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**Dallas, Jan. 7, 2008** - Kimberly-Clark Corporation (NYSE: KMB) today announced it is launching the largest non-traditional marketing campaign in its history to help drive further sustainable growth for its Cottonelle brand.

The campaign "Be Kind to Your Behind" debuts this month and integrates experiential marketing, branded Web sites, Internet advertising, bus and train station ads, FSIs, in-store promotions, redesigned product packaging and public relations activities, as well as traditional TV and print advertising. In addition, the campaign will use the iconic Cottonelle puppy across all communications channels to embody the brand's key benefits of soft, soothing comfort.

"K-C is raising the bar of its marketing efforts through pursuing integrated, media-neutral campaigns based on powerful ideas that leverage the promise of our brands," said Alan Loux, Vice President of Brand Development for K-C. "Through a wide array of marketing channels, including the Cottonelle Comfort Haven, the 'Be Kind to Your Behind' campaign will connect consumers with the brand's promise of comfort in an alluring way."

The Haven features a puppy-themed bus that will travel to major metropolitan cities across North America with four themed comfort areas offering consumers access to massages, yoga, comfortable places to sit and relax during their busy day, and a sweepstakes promotion.

The campaign kicks off today in the U.S. and Canada with TV advertising to build awareness, followed by the launch of a remodeled Cottonelle Web site, Internet brand and print advertising, and in March, K-C will roll out the Cottonelle Comfort Haven.

To promote the traveling Haven in each market, the Cottonelle brand will run outdoor advertising that will dominate in selected rail and bus stations and other high traffic locations.

"In a world that can be tough on bottoms, Cottonelle brand bath tissue is one kind thing that you can do for your behind," said Loux.

In addition to launching the campaign in the U.S. and Canada, K-C plans to roll out the "Be Kind to Your Behind" campaign throughout Europe under multiple brands, using the iconic puppy. The European campaign is scheduled to launch the summer of 2008.

## 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 136-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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