 5, 2015 /PRNewswire/ -- Kimberly-Clark Corporation was awarded five Effie Awards including one Silver and three Bronze for its 2014 commercial programs for Depend, Poise and U by Kotex brands at the 47th annual North American Effie Awards last night in New York; Scott Naturals Tube-Free was awarded an inaugural Bronze Positive Change Effie Award for its 2014 commercial program. The company was also recognized as the No. 3 most effective marketer in North America in 2014 on the North American Effie Effectiveness Index Rankings.

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 59 categories, including the specialty Health and Media Awards, and the Shopper Effie.

"The Effie Awards recognize the best ideas in marketing. As a member of the 2015 Grand Effie Jury, I was impressed by the quality of this year's program entrants, so it's an honor to be named a finalist in such strong company – let alone a multiple winner," said Clive Sirkin, Chief Marketing Officer, Kimberly-Clark. "We at Kimberly-Clark, along with our agency partners, are grateful the Depend, Poise, Scott and U by Kotex ideas are being acknowledged by the industry. It only serves to inspire us to push for more and better. My congratulations to the other winners who keep us on our toes."

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

North American Effie Awards

Personal Care:

- Silver Effie Award for U by Kotex "Save the Undies" commercial program. Agency partners included Ogilvy & Mather; Organic, Inc.; Marina Maher Communications LLC; Geometry; and Mindshare.
- Bronze Effie Award for Poise "Put SAM in Your Pants" commercial program. Agency partners included Ogilvy & Mather; Organic, Inc.; Marina Maher Communications LLC; Geometry; and Mindshare.

Healthcare – OTC:

- Bronze Effie Award for Depend "Drop Your Pants for Underawareness" commercial program. Agency partners included Ogilvy & Mather; Organic, Inc.; Marina Maher Communications LLC; Geometry; and Mindshare.

Disease Awareness & Education – Pharma/Corporate:

- Bronze Effie Award for Depend "Drop Your Pants for Underawareness" commercial program. Agency partners included Ogilvy & Mather; Organic, Inc.; Marina Maher Communications LLC; Geometry; and Mindshare.

Positive Change Effie Award

North America – Single Market

- Bronze Effie Award for Scott Naturals Tube-Free "Toss the Tube" commercial program. Agency partners included TRISECT; Ketchum; and VML.

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

Engaged Community:

- Depend "Drop Your Pants for Underawareness" commercial program. Agency partners included Ogilvy & Mather; Organic, Inc.; Marina Maher Communications LLC; Geometry; and Mindshare.

Goodworks – Brands:

- Depend "Drop Your Pants for Underawareness" commercial program. Agency partners included Ogilvy & Mather; Organic, Inc.; Marina Maher Communications LLC; Geometry; and Mindshare.

Personal Care:

- Huggies "The Second Hug" commercial program. Agency partners included Ogilvy & Mather; Mindshare; Geometry; and Edelman.

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 143-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.

About The Positive Change Effie Awards

The Positive Change Effie Awards, launched and run in collaboration with the World Economic Forum, recognize and celebrate the most effective marketing programs that have measurably shifted consumer behavior toward more sustainable choices, and/or grown demand for more sustainable products and services by incorporating sustainability as part of their marketing communications. For more details, visit www.effie.org.

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SOURCE Kimberly-Clark Corporation

For further information: Terry Balluck, Kimberly-Clark, +1-972-281-1397, terry.balluck@kcc.com

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