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SITUATION ANALYSIS

Background and History:

Kotex is owned and managed by Kimberly-Clark, a consumer products corporation located in over 80 countries. Kimberly-Clark is a company that mostly produces paper based consumer products. It was founded in 1872 and in 1914 developed cellu-cotton substitute to replace cotton in World War 1 due to shortages. Army nurses used it then for menstrual purposes, and six years later, Kotex was introduced into the company.

The first disposable sanitary napkin was in France in 1888, and the idea became available to everyone later on in 1900's. In the 1880s Kotex sold a product called 'wood pulp' which originally was sold as a disposable bandage product.

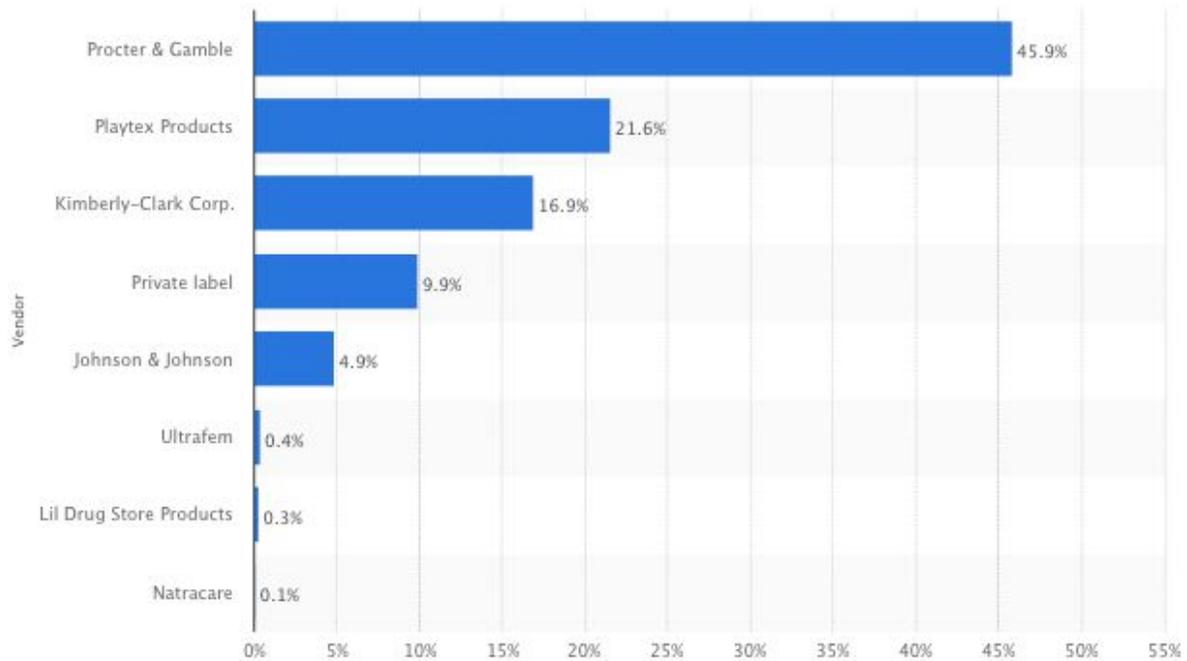
When disposable pads were first invented, they were too expensive for most women to buy. When they could afford them, however, they were allowed to place money in a box so that they would not have to speak to the cashier, and they could take the box of Kotex from the counter themselves. The first disposable pads were a large rectangle of cellulose covered in an absorbent fiber that would extend all the way from the back to the front and fit through loops of a special girdle or belt that women wore beneath their undergarments. The belted one disappeared in the 1980's.

Modern disposable pads started in the late nineteenth century. Kotex became well known in the 1920's when Kimberly-Clark placed ads in Good Housekeeping magazine. The word 'kotex' comes from the combination of 'cotton' and 'texture'. Kotex was invented during World War 1, when first aid stations were running low on cotton and Kimberly-Clark's cellulose wadding replaced the use of cotton. Army nurses supposedly adapted the wadding into a solution for menstrual messes. Kotex claims that at no time in their history have their products ever contained asbestos.

Market Share:

Sales share of the leading tampon vendors in the United States in 2012

The statistic shows the sales share of the leading tampon vendors in the United States in 2012, based on sales. Procter & Gamble were the top ranked tampon vendor in the United States with a sales share of 45.9 percent.



(Proctor and Gamble own *Always*, Kimberly Clark own *Kotex*, Johnson and Johnson own *Carefree*)

Past Sales:

Kimberly Clark recently hit their 1 billion dollar mark on the Kotex product, making Kotex a billion dollar product.

Competitors^{1 2}:

1. Playtex
2. Tampax (biggest competitor)
3. O.B.
4. Store brand
5. Other

¹ [\\$ sales of the leading tampon brands in the US](#)

² [U.S. household stats](#)

Kotex	Playtex	Tampax	Other Brand
Total: 237,011	Total: 237,011	Total: 237,011	Total: 237,011
Proj: 5,323	Proj: 5,601	Proj: 4,069	Proj: 1,849
Pct across: 2.2	Pct across: 2.4	Pct across: 1.7	Pct across: 0.8
Pct down: 100.0	Pct down: 100.0	Pct down: 100.0	Pct down: 100.0
Index: 100	Index: 100	Index: 100	Index: 100

Overall tampons:

Total: 237,011

Proj: 38,034

Pct across: 16.0

Pct down: 100.0

Index: 100

SWOT Analysis:

Strengths:

1. Owned by Kimberly-Clark, large corporate backing
2. Established brand, history and trust built
3. Creative packaging and branding

Weaknesses:

1. Relies heavily on TV and print for advertisement, little online presence
2. Little innovation compared to other companies in the past decades

Opportunities:

1. Older demographic left untapped
2. Sports demographic left untapped
3. Can utilize online mediums
4. Brand has room to expand awareness, unlike competitors Tampax or Playtex

Threats:

1. DIVACUP/reusable menstrual product movement
2. Johnson & Johnson powerhouse
3. Market is very cluttered with different brands
4. Many cultures will not openly discuss the menstrual cycle, inhibiting marketing and communication

PAST AND COMPETING CAMPAIGNS:

Playtex

New! Playtex® Sport® Pads, Liners and Combo Packs

Now Sport Level Protection™ pads, liners and combo packs with Flexfit™ design to twist and turn with your body. Don't let your period get in the way. PlayOn!

