



KITTENSOF

Developing a brand personality that sells

■ INTRODUCTION

The Market Status 1995

In the summer of 1995, Jamont Ireland and its new advertising agency Bates prepared the following analysis of the toilet tissue market as a prelude to developing an advertising campaign for the KITTENSOF brand:

“The Toilet Tissue market in which the Jamont brand KITTENSOF competes is extremely robust and the last number of years have seen all of the big brands spending heavily on new advertising campaigns and product innovation. The market is currently worth IR£55m and can be sub-divided into three main categories, namely:

1)	Premium	23.2%
2)	Family	47.3%
3)	Economy	15.3%

The family sector, though accounting for the majority of the market in volume terms, remains static whereas the premium category, where most of the new product development is concentrated, is growing and currently occupies second place. Within the premium sector, there has been the development of a ‘super premium’ category, which is dominated by Kleenex Quilted and Cushion Soft from Andrex. Scott also relaunched their Andrex brand as ‘squeezeably softer’ and supported it above and below-the-line. In addition, Scott introduced a new kitchen towel range, which attempted to segment the market by usage occasion. Kleenex, on the other hand, continue to benefit from superior technology and a heavy television commitment to their toilet and facial brands which has resulted in significant over-spill rating levels into the Republic’s territory. In addition to the direct pressure being exerted by the premium competitive brands, the biggest threat to Jamont’s branded business continues to come from private label products. This year saw two major retailers relaunch their

private label business with improved quality products and packaging, with support activity above and below-the-line.”

■ MARKETING BACKGROUND

A research study of the main brands in the marketplace undertaken by Behaviour & Attitudes for Jamont in March of 1995 suggested that the competition had moved ahead considerably in terms of perceived product attributes and that KITTENSOF was lagging behind in the key areas of product quality and branding, leading to pressure on market share. It was clear that KITTENSOF needed strengthening in three key areas if it were to successfully fight off the increasing competition. Specifically, it needed to:-

- Improve softness of tissue
- Enhance on-shelf presence (pack graphics, size impression and squeezability)
- Build on existing brand values

■ MARKETING STRATEGY

Following months of product development, Jamont now had the opportunity to re-launch KITTENSOF with the softest ever tissue - due to a new virgin pulp sourced specially from France. In the premium category, softness is the most important product attribute, the next on the list being length and size impression. The new improved tissue produced by Jamont also gave the advantage of bigger bulk. With a slight change to the individual sheet size to facilitate production, KITTENSOF became a bigger, bulkier and better product. Hence a decision was taken to relaunch KITTENSOF toilet tissue with the main objective of building tangible values back into the brand (i.e. softest, longest, Irish). As a result, the BIG IRISH SOFTIE campaign was born.

*Category 2
Silver Award*

Bates Ireland

*Michelle Bennett
Teresa Murray
Regine Kealy
Seán Hynes*

■ ADVERTISING OBJECTIVES

The task presented to Bates was to devise a campaign with a vivid USP which would:-

- Raise the brand's profile and enhance brand values and imagery.
- Inform consumers, in a compelling way, that the product was now available in a superior quality with the benefit of greater softness.
- Jolt the consumer into re-appraising current brand choice and switch to KITTENSOFTE.

■ MEDIA RATIONALE

Outdoor/Television

The challenge to Bates was to find a method of communication that would make a big impression and capture the attention of the public, while getting the message across on a heavyweight national basis.

The existing 10 seconds television commercial was modified to incorporate the campaign theme but it was not considered big enough, new or bold enough to lead the communication challenge of informing consumers of the new product improvement. By contrast, outdoor posters presented an uninhibited, fresh opportunity to create and deliver the 'big news' in a big way, uncluttered by competitive activity (KITTENSOFTE was the first indigenous brand to use outdoor posters as a primary advertising medium). Outdoor posters have an involuntary consumption pattern. No specific choice has to be made in order to be exposed to them. The presence on posters gave KITTENSOFTE immediate 'big local brand stature' while television delivered mass penetration which reinforced the message from the high impact 48 sheet posters. In order to ensure the best possible return from the media investment, the poster campaign was not solely limited to the 48-sheet size. Metrolites and Superlites sites were tactically planned and selected in close proximity to supermarket locations. In tandem with this strategy, and in

addition to the trade press advertising campaign, an Ad mobile was employed on launch day to visit a select number of supermarket head offices in order to attract the attention of the buyers and involve them in the launch activities. This facility also offered potential PR opportunities in terms of public response to the moveable poster site!

■ CREATIVE RATIONALE

The Bates creative approach had two main objectives:

To communicate the three essential selling points (the USP) of new softer KITTENSOFTE:

- Added softness
- Still the longest luxury roll
- Irish-made.

