



**THE MARKET**

In Singapore, the sanitary protection category comprises sanitary pads, pantliners and tampons.

Sanitary pads account for 55.9 percent of the sanitary protection market while pantliners make up 41.6 percent, and tampons the remaining 2.5 percent (AC Nielsen Retail Audit, August/September 2002). In this extremely competitive category, product improvement and innovation among multinational players are common, and a large variety of new and existing products often compete for market share.

In spite of the strong competition in this mature market, Kotex® has seen year-on-year growth. It leads the market volume and is a distinct market leader in the cottony cover pads segment. Widely distributed in major supermarkets, personal care stores, pharmacies, provision shops, minimarts and convenience stores, Kotex feminine care products are easily available to its female consumers.

**ACHIEVEMENTS**

Kotex, one of the most trusted names in sanitary protection, is manufactured and sold by Kimberly-Clark, whose long history is one of pioneering innovations and breakthrough products.

In 1872, when Kimberly-Clark's founders set about creating a mission for the new company, one of their guiding principles was a pledge to "Manufacture the Best Possible Product". Throughout its 125-year history, Kimberly-Clark has done that. And much more. In its quest to create the best for consumers, Kimberly-Clark has consistently been a leader in bringing winning innovative products to the marketplace and pioneering new product categories.

This includes the invention of the sanitary protection category worldwide, with the introduction of Kotex feminine pads in 1920. At that time, the subject of

menstruation was taboo. Despite this, Kimberly-Clark persisted in its commitment to enhance the hygiene and well-being of women everyday, everywhere. Although Kotex pads were initially sold in plainly wrapped, unidentified boxes, Kotex took the next step in 1921 and embarked on its first of many more winning advertising campaigns to come. This first advertising campaign featured illustrations of sophisticated women but by the 1930s, advertising headlines became more honest and bold. For the first time, the advertisements discussed a new product - the Kotex pad to be worn with a belt.

Throughout the years, the winning advertising campaigns have propelled Kotex to new heights in terms of

From just offering sanitary pads for menstrual protection since its inception, Kotex has transformed and developed itself as a well-recognised feminine care brand that carries a wide range of sanitary pads and pantliners that meet the different needs of Singapore females. More recently, it leveraged on competitive advantaged capabilities to pioneer the Blue Safety Zone - a breakthrough in the sanitary protection industry - for superior absorption of its sanitary pads. By constantly delivering superior performance, Kotex feminine care products have gained the trust and confidence of its female consumers aged 11 to 49.

**HISTORY**

The Kimberly-Clark company was formed in the United States in 1872 when four young businessmen, John A. Kimberly, Havilah Babcock, Charles B. Clark, and Frank

C. Shattuck, joined forces as partners in Wisconsin and put together a modest sum of US\$30,000. Its early success prompted expansion plans and a fresh commitment to product innovation and invention. In 1907, the Scott® disposable paper towel was invented, followed by Kotex feminine pads in 1920, Kleenex® facial tissue in 1924, Huggies® diapers in 1978, Depend® incontinence products in 1980, Pull-

Ups® training pants in 1989, and Huggies Little Swimmers® disposable swim pants in 1998. These products have laid the groundwork for its tremendous success in Singapore.

A familiar brand in Singapore for many decades, Kotex products were originally distributed through an agency distribution network. Following the global acquisition of the Scott Paper Company in December 1995, Kimberly-Clark Singapore took over the distribution of Kotex products in early 1996. This has

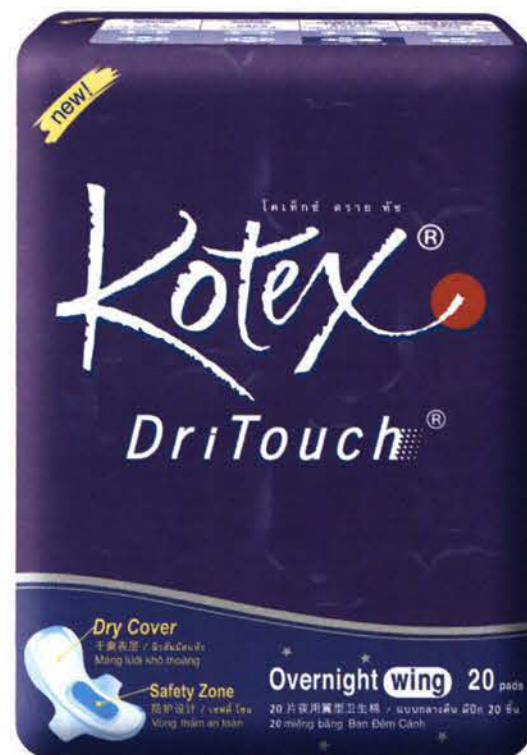
Long range forecast for sanitary napkin users: dry periods throughout.

With new Kotex® DriTouch® pads, you can look forward to dry periods instead of, months old, marks on an amazing new dry cover which locks a protective barrier, holding fluid and moisture away from you and locking it in the center of the pad. With new Kotex® DriTouch® pads, you'll have complete confidence all the days of your period. It's now forecast you can predict with absolute certainty. *Keep the Period!*

Small 2000000000  
No longer do you have to worry about...  
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building brand awareness and brand equity. Coupled with this has been Kotex's commitment in educating women and teenage girls about menstruation since the introduction of Kotex feminine products in 1920. This practice has become a tradition, which continues to this day in many parts of the world, including Singapore.

Being an international feminine care brand that has been around in Singapore for over 50 years, Kotex enjoys high brand awareness and recognition among Singapore females. Its brand is now a household name and is used interchangeably with sanitary napkins.



helped strengthen its market position, expand its product range and develop new products to meet the demand for quality feminine hygiene products.