Available at Select Retailers

Playtex Gentle Glide 360°
unscented • non-parfumes
Ultra Absorbency/Absorbance

16 ultra tampons
tampons
applicateur
plastique

Tampax

EMBARRASMENTS HAPPEN, LEAKS SHOULDN'T

• built-in Guard Guard™ leak guard

• special softness for 360° shape

For more tampons, visit tampax.com

TAMPAX PEARL

AT A MOMENT LIKE THIS, I'M GLAD I USE TAMPAX PEARL.

TAMPAX PEARL™ Anti-Gravity LEAKGUARD BRAID
helps stop leaks before they happen.

Anti-gravity LeakGuard Braid™

TAMPAX PEARL™ PLASTIC

REGULAR RÉGULIER
absorbency
absorbance

FRESH SCENT
PARFUM FRAIS
FRAGRANCIA FRESCA

18 TAMPONS/TAMPONES

Always

Run
#LIKEAGIRL

throw
#LIKEAGIRL

Swing
#LIKEAGIRL

Dance
#LIKEAGIRL

Lead
#LIKEAGIRL

Kick
#LIKEAGIRL

Rewrite the Rules.

What do you do #LIKEAGIRL?

Take a stand and show young girls everywhere that doing things #LikeAGirl should never be used as an insult - that it means being strong, talented, and downright amazing.

[TWEET NOW >](#)

[FIND OUT MORE >](#)



TARGET AUDIENCE

Demographics & Psychographics:

Women between the ages of 18-54 were surveyed by MRI for their usage of feminine hygiene products. Since, it is a universal product for all women in the US who menstruate there is quite a bit of data available. MRI's Spring 2014 report on Kotex products includes three categories: panty liners, pads, and tampons. Each one of these categories had a very different demographic.

Panty liners

The largest group that purchases Kotex panty liners is mothers in the North East. This group tends to be married, engaged, or widowed and typically has children under 18. American Indian women make up 20.6% of users, with African American women making up 22.7%, Latina, Spanish speaking women 17.6% and White women 15.8%. The most popular TV channels they subscribe to are Disney Junior, Discover Health, and Own. The most popular magazines they read are Working Mother, Lucky, and Shape. Most popular types of magazines include Parenthood, Bridal, and Babies. The most popular TV show times watched are Daytime Weekday. Primetime Dramas are the most popular type of TV shows. Most frequented websites include, coupons.com, livingsocial.com, and farmville.com

Maxi Pads

The Maxi Pads tended to be used more by lower-income women of color. The Pad had 4.3% of market share among women age 25-54. The majority of women have children less than age 6. Asian women are the most popular users. PBS, Disney Junior, and Nickelodeon are the most frequently subscribed to channels. The most popular magazines are Scholastic Parent, Working Mother, and LA Times. One interesting aspect of this group is that 5.2% read Yahoo en Espanol, indicating a high Latina market.

Tampons

The most users are women age 18-34. Interestingly the market is very polarizing skewing toward upper class professional women and women who make less than \$30,000. The product is most popular in the South and least popular in the North East. The majority of women who have children have a child over 6 years old.

Racially the largest groups of users are American Indian, Multiple races, and Latina. Most are light Internet users. The most subscribed to channels are Disney XD, PBS, and Nick. Most popular magazines include American Baby, Seventeen, Babies, and Vandidades, a Spanish language magazine. Most popular websites visited include Disney.com, coupons.com, and ticketmaster.com. Users tend to listen to the radio most often at night and tend to watch the mostly late night TV.

Day in The Life³:

Our day in the life of follows a typical twenty year old woman. It showcases where she shops, what she might wear throughout the day, and what foods she eats. We are targeting young, busy women who are on the go and don't have time to stop and worry about their period coming. These young women are confident, happy, and fun. #itsjusther is the idea, and she is just an average girl, so why not treat every day like it's an average day, even when she's on her period.

- Rationale (why)

³ We chose to analyze U by Kotex Tampon users.

Modern day

WHO SAID TAMPONS CAN'T HAVE STYLE?

BREAK THE CYCLE!
Great protection just got better looking. Introducing this season's hottest colors from U by Kotex®. Show us what inspires you and enter to win a chance to design with star stylist Patricia Field at haahaband.com.

WHO SAID PADS HAVE TO BE DULL AND BORING?

BREAK THE CYCLE!
Great protection just got better looking. Introducing the new look of U by Kotex®. Show us what inspires you and enter to win a chance to design with star stylist Patricia Field at haahaband.com.

FROM A TOUCH OF LUXURY NIKKI WEARS U BY KOTEX PLATINUM TAMPONS.
FROM A TOUCH OF LUXURY MIA WEARS U BY KOTEX PADS OR ULTRATHINS.

WOULDN'T IT BE NICE IF YOUR NEXT TRIP TO THE CHECKOUT BEGAN WITH HEY, COOL TAMPONS.

BREAK THE CYCLE!
New U by Kotex® Tampons, pads and liners. For a free sample go to ubykotex.com.

I TIED A TAMPON TO MY KEYPING SO MY BROTHER WOULDN'T TAKE MY CAR. IT WORKED.

BREAK THE CYCLE!
New U by Kotex® Tampons, pads and liners. For a free sample go to ubykotex.com.

OTHER PADS COME WITH FEATURES LIKE FLEXI-MAX, FORCE-FIT, ULTRA PERFORMANCE WINGS. BUMMER. OURS JUST REALLY FIT.

BREAK THE CYCLE!
New U by Kotex® Tampons, pads and liners. For a free sample go to ubykotex.com.

