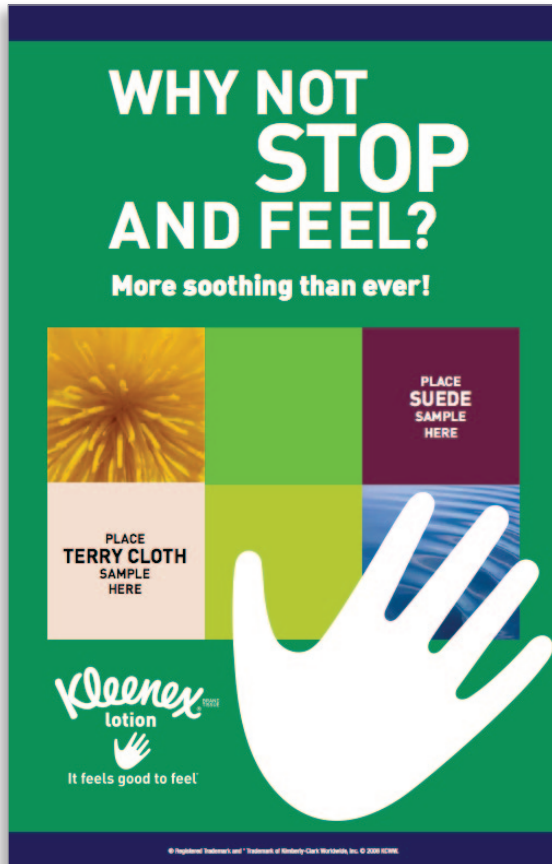


Inspiring shoppers to reach out and touch also made them reach out and buy.



Counter Card



Coupon Handout



Demo Event

KLEENEX® Lotion Facial Tissue at Target

Sometimes you have to feel it to believe it. Kimberly-Clark was launching an improvement to their existing KLEENEX Lotion Facial Tissue as well as re-introducing the brand, and Malone was challenged to meet these objectives at Target.

We believed the best way to communicate the product point of difference was to have shoppers feel it for themselves. We knew from our ShopperSight™ research that Target shoppers want to be inspired and excited while in store, but we also knew the retailer might not welcome a non-food demo event.

The shopper prevailed, and Target accepted a non-food demo for the first time ever. Malone sold in an impactful, innovative sampling program inviting shoppers to feel the product difference and interact with the brand once again.

Shoppers liked the new KLEENEX. Redemption on Target-specific coupons was 30%.