

CLIENT Kleenex

INDUSTRY Consumer Goods

COUNTRY/REGION United Kingdom



Kleenex works with Microsoft to deliver new brand story using social media



Kleenex created a new brand story called Let It Out, which focused on breaking free from inhibitions and letting out tears, laughter, joy, frustration, and all the other things we hold back. The objective was to create an emotional connection between consumers and Kleenex and a key part of this was to encourage participation in 'letting it out'.

REQUIREMENT Deliver deep engagement with new brand story

TARGET AUDIENCE Housewives with kids

PRODUCTS USED MSN® Homepage, Windows Live Spaces, Windows Live Hotmail®, Windows Live™ Messenger

SOLUTION Let It Out space displays people's messages, photos, and videos of emotional moments using Windows Live Spaces

KEY RESULTS 12 percentage point uplift for "It is good at helping people express emotions." Purchase intent increased ten percentage points

MEDIA AGENCY MindShare Interaction UK

Client Objectives

- Promote new brand story Let It Out
- Encourage participation in the Let It Out campaign
- Build brand equity

Creative Solution

Only Microsoft Advertising could deliver a truly innovative and custom-made campaign, according to Rebecca Hirst, Brand Manager at Kleenex. Microsoft wanted to take advantage of the popularity of social media so it put a Let It Out space at the heart of the campaign.

Blogging gave consumers a way to participate by sharing their emotions on the Let It Out space. Visitors could leave photos or videos for others to view while voting for their favourite entries. As part of the solution, Microsoft provided well-targeted media placements to drive people to the space. These included the

MSN Homepage, Windows Live Hotmail, and Windows Live Messenger.

Campaign Results

Kleenex Let It Out was widely publicised with help from Microsoft. During the campaign, the network delivered nearly 85,000 click-throughs to the space. Meanwhile, people created 54 Windows Live Spaces around Let It Out. More than 50 percent of respondents thought the space gave a positive impression of the brand and 38 percent thought it contained interesting and relevant content. Respondents added that the space was easy to use and a good way of advertising Kleenex.

Analysis showed a positive shift in brand perception. There was an 12 percentage point increase for "It is good at helping people express emotions" and a 17 percentage point increase for "Has advertising that makes you smile."

- Message association increased 44 percentage points
- Brand favourability rose 14 percentage points
- Purchase intent increased ten percentage points

"The space had a major impact on the various brand metrics tested, significantly increasing all awareness and persuasion metrics."

REBECCA HIRST, Brand Manager, Kleenex

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