IF I HAD SOMETHING TO HIDE, I'D CARRY A SAFE.

BREAK THE CYCLE!
New U by Kotex® Tampons, pads and liners. For a free sample go to ubykotex.com.

Images via:
google images

ETHNOGRAPHIC RESEARCH

Jenny Ordower

For my ethnography I chose to study Kotex at the Mariano's at North Avenue and Clybourn. I visited the store on Tuesday at 3:00pm on a bright Fall day. The store is located in an area a little West of Old town and is populated by young urban professionals and well off families with young children. First off, I had never been to a Mariano's before and sincerely enjoyed visiting the store.

Unlike other grocery store chains Mariano's had soft lighting and a live music player. I did not visit at a particularly busy time for grocery shopping and the tone of the store was relaxed and conveyed a sense of quality goods and service. The first floor is filled with fresh pastries, fancy cheeses, a hot bar, salad bar, and wine bar with a live pianist. The second floor contains all grocery items. The staff were very approachable. The best part of my visit were the generous and delicious samples. I literally had ten samples, cornbread, olive bread, pesto noodles, even grass fed beef. The store felt very clean and confident of it's identity as an upscale grocery store that also maintains reasonably priced basics. The produce was displayed in cheerful wood bins as well.

When I visited on a weekday afternoon it was quiet and mostly older middle aged women were in the aisle. The feminine products were located on the first aisle to the right on the upstairs level. The pads and tampons were located at the end of the aisle across from the refrigerated meat and chicken breasts. To the right were diapers and baby products and on the other side of the aisle there was toothpaste and soap. Mostly white people were in the store, but some older black women were also present.

Customers were not interacting much with each other, however they were shopping at a leisurely pace. There were a few couples walking down the aisle. A grandmother and grandson picked up soap in the aisle. A few mid-thirties professional looking men in workout clothes picked up toothpaste and hair pomade. There were multiple women sweeping the store and they were dressed in the same uniform as the other employees: black pants, white button down shirts, and black ties. All of the workers were very friendly and present and I didn't feel weird committing sample abuse. The workers were mostly people of color and an older black male employee proudly encouraged people to try his mac and cheese samples, which made me smile because it is always nice to be around people who take pride in what their job.

Kotex was located on the very end of the aisle and was so boring looking that I missed finding it at first. The products took up the entire space top to bottom shelf. Playtex, with its pink box, and Tampax, with its iconic blue box, stood alert at eye level. They were also the most expensive. Kotex, by far was the saddest looking packaging, the plain white box contrasted to sharply to the colored black boxes for U by Kotex, to the point that they didn't even look like they were part of the same brand.

The women who lingered in the Kotex aisle were fresh faced late twenties early thirties white women wearing expensive exercise clothes with their hair pulled back tightly. I noticed multiple Lululemon yoga capris. While I was trying to seem inconspicuous 3 women picked up feminine products and two spent time in the aisle and purchased diapers but no tampons. All 3 women who did purchase feminine products bought tampons, which makes sense because pads of all brands were located on the shelves below eye level. Regular tampons across the brands were located at eye level with super and lights on the shelf above.

The black packaging on the U by Kotex felt vaguely sexual, and the curves of the regular white Kotex boxes also felt overtly sexual. Which is confusing since women usually feel least sexy on their periods, and are frequently, although not always, less likely to have sex. white also looked dated and cheap. Interestingly, Veega, "eco -friendly" tampons were located at prime eye level as well.

A few men stopped in the aisle and then immediately turned around. The first group to stop were late high school girls in matching athletic gear. One of them picked up the Playtex 360 Degree box while they all continued to laugh and chat. The next woman was upset looking with a large red felt hat and stormed through the aisle stopped and looked confused about which feminine product brand to buy, then kept going. A yuppie looking mom picked up diapers, paused at feminine products then kept going. The Kotex panty liners looked like they had not been touched for a long time. The next yuppie looking woman in athletic gear picked up Tampax Pearl variety pack, and shortly after a clone of her also picked up a Tampax Pearl variety pack. Tampax Pearl was the most expensive at \$11.99 for the variety pack and Playtex Sport was also pricey at \$9.99. Tampax advertises easy glide and Playtex sport emphasized no leak, however Kotex advertised "security" whatever that means.

My findings confirmed my suspicion that younger women do prefer Tampax and Playtex. When I have visited friend's houses I rarely see other brands. The standard packaging has always looked old-fashioned and the black packaging for U by Kotex with its super bright tampon containers looks like it's trying too hard to be hip. I have chosen Kotex for our group to

re-brand in the hopes of appealing to a late twenties-thirties market, the same market that currently glosses over the aisle to head straight to their preferred brand.

Additionally, I did not feel out of place because I told a few employees why I was at the store and they thought it sounded like a pretty neat project. Also, since I am the target market it was a natural fit for me to loiter away. Overall, it was fun to people watch and imagine what was going through in the ladies minds.

Location: Walmart in Woodridge IL.

The space is a small side aisle filled with Kotex tampons from top to bottom. There looks like there was only five or six boxes bought from the shelf. The other aisles had Always and Tampax tampons, and it looked like there were more bought between those two brands.

When I visited Walmart I was observing at around 1:40 to 2:20 and there were mostly 60 to 70 year old white women shopping. They were dressed casually in a blouse and mom jeans. At this time there was only one woman and she was around 35 and she glanced at the Kotex tampons for only a few seconds and then walked away. All the customers that I saw near the tampon aisles kept to themselves.

The presentation of the boxes of Kotex looked neat, organized and pretty. I loved the colors used on the boxes they look modern and young. All the boxes were packaged in the same way. Each box comes with a free TRAVELpak, and some of the boxes have different sized tampons.

No one noticed that I was observing because I kept switching aisles. It annoyed people that they would look at the tampons as they walked by but didn't stop and pick them up. I think more people would be buying tampons around 4 o'clock because all the teenage girls are out of school, and I think even more people would buy tampons later in the month because usually girls have their period at the end of the month.

