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## **Kleenex** **The Saga of a Super Brand**

### **Introduction:**

Kleenex, a brand synonymous with facial tissue products, has cemented its position as a super brand in the consumer goods industry. In this blog post, we will delve into the journey of how Kimberly-Clark succeeded in establishing Kleenex as a household name and analyze the challenges faced by brands whose names have become generic terms for their products. Furthermore, we will examine the 'Let It Out' advertising campaign that aimed to rejuvenate the Kleenex brand and its impact on consumer perception.

### **Section 1: Winner's Curse?**

Before we dive into the success story of Kleenex, it's important to understand the concept of the "winner's curse." Brands that achieve widespread recognition and become synonymous with a product face the challenge of maintaining their market dominance. We will explore the pitfalls and potential setbacks associated with being a super brand.

### **Section 2: Background Note**

To comprehend the rise of Kleenex, it's essential to understand its humble beginnings. We will explore the history of Kimberly-Clark, the company behind Kleenex, and how they ventured into the facial tissue market. This section will shed light on the brand's early struggles and the gradual evolution of Kleenex into a household name.

### **Section 3: The Kleenex Brand**

In this section, we will delve into the brand strategy and identity of Kleenex. We will examine the meticulous efforts made by Kimberly-Clark to create a strong brand image that resonates with consumers. From product quality to packaging design, we will analyze the factors that played a crucial role in establishing Kleenex as a trusted and reliable brand.

### **Section 4: 'Let it Out' Campaign**

One of the pivotal moments in the Kleenex brand's journey was the 'Let It Out' advertising campaign. This emotionally-driven campaign aimed to connect with consumers on a deeper level by encouraging them to express their emotions freely. We will explore the advertising strategies employed, the emotional appeal used, and the impact it had on consumer perceptions.

### **Section 5: The Results of the Campaign**

In this section, we will analyze the outcomes of the 'Let It Out' campaign. We will examine the consumer response, market share growth, and sales figures to gauge the effectiveness of the campaign. Additionally, we will explore how the campaign contributed to enhancing brand loyalty and customer engagement.

### **Section 6: Criticism and the Kleercut Campaign**

No brand journey is without its share of challenges and criticisms. We will address the criticism faced by Kleenex, particularly regarding its environmental impact. The Kleercut campaign, launched by environmental activists, accused Kleenex of contributing to deforestation. We will analyze how the brand responded to these allegations and the impact it had on its reputation.

### **Conclusion:**

In conclusion, the saga of Kleenex highlights the power of effective brand strategy and emotional appeal in establishing a super brand. Kimberly-Clark's efforts to create a strong brand identity and the success of the



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'Let It Out' campaign are testament to the brand's resilience and adaptability. However, it also serves as a reminder that maintaining brand dominance requires constant innovation, responsiveness to criticism, and a commitment to addressing environmental concerns.

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