To do so in a way which was believable, relevant and emotionally appealing.

The phrase 'BIG IRISH SOFTIE' incorporated all three selling points into a USP which personalised the brand; identifying it as substantial in terms of length and bulk, Irish-made and satisfyingly soft in texture. Equally important was the newly-defined clear brand personality depicting KITTENSOFTE as likeable, appealing, familiar, Irish, warm-hearted, soft and protective, yet big and strong. To call someone a 'big softie' is an affectionate way of describing a person of size and strength as also being quite gentle, and loveable.

■ CAMPAIGN EXECUTION

Because the campaign needed to introduce the 'BIG IRISH SOFTIE' brand personality and also communicate product innovations, Bates recommended that a 'Teaser' poster with the headline 'What's new about the BIG IRISH SOFTIE?', followed two weeks later by the 'Reveal' poster bearing the legend 'The BIG IRISH SOFTIE just got softer', was most appropriate and potentially the most effective way to launch the campaign.



■ CAMPAIGN ELEMENTS

BIG IRISH SOFTIE ‘character’:

The BIG IRISH SOFTIE embodied the following characteristics:

Well-built, loveable, strong but gentle, protective, soft-hearted and ‘cuddly’.

KITTENSOF Kitten:

A mnemonic for the brand, previously used in television advertising and featured on the pack, the kitten was a ‘visual trigger’ for softness.

BACKGROUND Colours and Type-style:

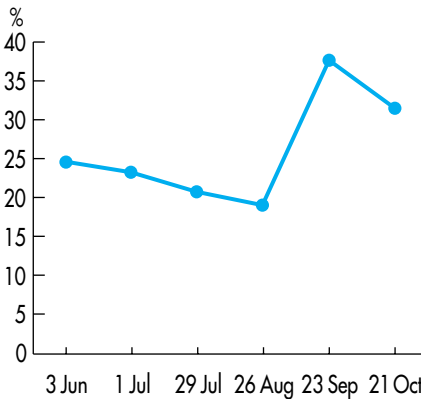
The posters used a specially painted ‘rainbow-effect’ background featuring the soft pastel colours of the KITTENSOF toilet tissue range.

The type-style chosen for headline and sign-off line was rounded, friendly and visually appealing.

KITTENSOF Pack and Sign-off Line:

To emphasise the recent product improvements ‘New softer KITTENSOF’ was chosen as the sign-off line and positioned directly above the re-designed KITTENSOF pack.

KITTENSOF selling out during the crucial post-launch period were well up on pre-launch figures by 24% (Source: Jamont Ireland). From a market share viewpoint, KITTENSOF grew to a high of 37.6%



volume share of the premium category in September, up over 12% share points compared to period June 1995. (Source: Taylor Nelson AGB). Interestingly, Andrex and Kleenex both lost share in this period. KITTENSOF became firmly established as Ireland’s No. 1 premium toilet tissue - a position it still holds today.

■ QUANTIFIED RESULTS

Market Share

The BIG IRISH SOFTIE campaign was an outstanding success for Jamont. Ex-factory sales indicated that volumes of

■ QUALITATIVE RESEARCH

In post campaign findings, conducted by Behaviour & Attitudes, the KITTENSOF

KITTENSOF BRAND IMAGERY COMPARISONS

	Jan '94	Dec '94	July '95	Dec '95	Increase/Decrease Dec '95/July '96
	%	%	%	%	%
Has attractive packaging	36	43	39	52	+13
Is a high quality brand	30	34	34	46	+12
Is very soft and gentle	40	43	42	46	+4
Has a long roll	17	22	17	26	+9
Has appealing ads	19	31	27	35	+8
Is made in Ireland	17	20	18	25	+7
Has the longest rolls	9	11	11	17	+6
Is good value for money	13	19	16	21	+5
Has a wide range of colours	n/a	40	36	47	+11
For families with children	n/a	33	27	36	+9
My kind of brand	15	19	17	24	+7

Source: B&A Research



48 sheet poster - 'teaser'



48 sheet poster - 'reveal'

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Big Irish Softie ad is proving effective

The "Big Irish Softie" campaign for KittenSoft is winning all before it in the award stakes and getting the kind of sales results to put smiles on the faces of both manufacturers Jamont and the agency who created the campaign, Bates Ireland. Earlier in the month the KittenSoft ad was voted Check-out Ad of the year and the company has now won the Poster Advertising Association's "Effectiveness Award" at this year's Poster Awards.

As a result of the campaign KittenSoft's market share of the premium toilet tissue sector had grown to 37.6% last September according to Taylor Nelson AGB, up 12% on the previ-

ous June. It is now the No.1 premium toilet tissue against stiff competition from Kleenex Quilted and Andrew Cushion Soft.