Location: Corner Store

Hailey Nawrocki

1. The space is small and simple towards the back left of the store. The feminine products are placed in the corner by other toiletries, and are simply placed. The floor is white tile, slightly stained from age so it's now a hint of yellow/brown, the lighting is fluorescent overhead lighting and it smells like lemon scented air freshener. The only sound is that of the fans going, and the cashiers football game he is watching on his phone.
2. Ten people came through, only one of them a man. The rest were of African American descent, women. Most were wearing average clothes, jeans and a blouse. Two women came in together, approximately thirty or so in age, wearing heels and nice dresses. They seemed to be in a rush as they got their supplies.
3. Since the store was very small, there was rarely anyone else in the store while these people were shopping, however they did ignore my presence in the aisle as they shopped. The man, however, looked very unsure as he looked at the products on display. The two women who came in together were laughing as they looked around at their choices, and claimed that it was the 'perfect timing' for this to be happening.
4. The product presentation was simple. The blue tampax boxes were more prominent next to the simple white of the Kotex, and they were all placed on the shelf in order. Due to the small size of the store, there was not much of a choice when it came to size and type, but these people seemed to know what they wanted most of the time, so I can only assume they frequent this store.
5. In the social setting, I was pretending to be an average customer browsing the various toiletries that were offered in the same section. I did not interact with any of the customers, and they ignored me for the most part. The man, however, looked at me rather nervously as he stood there looking over the options he had to chose from. Other than that, it was incredibly uncomfortable to stand there for a while observing these people buying tampons. When I finally left, I decided to buy a candy bar, as to not appear to be lurking in the store for no reason.

My own observations about who bought our product, and who bought Tampax.

-The man, around the age of twenty or so, had a piece of paper with him that he was consulting, so I believe he had been given instructions to specifically buy Tampax pearl for whoever he was getting them for.

-The two women with the heels immediately grabbed Kotex, without thinking about it.

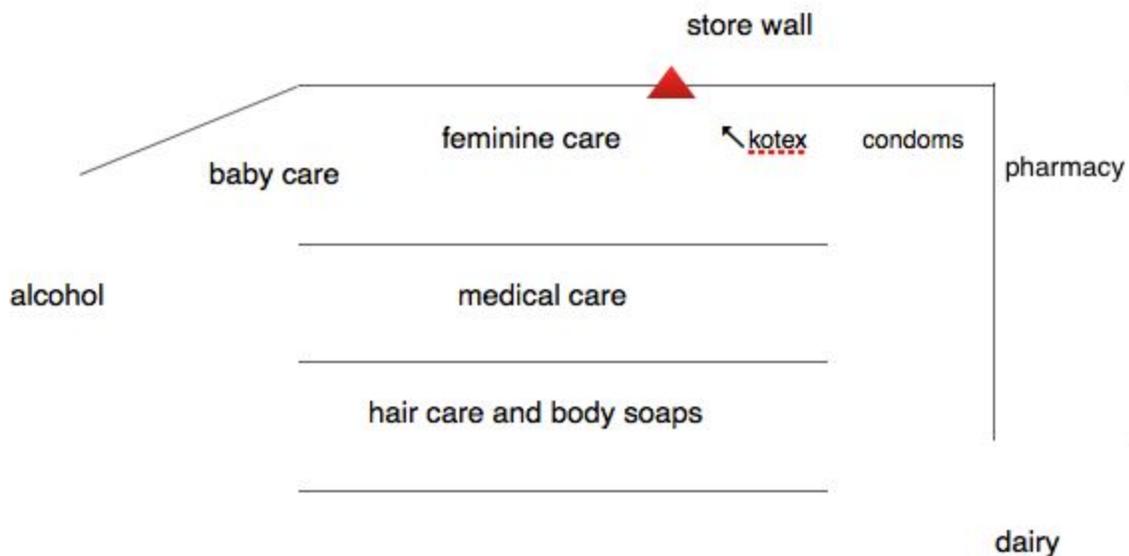
-About 1/3 of the rest chose Kotex over Tampax, most being a bit older women who seemed to know what they wanted before they even came in. Only one was of a younger look, probably late teens or early twenties.

-The ones who chose Tampax over Kotex didn't even bother to look at Kotex prices, or even consult what kind they offered.

Sarah Pilotte

Ethnographic Report: Kotex in Jewel-Osco

I surveyed the feminine hygiene section of a Jewel-Osco twice in one week, both times for approximately thirty minutes. I first visited during the early afternoon between 2 PM and 3 PM, and I returned again several days later in the evening between 8 PM and 9 PM. This section of the store is perhaps the most deserted, as it is located in the back corner wall near the pharmacy. As with most Jewels, the lights are sharply fluorescent and the walls and floors are white. The aisle, I noticed, does have lower ceilings than the rest of the store and therefore feels more shadowed. The selection of items is not relatively large, nor is it particularly picked through. Anyone shopping in the aisle is directly in the pharmacist's line of sight.



The aisle was surprisingly unfrequented. Perhaps this is because I chose to visit the Jewel-Osco in Boystown, but both times I observed the space only four to five customers stopped to purchase (a total of nine). The location of the aisle gives it a sense of privacy and only a handful of customers walked through without stopping to make a purchase. The first visit I chose to loiter near the baby section and the next time I sat near the pharmacy, looking at my phone. There were no attendants or employees present except for the pharmacist, who remained busy. The pharmacy's clientele also seemed unconcerned with the feminine care section, leaving once they had finished their business at the pharmacy counter. When I walked over to look at the section, it was very well organized. Pads on the right, tampons on the left. Bulk sizes on top, cheaper options on the bottom. Although there seemed to be no order to where each brand was placed, Kotex was sitting eye-level. Whereas most store sections are arranged by brand, here each brand had a place in a specific section (overnight pads, supersize, liners, etc). This makes sense to me, as these items are purchased on necessity which prioritizes style over brand.

Being a consumer of feminine care items myself, I am familiar with the layout of this aisle. Most of the brands have the same packaging, light pink or 'nude' colors, tampons in cardboard boxes and pads in plastic wrap. The exception to this were the store brands (on sale and in generic white packaging) and Kotex (matte black cardboard boxes with bold color accents).