## THE PRODUCT

Kotex sanitary pads come in two different cover materials to cater to the different needs of females aged 11 to 49. To suit different women's preferences, it offers a range of soft cottony cover pads and silky dry net-like cover pads, namely Kotex pads and Kotex DriTouch® pads, for superior menstrual protection. The soft cottony cover on Kotex pads gives females the ultra soft, comfortable protection while the silky dry net-like cover on Kotex DriTouch pads provides that ultimate dryness and comfort to its users.

To give females that added protection, security and confidence, Kotex pads and Kotex DriTouch pads also offer a range of Wing pads. The Wings provide side leakage protection and ensure the pad stays securely in place.

Kotex pads and Kotex DriTouch pads are also available in many variants. They include Maxi / Maxi Wing for regular protection; Slim / Slim Wing for discreet regular protection; Overnight / Overnight Wing for heavy flow and overnight protection; and Ultrathin / Ultrathin Wing for superior discreet protection.

In addition to sanitary pads, Kotex also carries a wide range of pantliners to give females the ideal protection for everyday freshness; "before period", "after period" and light flow days; minor discharge; and tampon backups.

In February 2001, Kotex introduced Kotex Fresh Purse-Paks, its new range of breathable pantliners. These breathable pantliners come in five different variants - Unscented for regular protection; Scented for that "out of shower" freshness; Longer & Wider for superior protection; 100 percent Cotton Cover for soft comfortable protection; and Ultrathin for discreet protection.

Understanding the special needs of its female consumers, Kotex has introduced unique packaging for its Kotex Fresh pantliners. It is the first and only brand of pantliners to come in handy Purse-Paks. Four to five pantliners are packaged in one Purse-Pak so female consumers can conveniently slip them in their bags. As the Purse-Pak comes in attractive floral designs, female consumers no longer need to feel embarrassed and "hide" their pantliners in their palms or pockets when they bring them to the washroom.

Over the years, Kotex's commitment to innovation

has seen it leap ahead of its competitors with a variety of value-added features for its pads. Kotex pads and Kotex DriTouch pads come with the unique Blue Safety Zone. This blue coloured super-absorbent layer is a breakthrough within the industry and delivers superior absorbency, leakage prevention and comfort.



## RECENT DEVELOPMENTS

In the past two years, Kotex has invested heavily in product development and consumer research to bring improved, superior feminine care products to female consumers.

There has also been an increased commitment and focus on building a closer relationship with females aged 11 to 16. Through conducting educational talks on feminine hygiene in schools, Kotex is able to reach out to these teenage girls at a very important stage of their lives. Through these sessions, Kotex provides answers to their questions and clears any misconceptions that they may have. The overall

objective of the program is to empower the teenage girls with knowledge of their body and biological change so they can cope emotionally and physically during that time of the month. As part of the program, the teenage girls are given a goodie bag with Kotex pads and pantliner samples to try, and a reference leaflet giving them tips on coping with menstrual discomfort.

## PROMOTION

Kotex uses above and below-the-line advertising, and consumer promotions to target its consumers; namely television commercials, print advertisements in popular female magazines, as well as consumer sampling, educational talks and cross promotions with strategic partners to promote its brand. Frequent Purchase-With-Purchase, Gift-With-Purchase and Lucky Draw promotions have also proven very successful in promoting the Kotex brand. This variety of added consumer incentives has also helped build the strong bond that Kotex shares with its loyal consumers.

The aggressive Kotex "Mother Nature" television campaign that ran from April 2001 to May 2002 was a daring new approach to a feminine product

commercial unlike the testimonials and stock shots of women in white running across the screen. Instead, the voice over starts off by saying that "A period comes at the end of a sentence. But a period also sometimes shows up uninvited". This is followed by a pesky Red

Dot (signifying a woman's period) bouncing on-screen and spending the next 30 seconds inserting itself into some "unwanted places", slicing into words such as 'vacation', 'prom', 'hot date', 'school', 'night', 'gym'. The commercial, which was tongue-in-cheek, witty and direct, appealed to Kotex's target group as a creative and intelligent alternative

to the traditional style of advertisements that many of Kotex's competitors use.

In conjunction with the launch of Kotex DriTouch pads in Singapore in July 2002, Kotex aired the Kotex DriTouch "Dorm" television commercial in English and Mandarin from September to October 2002 over the major television channels. Targeted at females aged 18 to 25, the commercial featured girls living in a dormitory sharing the core product benefits of Kotex DriTouch pads and their positive experience using this new range of pads.

## BRAND VALUES

Kotex is a well-established brand with high brand awareness, having been in the market for a long time. It is a brand that ladies have grown up with and its name is synonymous with sanitary pads. The Kotex brand is seen as dependable, and females trust it as a brand that provides maximum protection, security and comfort to its users. The memorable Kotex logo - a striking font and a red dot that signifies a woman's period - provokes instant recognition among consumers islandwide.

Note: Kotex is a registered trademark of Kimberly-Clark Corporation, USA.

## THINGS YOU DIDN'T KNOW ABOUT KOTEX

- The name, Kotex, was invented because of the Cotton Texture of its pads
- Kotex pads were invented in 1920. At the time, the subject of menstruation was taboo, so Kotex pads were sold in plainly wrapped, unidentified boxes
- The "Blue Safety Zone" - the new feature on Kotex pads and Kotex DriTouch pads - is a breakthrough within the industry. It delivers superior absorbency, leakage prevention and comfort