The Grand Prix and a Gold Award at Poster Awards was won by a Guinness Draught 96-sheet titled "Finger", created by Arks Advertising, who also created a series for the Guinness All-Ireland Hurling Championships which won two Gold Awards, a Silver Award and a distinction for "Best Photography".

Other agencies to win awards at Poster Awards included Peter Owens, McCann Erickson Dublin, CDP Associates, Des O'Meara & Partners, DDFH



&B, O'Connor O'Sullivan Bell Javelin / Y&R, Irish International and Genesis.

The full results are published in our special Poster Awards '95 supplement included with this issue.

h Softie
got softer

New softer



The Big Softie

Bates Ireland has opted to use outdoor in its first major campaign for Jamont. Since winning the account several months ago the campaign featuring the big Irish softie is on 50 48 sheet sites as well as adshel sites. The campaign is the relaunch of the kitten soft brand featuring the big Irish softie. A ten second TV slide and PR spending is also involved. The campaign was preceded by two weeks of teaser posters.



• Bates Ireland goes out with 'Big Irish Softie!'

“From its very conception, the ‘BIG IRISH SOFTIE’ campaign struck a chord. From day one, the campaign proved itself a commercial success.

The ‘BIG IRISH SOFTIE’ fulfilled its brief by firmly repositioning the product as Ireland’s leading brand of premium toilet tissue. The success of the campaign is evident in the fact that KITTENSOF T still holds this number one position - over a year after the campaign’s introduction.

*Teresa Murray,
Marketing
Manger,
Jamont Ireland*

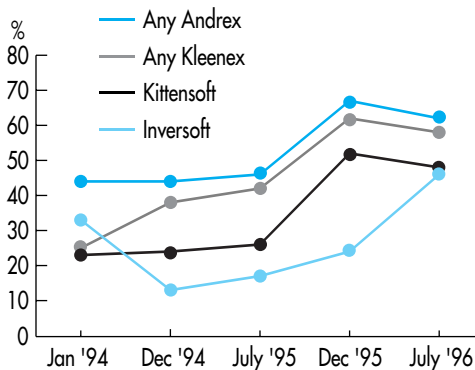
brand’s progress was measured on a number of dimensions:

Brand Awareness

Looking specifically at brand awareness, KITTENSOF T showed a marked increase, up 26% points when compared to (July 1995) pre relaunch activity.

Brand Imagery

With regard to brand imagery, since the completion of the campaign in December ‘95 and comparing it with the previous July figure, KITTENSOF T achieved a dramatic improvement. Significant ground was made on almost all dimensions measured. The most notable improvements were evident in relation to packaging, perceptions of quality, colour range, Irishness, length of roll and advertising. Importantly, the brand made significant ground on being perceived as ‘my kind of brand’. Maximum distribution had also been achieved in the post campaign period.



The research by Behaviour & Attitudes illustrated quite clearly that the relaunch activity on KITTENSOF T had been received favourably by consumers and had a very positive influence on brand image and market share. Much of this can be attributed to the development of a vivid USP and to the power of the creative work in vividly conveying it on posters, since prior to July 1995, all above the line spend was concentrated on television.

CONCLUSIONS

In 1995, we knew from research that KITTENSOF T was lagging behind the competition in terms of product innovation

and branding. In addition, the environment in which the brand was trading was becoming increasingly competitive. The advertising challenge presented by Jamont Ireland to Bates was to relaunch the brand with the USP of “softest, longest, Irish premium roll” and to do so in a way that ultimately would result in a regain of market share.

The BIG IRISH SOFTIE campaign was an outstanding success for Jamont. The advertising successfully and succinctly incorporated all three selling points in a single phrase which identified the brand as being substantial, Irish made and soft. It undoubtedly created a new and distinctive brand personality for KITTENSOF T (past advertising investment was not forgotten either, with a kitten being used as the visual trigger to the brand name and to earlier television campaigns).

The change in media emphasis to outdoor recommended by Bates coupled with the new KITTENSOF T positioning led to:-

- Enhanced brand imagery comparisons on all desired dimensions.
- Increased market share +12% volume of the premium category vs June ‘95.
- Ex-factory sales volumes up +24% in crucial post-launch period vs pre-launch.
- Significant increases in awareness levels +26% and, more importantly, usage of the brand +7%.

These increases were even more significant when one considers that the main competition came from U.K. brands with very heavy television media support.

Jamont Ireland were not the only winners. Bates received recognition for its creative work in the form of a number of industry awards for the BIG IRISH SOFTIE campaign - namely the inaugural P.A.A. (Poster Advertising Association) Effectiveness Award ‘96 along with the Checkout Trade Advertisement of the Year (‘96). Most recently, Bates was a silver award recipient in the first ever IAPI Advertising Effectiveness Awards in the relevant category.