The clientele was overwhelmingly female, although two males chose items from the feminine care sections. Both men were talking on the phone (one called after a moment of deliberation) inquiring about items to purchase. Neither chose Kotex. There were two distinct patterns of behavior for females. Approximately half spent less than sixty seconds locating and choosing a particular item. My assumption is that they are loyal to a brand or style and repeatedly select the same item. The other half spent under five minutes picking up packages and replacing them, choosing between the merchandise. They seemed overwhelmed or confused by the products. One of these customers was visibly angered by the wall of similar products, running her hands through her hair and eventually choosing the brand that was on clearance. All of the customers appeared between the ages of 20 and 35. I noticed that both people who ultimately chose a Kotex box was wearing at least one black article of clothing, corresponding to the distinctive Kotex packaging.

The patterns I saw in the store fit the demographic of the neighborhood I chose (Lakeview). Both of the males were caucasian and wearing business casual clothing. Five of the

females were caucasian, one asian, and one hispanic. One female was wearing sweatpants, the others wearing jeans. One had a shirt that read 'gay is goood'. All customers appeared to be middle class, at least not struggling financially. Only two of the nine customers chose Kotex brand. Those two were also the only two who did not have a shopping cart of items; one had a basket and the other had nothing. She appeared to have stopped in only for the tampons. She also was wearing more alternative clothing, a ripped off jean jacket and Doc Martens boots. None of the other customers expressed much custom style. No one took much notice of me.

Ethnography (Kotex)

Location: Walgreens (Lincoln Park)

1. *What is the Space like?*

While first walking into the store, the first thing you see is the checkout counter. Most of the merchandise is to the left. The store is well lit and at a fair temperature. A rough measurement of the store is about 30x25 yards. The layout of the store is relatively the same as any other Walgreens; everything is separated into aisles depending on the product. The feminine hygiene products are located on the left side of the store near the back. Other surrounding products include men's and women's razors and shampoos, conditioners, and soaps.

2. *Who is present?*

While being in the store on a Sunday, most people are dressed rather casually. Some are in workout attire, others in sweaters and jeans. All of these people are strolling through the store; no one is visibly in a hurry. There are six employees working in the store at the time, two being cashiers, and the rest walking around the store restocking the products. There are about eleven patrons in the store, seven are walking around shopping, and four are in the checkout area. The customers in the store all seem to be about the same age, mid-twenties to early thirties. Only two people are noticeably older, being about 45-55. Including both patrons and employees, there are more women than men in the store. There are two male employees, one stocking and the other working the cashier, while there is one female working the other cash register, and three are stocking the store. Out of the eleven people, there were only four males, one being one of the older looking people. All the other customers were female. All of the customers were white, while the employees were mixed between African-American, Hispanic, and white.

3. *What interactions do you observe?*

The only interaction between employees and customers was when the customers walked into the store and the cashiers greeted them. The only other time I saw this interaction was when the customers ask the employees stocking the store a question. None of the customers interacted with each other. Only when a group came in together did they talk to each other. Other than that there were no interactions between customers. It was the opposite for the employees. The talked to one another while passing each other and when working together. They even went up to where the cashiers were and talked while looking for something up front. The customers of the store seemed to have reserved manner and seemed like they didn't want to be bothered. The employees had a more relaxed manner when interacting with each other. When a customer came up to talk to them, they seemed to switch to a more professional manner. The same thing could be said about the cashiers up front.

4. *Product Presentation*

Each aisle is clearly labeled with the products it contains. This makes it very easy to find whatever you're looking for. Within each aisle, the products are categorized by the product itself (shampoos and conditioners, razors, etc.) and then, within that, the brand. They were well organized and well stocked. I noticed that the more expensive items were at more of an "eye-level" height, and the less expensive stuff was lower. Same with the brand, the more well known a brand was, the more accessible it was.

5. *How are you situated in this social setting?*

I did not choose to interact with anyone at all. I only greeted the employees at the cash register. While being in the feminine hygiene area, I noticed that no males ever seemed to come by. Only once did I see a male in the aisle and he happen to be with a female. While I was looking at the products, no one came near me. Only when I left and was down the rest of the aisle did other customers come to that area. It was usually only one person looking at those certain products at a time. This makes me think that most people are nervous or a little embarrassed when picking out these products, which I understand but also feel confused about. As I left the store I wondered why there were never more than two people looking at these products at once, and why we're so weird about it.

Location: CVS

Nayeli Andrade

This ethnography exercise took place at the CVS on the corner of State St and Congress Pkwy in Chicago Illinois from approximately 8 to 8:30 am on a Saturday.

The CVS used for this ethnography exercise could be considered your average CVS, it's located on a street corner and has many customers on a regular basis, but likely due to my observations done at such an early time of the day there weren't many people coming and going. The brand we picked as a group is Kotex, which is located in the feminine hygiene aisle, across from dental care, and near the makeup and hair care aisles. The brand Kotex covers pads, tampons, and a few other related products all found in close proximity in this CVS. This CVS in particular has an interesting layout where all of the tampons are stocked between 2 pillars, and all of the pads are also stocked between two pillars, with the two sections sharing a divider. It seems like this was done in an attempt to give some privacy to anyone shopping in these sections, which made things a bit difficult for me.

On the shelves, Kotex had pretty ideal placement, of the 6 levels of shelves, all of the Kotex products were placed on the top 4 shelves near the center of their section. The Kotex brand products were placed next to Tampax, Playtex, Always, and Stayfree with CVS brand products on the bottom shelves and mixed in with the name brand ones they're comparable to. At this time there was a sale on Tampax and Always products so those sections were a bit emptier than the rest of the aisle. The aisle was quite colorful, so even though Kotex is known for the 'little black box', it didn't stand out too much, at least to me. The products on the shelves were white, blue, green, and there were even other products packaged in black, although the Kotex products did look the nicest along with the Tampax and Always products, they all looked bright, and clean, and solidly packaged.

