

CASE STUDY KLEENEX



BACKGROUND

In the highly competitive hay fever market, Kleenex wanted to create cut-through via share of voice and position their pocket pack tissues as a 'must have' item for the season.

STRATEGY

Opinion Matters recommended that as well as carrying out research that would provide Kleenex with exclusive statistics and insights, that the survey was carried out with and results broken down against pertinent demographic groups. This enabled Kleenex to establish the impact of hay fever not only on sufferers but on their productivity levels at work as well, and the benefits to employees and employers of being prepared. The research was carried out with managers & employers, as well as hay fever sufferers and generic adults and provided Kleenex with an in-depth authoritative report into hay fever that formed the basis of significant media coverage.

RESULTS

Campaign awareness reached 60% (versus 32% in the previous year) and gave Kleenex solid footing to stand as a credible commentator on hay fever.

The hay fever report has been showcased to global Kleenex brand teams.

120 items of coverage were generated from the findings of this study including The Sun, Channel 4.com, and BBC Radio 2.



DOWNLOAD A COPY OF THE REPORT:

<http://www.kleenex.co.uk/Themes/Default/Images/UK/products/hayfever/Kleenex%20Hayfever%20Report.pdf>