

Kimberly-Clark Brand Icon Inducted Into Madame Tussauds London

Kimberly-Clark Brand Icon Inducted Into Madame Tussauds London DALLAS, April 26, 2004--Kimberly-Clark's yellow Labrador puppy, which adorns the company's bath tissue products around the world, achieved unprecedented status recently as the first brand icon to earn a place among the celebrity wax figures at Madame Tussauds in London.

The yellow Labrador puppy serves as the worldwide brand ambassador for Kimberly-Clark bath tissue brands, including Andrex, Cottonelle, Hakle, Kleenex, Page, Petalo and Scottex. The puppy icon is currently seen in television advertising and on packaging, promotion and in-store materials in more than 30 countries in North America, Europe, Latin America and Asia/Pacific. The puppy is also embossed on bath tissue rolls throughout Latin America and in Spain, Portugal, the U.K. and Ireland.

"This recognition by Madame Tussauds bears witness to one of the most successful advertising campaigns in brand marketing history," said Ben Anderson, Kimberly-Clark's European Director of Marketing for Family Care. "The puppy has an emotional appeal that transcends language and nationality. It engages consumers all over the world."

The puppy got its big break more than 30 years ago as the "spokespuppy" for the Andrex brand in the United Kingdom and has since gone on to become the star of the U.K.'s longest-running advertising campaign. According to a recent poll by Madame Tussauds, the yellow Labrador puppy emerged as the U.K.'s favorite fictional television character. In fact, it is estimated that more than one in 10 U.K. homes--or 4 million households--has a soft toy version of the puppy.

"Since 2002, Kimberly-Clark has moved quickly to introduce the puppy icon into new markets as diverse as Germany and Singapore," said Kent Willetts, Vice President of Global Advertising for Family Care. "As the global leader in bath tissue, we have the same brand promise around the world--'Looking Out For The Family'--and the puppy is strengthening our connection with families in every corner of the globe."

To learn more about the yellow Labrador puppy, view photos of the puppy's historic unveiling at Madame Tussauds in London, see various television commercials and packaging from around the world, visit Kimberly-Clark's Web site at www.kimberly-clark.com.

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, more than 1.3 billion people--nearly a quarter of the world's population--trust K-C brands 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 brand position in more than 80 countries. It is the world leader in bath tissue with an estimated 25 percent share of the \$17 billion global market. To keep up with the latest K-C news and to learn more about the company's 132-year history of innovation, visit www.kimberly-clark.com

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