During my half hour of observing this section, I only saw 4 people looking at the products, with 2 additional people walking through the aisle glancing at the dental care aisle on the other side. Of the 2 people that walked by, one was a man who didn't stop to look at anything on the feminine care side, and the other was a young woman who glanced at the feminine care before quickly continuing down the aisle. Of the 4 people who stopped to look at the products, 3 were young women, looking to be about college age, and another was an older woman. The older woman was black and looked to be in her late 30's or early 40's; she didn't seem to care that I was there and went and grabbed a package of Always pads after a moment to glance at the prices and very nonchalantly walk off. Of the 3 younger women, only 1 bought something, and the other 2 simply looked. The young woman who grabbed something was white, fairly average looking, and she very quickly, walked up, grabbed a box of something and

left. Because of the big pillars, where I was standing, and her being so decisive, I didn't get a chance to see what she grabbed, although I know it wasn't Kotex because she grabbed something from the far right side, next to the pillar. Of the two women who didn't take anything off the shelf, one was white and the other was Asian, and they appeared to be about the same age. They both looked around for ~30 seconds, one of them even briefly picked up a box of CVS brand tampons and put it back down before leaving.

There weren't many people, so nobody seemed to notice that I was there or care that I left. Over the entire exercise, I didn't hear anyone say anything (apart from the CVS worker greeting me), and I only saw another handful of customers enter the store at all.

Ethnographic Analysis

Although everyone had unique experiences due to differences in location and timing, some things were fairly consistent. Of the women that chose Kotex, it tended to be women between 18 and 30, and that same demographic as a whole chose Tampax or Playtex more often. Younger women were more flexible with their choices and more likely to look around, at least when they felt comfortable, and seemed to spend a bit more time looking at store brands and the aisles in general. On the other hand, the older women (30+) seemed to know what they wanted, which was also generally not Kotex. Kotex had good placement in most of the locations, generally at eye level and off to one side as opposed to in the center of the ocean that is the feminine hygiene aisle.

POSITIONING & CREATIVE BRIEF

Creative Brief

Jenny Ordower

In July 2016 Kotex will launch “it’s just her” campaign. It will run from July-November. The rationale is that the campaign largely targets students and the campaign seeks to emphasize the normal everyday activities of women. The goal is to increase Kotex Tampon sales 10% in the 18-28 female demographic. Our target market is thoughtful, educated, and passionate women between the ages of 18-28 in metropolitan areas. The campaign is specifically designed for young women who are heavy tech users and use social media to learn about new products and keep up on current events. Women who value their independence and are in the process of discovering how they want to live their lives, what type of work is meaningful to them, where they want to live, and who they want to date.

Target Market:

Among 18-28 year old metropolitan caucasian women Kotex falls far behind Playtex and Tampax/Always. The classic Kotex line more popular with mothers and ethnic women in their 30s. U by Kotex is also more popular with a younger target market 15-20, “it’s just her” seeks to tap into the under represented 18-28 market in the North East.

Insight:

Other popular brands such as Playtex promote athleticism and Tampax has a girly tone such as it being safe to wear white pants on your period when you’ve got Tampax. Today,

young women are more receptive to a more inclusive message that does suggest how you should act and feel on your period. Kotex can tap into the idea that focuses on everyday habits of women and normalizes menstruation in a way that sets Kotex apart from the competition.

Message:

Jenny Ordower

“#it’s just her”

The take away message of the campaign is to normalize periods and promote the idea that a woman on her period is just a woman living her regular life who happens to be menstruating. It is about treating menstruation like any other day of the month, because Kotex is comfortable and provides leak protection enabling the user to not pay any attention to her period. Culturally there is a tendency to sensationalize periods portraying women as crazy or delicate on her period. “#it’s just her” seeks to keep it’s focus on a woman having a full life free of stereotypical messages from society. It does not have any “you should be talking about periods” type of message and it does not encourage an active lifestyle like Playtex, Tampax, and Always. The entire point of the ad is to convey that Kotex tampons are so reliable you don’t have to think about them. It is a more modern take on period culture because it normalizes a part of life that the media tends to either avoid or sensationalize.

The campaign will feature traditional and non traditional media tactics. The traditional tactics will be a commercial and print advertisements in magazines for young women promoting the idea that menstruation is just another day of the month. The commercial will feature scenes from an average life such as going to the DMV, school, and grocery shopping. These scenarios tie in with the idea that menstruation is normal, that every day women are menstruating and that everything is how it should be.

The non-traditional tactics will include a viral video promoting a photo competition through Instagram. Submissions will include photos of U by Kotex boxes in surprising locations emphasizing young women with active lives. Users will be able to upload their photo submissions through Facebook, Twitter, and Instagram. There will also be partnerships through energetic youtube vloggers such as Jenna Marbles who do not present an idealized well behaved image of womanhood. Jenna would promote U by Kotex in her videos by sharing how she can continue being her zany self on her period and that U by Kotex is reliable.

The most unique aspect of the campaign will be the period box subscription service. The user will be able to sign up for a “#itsthattime” monthly period themed box. The box will include treats and U by Kotex products appropriate to the woman. Also tour buses will visit major cities to give out sample subscription boxes. The subscription service, in the style of birchbox emphasizes the message that the modern woman is prepared and well adapted to care for her period so that she can go about her adventures. The box would prevent 2 am emergency trips to the grocery store for tampons or pads, enabling the subscriber to not have disruptions in her busy life.

#itsjust her will also employ a donation program to women’s shelters. To raise awareness of the product Kotex will donate pads and tampons to community service groups in high school and colleges. The groups will then visit the shelters to give feminine hygiene products which are desperately needed in shelters today. This tactic is in alignment with the campaign because it promotes the normalization of periods by bridging the gap between marginalized women in society. Additionally 10% of proceeds of U by Kotex will be donated to women’s shelters.

