



Hogla Kimberly, marketer of Huggies in Israel, leads the diaper category in terms of sales and market shares. During the past year, the company has applied an innovative marketing approach that focused on two launches and breakthrough marketing activations

In 1978, Kimberly Clark launched Huggies diapers in the United States. Since then, the brand has been launched in 140 countries with annual sales exceeding \$3 billion. In 1996, Hogla Kimberly launched the Huggies brand in Israel (more information about the brand launch in Israel and its activities in recent years can be found in the 2009, 2010 and 2011 editions of Israel Superbrands books). Today, Huggies is the leading brand in diapers in terms of sales in Israel. Studies showed that it is also the most absorbent.

The Competitive Environment

The diaper market in Israel generates approx. NIS 650 million a year, and is growing at an annual rate of 2%. The market is characterized by technological innovations and by increasing competition from existing players and new players in the market. Along the years, Hogla Kimberly has invested in product innovation and media

consistency to generate a competitive advantage and a clear differentiated and leading positioning for the Huggies brand.

The Marketing Challenges

Throughout the years, category consumers, the mothers, have become more involved. In addition to the growing competition in the category, the market became increasingly sophisticated and advanced on the product and technology level, which increases Huggies' need to continue and excite consumers through creative initiatives and the launching of innovations in the diaper market that would herald a genuine and relevant message to mothers, who are always looking to give the best to their children. In addition, Hogla realized that mothers today cannot be targeted as a homogeneous, uniform audience and that a diaper with one set of properties would not be suitable for all mothers, simply because they are different and

are looking for different things in a diaper. Therefore, the company set out on a path during which it developed a broader set of solutions that would provide an answer to the various types of mothers.

The Marketing Solutions

Beginning in 2012, Hogla Kimberly changed the way it was segmenting the market and developing new products once it realized that different mothers have different needs and that they had to provide a different solution to each group of mothers.

Instead of the One Product Fits All approach, the company adopted an approach that was based on identification of various mother segments based on the behavioral characteristics and lifestyles of the mothers; development of solutions and products that meet their needs; and adapting the marketing communication and ad messages to each type of mothers group.

Based on the new approach, Huggies Freedom+ and Huggies Boys & Girls were launched in 2012.

The Launch of Huggies Freedom+

Huggies Freedom+ is a new diaper that represents the technological improvement and is the 'next generation' of the Freedom diaper series. The diaper was developed in particular to provide a solution to mothers who are looking for the latest technology that will provide their children with maximum benefit in terms of dryness and comfort. The new diaper is characterized by dynamic absorption technology, which includes a special fluid-trapping layer, an active canal system that equally disperses the fluids over the diaper surface and a tape closure system for perfect adjustment of the diaper to the infant's body. The launch of the product was accompanied by a television and internet campaign under the slogan that speaks best to this type of mother: "Today's babies are more advanced than ever! So is our diaper!"

In addition, in order to promote the new diaper line, a digital move was implemented in conjunction with sports broadcaster Zouheir Bahloul. As part of the move, parents were invited to upload clips to the brand site that displays their children performing various actions. 50 clips were selected to receive an amusing sports-like voiceover





by Bahloul. The clip that received the largest number of Likes won one-year supply of diapers. The campaign even won international recognition and was crowned finalist in the Golden Drum competition.

The launch of Freedom+ was received with open arms by the target audience and consumer research revealed strong customer satisfaction.

The Launch of Huggies Boys & Girls

Following the launch of Freedom+, Huggies Boys & Girls was developed and launched. The launch was designed to provide an optimal solution for career mothers and mothers for whom fashion, lifestyle and trends are hot topics.

The new diaper offers unique technological innovation that includes a unique absorption center that is positioned exactly where the baby needs it the most: in the upper front section for boys and lower and centered for girls. The diaper design is also adapted to the baby's gender. Mickey Mouse print in blue and gray for boys and Minnie Mouse print in pink and purple for girls.

The launch of the new diapers was supported by integrated measures that included the establishment of a pop-up shop and an online and mobile shopping

experience.

The pop up shop, which operated for two weeks at the end of summer in Gan Ha'ir shopping center in Tel-Aviv, offered alongside diapers unique items from Israeli boutique designers whose designs were inspired by the new series. The purpose of the shop was to demonstrate the connection of the Huggies brand to the world of fashion and lifestyle. Among the items sold in the shop were clothing, shoes, accessories, equipment for babies, accessories for room design, textile items, etc. customers also received a gift with a diapers purchase- a shirt with the child's name personally printed on it.

To enhance PR, the shop also displayed a clothing design gallery of four top Israeli fashion designers who helped to design the baby cloths for girls and boys that were inspired by the new diaper. During each day of operation, 2000 people visited the shop.

Simultaneous with the launch of the store, a cellular application was launched by the brand that transformed billboards at bus stops, train stations and across the country into virtual branches of the shop itself, with consumers being able to purchase items from the store using a QR code scan. The virtual store also operated at the same time on the internet and was promoted through newspaper ads and internet banners. The diapers

and items that were purchased through the app and through the website were delivered to the customers' homes.

The digital platform also allowed parents and infants to interact with the diapers and items being

Things You Didn't Know About Huggies

- Huggies diaper was launched in 1978 around the world, becoming the top selling diaper in the US within seven years.
- Huggies is the brand of American company Kimberly Clark, one of the largest paper companies in the US. Kimberly Clark brands include Kleenex, Kotex, etc.
- Every second diaper sold in Israel is Huggies.

offered in the shop. They could 'play' with them from a distance.

Activity in the Wet Wipe Category

Throughout the years, the wet wipe category has spread to private brands. No growth was recorded and no product innovation appeared likely to add diversity or added value to consumers. A global study conducted by Kimberly Clark in order to understand and identify target audiences in the wet wipe sectors found that the need to protect the skin is one of the most important needs of a parent of an infant.

As such, after identifying the need, Kimberly Clark, under the Huggies brand, launched a series of wet wipes for babies known as Baby Spa, which incorporates the extracts of relaxing flowers in Huggies wet wipes. In the first stage, wet wipes with Calendula and cucumbers were launched. These products are known for the ability to relax skin. Six months later, the baby spa series launched wet wipes enriched with lavender extract.

The launch, which was supported by marketing through digital media, was enthusiastically received by consumers since the series responded to a genuine need. It was also welcomed by retailers, who prominently displayed the series that introduced innovation and excitement to the category.



1978
Kimberly Clark launches Huggies in the United States.

1996
Huggies is first launched in Israel under the slogan "The best selling diaper in America".

2007
The jeans diaper is the first diaper in history to be launched under Huggies in Israel and in light of its success was marketed in other countries as well.

2010
Huggies launches Pure & Natural Huggies that contains organic cotton

2012
The brand launches Huggies Freedom+ and Huggies Boys & Girls, and sets up a pop up shop for infant fashion in Gan Ha'ir shopping center.