

## **Kleenex 'Let It Out' Campaign:** **Increasing Consumer Involvement with a Low-involvement Product**

### **Introduction:**

The Kleenex 'Let It Out' campaign gained significant attention and recognition for its innovative approach to promoting a low-involvement product like tissue. This blog post will delve into the various aspects of the campaign, analyzing its objectives, the use of 'real people' in the ads, the effectiveness of emotional appeal, challenges faced by brands with generic terms, and explore strategies for K-C's future.

### **Background:**

Promoting a low-involvement product can be a challenging task. Tissues are often considered a mundane and utilitarian product, lacking the emotional connection that other consumer goods may possess. The challenge lies in finding ways to engage consumers and create a meaningful relationship with a product that is typically seen as disposable.

### **The Challenge:**

K-C (Kimberly-Clark) faced the task of increasing consumer involvement with their Kleenex brand. They needed to find a way to break through the clutter of generic tissue brands and establish a deeper connection with consumers. This led to the inception of the 'Let It Out' campaign.

### **'Let It Out' Campaign:**

The campaign took a bold approach by showcasing 'real people' in their ads. By featuring authentic stories and emotions, Kleenex aimed to tap into the universal human experience of expressing emotions. The idea was to position Kleenex as more than just a tissue brand but as a companion for moments of vulnerability and release.

### **The Movie:**

One of the highlights of the campaign was the creation of a short film that depicted real people sharing their personal stories of emotional release. The film struck a chord with viewers, evoking empathy and relatability. It showcased the power of vulnerability and how Kleenex could be a comforting presence during emotional moments.

### **Results:**

The 'Let It Out' campaign garnered significant attention and engagement. It sparked conversations and fueled discussions about the importance of emotional well-being. The emotional appeal of the ads resonated with consumers, leading to increased brand recognition and loyalty. Kleenex successfully managed to create a connection between their brand and the consumer's emotional needs.

### **The Other View:**

Despite the campaign's success, there were critics who questioned the use of 'real people' in the ads. Some argued that it could come across as exploitative or disingenuous. However, the majority of the audience appreciated the authenticity and relatability conveyed through the campaign.

### **Looking Ahead:**

Moving forward, K-C faces the challenge of preventing their brand from becoming commoditized. When a brand name becomes synonymous with the generic term for the product, it becomes vulnerable to losing its distinctiveness and market share. To address this issue, K-C should focus on continuous innovation,

exploring new product variations, and reinforcing the emotional connection consumers have with the Kleenex brand.

**Conclusion:**

The Kleenex 'Let It Out' campaign successfully tackled the challenge of promoting a low-involvement product by leveraging emotional appeal and showcasing real people's experiences. By creating a connection with consumers on a deeper level, Kleenex managed to increase consumer involvement and establish a strong brand presence. Moving forward, K-C should continue to evolve and innovate to maintain their brand's distinctiveness in a highly competitive market.

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