

Kimberly-Clark Takes Home Silver & Bronze Effie Awards At 43rd Annual Awards Gala

DALLAS, June 8, 2011 /PRNewswire/ -- Kimberly-Clark Corporation (www.kimberly-clark.com) announced today that it was awarded three Silver and one Bronze Effie Awards for its work on launching commercial programs in 2010 that drove brand growth for its U by Kotex and Huggies brands.

The awards were announced last night during the 43rd annual North American Effie Awards Gala in New York. Since 1968, winning an Effie Award has become a global symbol of achievement for marketing ideas that work, and represent one of the highest honors in the advertising and marketing industry.

"Winning these Effie Awards is such an honor for Kimberly-Clark and our agency partners," said Tony Palmer, Chief Marketing Officer, Kimberly-Clark. "As the pre-eminent awards in the marketing industry that recognize the effectiveness a commercial idea can have on contributing to a brand's success, we are thrilled to receive these awards for the outstanding work done for our U by Kotex and Huggies brands."

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

- Silver Effie Award: Household Supplies & Services Category for its Huggies Jeans Diaper Full of Chic commercial program. Agency partners included JWT, Edelman PR, Mindshare Media, and JWT Action.
- Silver Effie Award: Influencer Category for its U by Kotex "Break the Cycle" commercial program. Agency partners included Organic, Inc. and JWT.
- Silver Effie Award: Shopper Marketing – Manufacturer Category for its U by Kotex launch. Agency partners included JWT/Ogilvy Action, TracyLocke, Mindshare, Colemanbrandworx, Strategic Branding and Organic.
- Bronze Effie Award: Healthcare – OTC Category for its U by Kotex "U by Kotex Gets Real About Periods" commercial program. Agency partners included JWT, Organic, Mindshare and Marina Maher Communications, Inc.

"I am proud of our U by Kotex and Huggies brand teams, and our partner agencies, for their efforts in driving growth of our brands, and for being recognized by their peers at this year's Effie Awards," Palmer said.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C 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 139-year history of innovation, visit www.kimberly-clark.com.

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.

SOURCE Kimberly-Clark Corporation

For further information: Joey Mooring of Kimberly-Clark Corporation, +1-972-281-1443, joey.mooring@kcc.com

<https://www.news.kimberly-clark.com/press-releases?item=124754>