MEDIA TACTICS

The campaign will utilize multiple forms of media. On top of the viral video and digital advertisements, we will sponsor a series of print advertisements and a street campaign based on the period boxes given out on the street. Using a mixture of traditional and digital media will work best with the traditional media serving as a supplement to support the wider-reaching digital components. Partnering with Youtube celebrities is an ideal media placement, allowing us to target specific demographics. Each of the media placements we arrange will fit into those target markets and help us to focus our advertising power where it will have the most impact and the highest number of media impressions. This also gives us the freedom to keep our campaign extendable, ensure that it is relevant to our target, and as unique as we need it to be, to promote the Kotex brand.

CAMPAIGN

Digital media is the best way to reach a younger audience. Print ads and television commercials are filtered out and not consumed by our target market, leaving us to create an interactive campaign supported by print ads and paid placements. The message of the campaign is on par with the values of the target market as well; Millennials and Post-Millennials widely accept and promote progressive campaigns.

Bold: We want to grab your attention and keep there on us because we are people. People like, want, and are naturally original. So we tend to break away from the pack by not offering the same old pretty pink packaging like the rest of those companies. We make it in colors and styles you want so you don't have to feel embarrassed with them in your bag.

Honest: We know you're not running through fields in your pristine white dress when that time of the month hits. We also know you're not a raging monster either. So we don't portray it like that in our ads. We give you the honest truth whether you like it or not. We don't use code like "freshness" we call it like we see it. We talk to you like adults, so we should act like one.

Trustworthy: It's all fine and dandy that we tell it like it is and that put our packaging in rad bright colors, but we're also more than a pretty face and smart mouth. Kotex has been around since the 1910's so we're no spring chickens when it comes to feminine products. We as a

company have survived through 10 decades of selling a brilliant supportive product . Not only do we talk the talk , we walk the walk.

The campaign idea is easily extendable. Focusing on a hashtag allows us to take the idea to any social media platform we desire. It can also be utilized in the traditional media campaign. This campaign, meanwhile, is a fairly minimal idea that could be expanded with a photoshoot or new video. Our campaign is not so much based on an act as it is the idea, so taking this idea and reworking it as we see fit is easy if we simply re-apply the concept. The campaign's simplicity, however, does not overshadow the uniqueness. The entire campaign is visually curated to be distinct and eye-catching. True to the Kotex brand, it stands out from other period advertisements; the physical manifestation of our boxes and the boldness of our message brings a uniqueness to the brand and campaign.

From the TV advertisement to the viral contest the main link to our whole campaign is taking the taboo out of the period. We want to make the period less of an event and more of a normal everyday thing, because the truth is it is an everyday thing. So the "it's just her" monicker is not just a slogan it's a mission statement that means don't treat her like a dainty doll or a wild animal, treat her as a human woman. She is just herself. This is reflected in the print and tv ads by using a simplistic design and concept. This is reflected in the contest by showing Kotex products in everyday events and lives.

'It's that time' Box

The 'It's that time' Box is a monthly subscription for young women that they can receive in the mail that gives them a small box of things a girl might want on her period. We are going to have three different options, which will be decided when the young women fill out a brief three question survey when they sign up online that will give us insight into what type of box they would prefer. This is because not everyone likes the same thing when they are on their period,

and it gives a choice while not causing it to be too much of a hassle when trying to mass produce this.

The questions and what their results lead to are as follows:

1. Do you prefer pads or tampons? -result: either pads or tampons in the box.
2. When it comes to snacking when it's that time, do you prefer salty, sweet, or both?
-results: chocolate, popcorn, or chocolate covered pretzels.
3. When it's that time, do you prefer staying inside and being comfortable, or dressing up to go out? -results: candle and a redbox mop-code, or nail polish and a new pair of earrings.
4. What size/thickness of your tampons/pads do you normally use.

This is going with our campaign to empower women and make them feel more confident when it's time for her period. The box can be linked to her cycle so it ships to her a week before, preparing her for her time and letting her not have to worry about going to the store to go get these things anyways. This helps with being independent and confident in a busy day to day life when worrying about it they are prepared for their period. They can also update in their account if they want the box that month, or sync their calendar to the time the box is delivered to adjust to their need for it.

As far as sampling goes for the box, Kotex is going to get high schools in metropolitan areas to be involved in both the box and the community. We will distribute large quantities of the box to the schools, and they will, as a large group as a day project in one of their life management classes, and they will take a bus to local homeless shelters to give the product to the homeless women. A big problem that homeless women face is that they don't have the hygiene products that they need. While giving the homeless women the product, it will introduce the girls to the box, as well as make an impact in the community so that more people become aware about what Kotex is doing, how they are treating homeless women, and how their idea is to empower women and treat them like it's any other day of the year when they are on their period, and not something to completely dread.

This will also go with the campaign of #itsjusther, because it also gets across that homeless women are just average women as well.

This is distinguishing because it gives women the option to feel excited when their period comes. Sure, they may be about to endure a week of discomfort, but also they can look forward to getting this small box in the mail with some sort of treat that will help them feel a bit better. We can expand on this by perhaps making more variety of things inside and making different sized ones for different prices.

Viral Contest

Alex Arnold

We plan to have a photo contest that takes Kotex into the modern age. We're calling it "#itsjusther contest." It will be a photo contest accompanied by an online video ad explaining the rules and instructions . The main part of the contest is to have people take pictures of their Kotex box or product in the most interesting, beautiful, funny, etc... of places in the world. Users send in photos using the hashtag #itsjusther to send in their entries. We review the photos to weed out the inappropriate or fraudulent entries and pick a winner. This could include someone taking a picture with a Kotex tampon in their hiking pack at the top of Mount Everest, a Kotex box on top of a fire truck with all female firefighters riding the in the truck, or showing soldiers with Kotex pads in their back pockets for their female peers. (Also to show that this contest is open to everybody including men.) At the end the winner will win a lifetime supply of "U" by Kotex products and the winning picture will be the the next ad for the brand. We want to show that that time of the month doesn't mean you can't have fun or go on with your day . We plan on starting this with a sponsored video and photo post on Instagram and other social media sites, and a video ad on The Kotex YouTube page, in-between ads on YouTube and Hulu videos and banner ads on the bottom of said YouTube videos . This can be expanded into a recurring yearly contest by having a new winner every time, plus it helps in creating a new ad for part of

the year. It also shows that Kotex can keep up with the modern times and shows its how snarky it can be by rewarding uniqueness and originality

