

A look inside Olson Zaltman's work with U by Kotex that led to building stronger consumer relationships and ultimately a growth in market share and volume.

connecting **deeper** with consumers - a Kimberly Clark Case study



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The Business Challenge

The feminine care category historically lacked:



Innovation
Women's needs are changing and the category is not.

Engagement

The category is filled with embarrassment and shame, and current advertising falsely portrayed women on their periods.



U by Kotex needed to **resonate and engage** with their consumers by creating a **differentiation** that was:



long - term



sustainable



meaningful

The Methodology:

ZMET®

Our patented and pioneered methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to go **beyond the surface** and illuminate the full complexity of the human mind. As the industry leader in behavioral science, we leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact decision-making.**



In-Depth Interviews

We talked to young women around the world to understand **who these women are, their relationship with the feminine care the category, and their relationship with their periods.**



The Insights



Periods today are still a source of **strong stigmas and taboos, and these stigmas are often used against women, consciously or subconsciously**

Together, we discovered U by Kotex has the opportunity to support and engage with their consumers by:



ensuring periods and negative perceptions never stand in the way of women's progress



acknowledging that periods do not define women, women define women.



strong emotions are linked to your personality, not because it is "that time of the month"

The Impact

The insights we found together led to the creation of the **#ItsNotMyPeriod** social experiment and campaign streamed on Facebook, Youtube and Instagram. Women were able to immediately engage in the conversation and have their voice heard through the various social media platforms.



#ItsNotMyPeriod: a social experiment that asked a live audience to choose who, in a staged heated argument performance, was on their period, the campaign shared digital videos of the experiment on social media, alongside online advertising, influencer endorsements and programmatic and retargeted ads



Sales **increased** by **3%**



Market share **grew** by **4 points**