

# warne's solutions

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## Exploiting a product benefit

**CLIENT:** Kimberly-Clark Inc.

**PRODUCT/SERVICE:** KleenGuard™ Coveralls – disposable work wear

### SITUATION:

Cloth work garments dominated the Canadian market. Disposable coveralls had only 20% of the market and the majority of these garments were made from Dupont Tyvek® material. This product had one major flaw, in that it was not breathable.

Kimberly-Clark had developed KleenGuard™ Coveralls, a line of disposable coveralls made of polypropylene. This material felt and breathed like cloth.

### OBJECTIVE:

To launch the product and gain 2.4% market share of the overall coveralls market within six months.

### STRATEGY:

Position KleenGuard Coveralls against Tyvek®, highlighting superior product benefits, especially breathability. In addition, position the product as a viable replacement for the cloth garments.

### TACTICS:

An integrated communications program focused on print advertising in trade publications, publicity and targeted direct mail. The program stressed the breathability of the material in all executions.

### RESULTS:

The campaign generated nearly 4,000 sales inquiries, with 75% requesting a product demonstration. **Sales exceeded target by 51% in the six-month launch period.**

Also, of the fifty publications targeted for publicity, the majority ran items on the product with front page coverage in five leading publications.