YouTube Vlogger

Sarah Pilotte

In keeping with the Kotex brand, the YouTube celebrity we choose to work with should be off-beat and fun, but bold and proudly feminine. The clear choice is Jenna Marbles. The demographic of her audience is female, young, and bold. Her viewers value identity and individuality. The cost to hire a YouTube star for a promotional video can cost around \$10,000. We would enjoy giving her creative freedom with the criteria of fitting into the “It’s Just Her” campaign. It’s an easily measurable campaign based on how many views and hits the video gets. We can also consult with Google/YouTube Analytics to see where viewers are coming from and how much interest we have created.

Print Advertisements

Jenny Ordower

Print Advertisements for U by Kotex continue to be relevant because they feature competition and are a tried and true vehicle for promoting feminine care products. “#it’s just her” ads will run in US Weekly, Cosmo, Nylon, Lucky, Glamour, and Teen Vogue to access a wide spectrum of readers age 18-28. These magazines are frequently purchased by the target market and are also located in hair salons and waiting rooms that have young adult clients.

The advertisement is attention getting because it does not feature any models or any message of an idealized woman. The ads feature a Kotex box in a everyday life settings. The lack of models is true to the Kotex spirit of celebrating real women. Young women today seek more authenticity and do not react well to idealized imagery. It is distinguishing because it does not look like other feminine product advertisements with shiny faced women doing complicated yoga poses. The advertisements appeal to millennials with the use of handwritten style typography and bold color scheme. The print advertisement is extendable because new taglines may be added to complement different settings. The winning image of the “it’s just her” Instagram contest will be the setting for the next round of advertisements.

it's just one of those days



it's just her

it's just her features the latest Kotex technology keeping you extra secure on those busy days.

When the last thing you need to be thinking about is your period.

Kotex is there for you during those Mondays, Fridays and one of those days..



it's just another day



it's just her

it's just her features the latest Kotex technology keeping you extra secure on those busy days.

When the last thing you need to be thinking about is your period.

Kotex is there for you during those Mondays, Fridays and one of those days..



it's just monday



it's just her

it's just her features the latest Kotex technology keeping you extra secure on those busy days.

When the last thing you need to be thinking about is your period.

Kotex is there for you during those Mondays, Fridays and one of those days..



Sample Tour

Four components:

Why do they exist

The samples exist to create awareness of the brand as well as bring attention to the subscription box we are offering online. The sample box will have the hashtag on the box and will encourage the consumer to go online and find out about the campaign and the contest.

Why are they useful based on target audience

This is useful for our target audience because we are touring around big cities, where our main audience lives. This provides access to college students and young adults more easily, making our way to college campuses and main work flow areas. It's also useful because we encourage the use of social media, so us being there will be spread around twitter, instagram, tumblr, snapchat, Facebook, etc.

What are they used for

To get subscription to box, and to find out about the contest online.

Where are the samples being handed out

Tour schedule

August:

1. San Diego
2. University of California, San Diego
3. San Diego State University
4. Los Angeles
5. UCLA
6. USC
7. California State University, LA
8. California State University, Long Beach
9. San Francisco
10. San Francisco State University
11. University of California, San Fran
12. San Francisco Art Institute
13. Seattle, Washington

September:

14. Phoenix, Arizona
15. Arizona State University, Tempe
16. Denver, Colorado
17. University of Colorado Boulder
18. San Antonio, Texas
19. University of Texas at San Antonio
20. Austin, Texas

21. The University of Texas at Austin
22. Houston, Texas
23. University of Houston
24. Baylor College of Medicine
25. Rice University
26. Texas A&M University
27. Dallas, Texas
28. University of Texas at Dallas
29. Fort Worth, Texas

October:

30. University Of Illinois, Urbana-Champaign
31. Illinois State University
32. Chicago, Illinois
33. University of Chicago
34. Depaul/Loyola/UIC/Columbia
35. Northwestern University, Evanston
36. Milwaukee, Wisconsin
37. Madison, Wisconsin
38. University of Madison
39. Michigan State University, East Lansing
40. University of Michigan
41. Detroit, Michigan

November:

42. Columbus, Ohio
43. Ohio State University
44. Miami University, Oxford
45. Indianapolis, Indiana
46. Indiana University
47. Nashville, Tennessee
48. Atlanta, Georgia
49. Jacksonville, Florida
50. University of Florida, Gainesville
51. Orlando, Florida
52. University of Central Florida
53. Miami, Florida
54. Florida International University
55. University Of Miami

December:

56. Charlotte, North Carolina
57. University of North Carolina at Chapel Hill
58. Duke University
59. Washington, DC
60. Georgetown University

61. Philadelphia, Pennsylvania
62. Boston, Massachusetts
63. New York, New York
64. Columbia University
65. New York University

EVALUATION

The first place to start is to measure the number of people we have impacted with our social media content. How many likes and shares on our Facebook page, and how many followers we have on twitter ect. The next step is to see if anyone cared about our message to do anything about it. For example how many clicks on links in our so social media posts, how many views on jenna marbles youtube video that featured our box, and how many people use #itsjusther on our social media accounts. Finally, we will measure the business-building impact of our social media marketing efforts. It will tell us how many people took the next step to join our marketing database. Examples are registrations for content downloads, online lead generation form completions, online sales and how many people purchased our monthly tampon samples.



PARAMOUNT
EVENTS
ELEVATE YOUR CATERING



TARGET



Is your monthly getting you down?

#itsjustme



#itsjusther

A monthly subscription to It's that time box
can bring you back up again!

Customized just
for you.

Ships right to your
door.

Snacks, our product,
and a gift each
month!

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