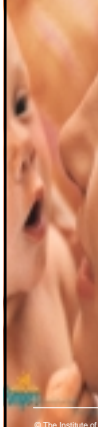




Case Study - Pampers


2002 IDM Business Performance Award - Bronze Award Winner

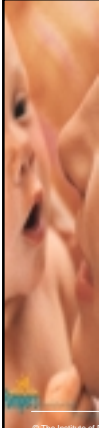
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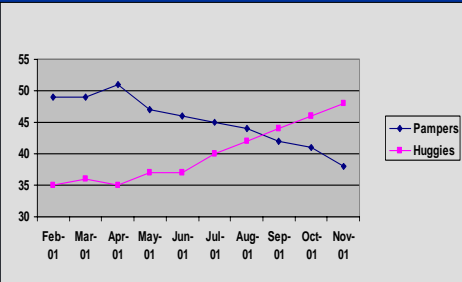
Background

- UK market valued at £480 million per year
- Innovative rival, Huggies, gained 30% of the market by 2000
- Huggies built relationships with mothers using interactive marketing
- Mothers showing greater independence in decision making


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Projected Market Share Graph



Month	Pampers (%)	Huggies (%)
Feb-01	50	35
Mar-01	49	36
Apr-01	51	35
May-01	47	37
Jun-01	46	37
Jul-01	45	40
Aug-01	44	42
Sep-01	42	44
Oct-01	41	46
Nov-01	38	48

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The Objectives

- To rebuild the brand and gain greater market share
- To develop stronger relationships with mothers in order to re-establish trust and increase loyalty

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Customer Research

- Huggies brand perceived as the market leader in focus group research
- Proliferation of information channels, including the Internet
- Traditional advice from parents being replaced by other sources leading to brand switching

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Communication Strategy

- One-to-One approach
- Targeted mailings using Bounty data
- Creative message 'See the world through a baby's eyes'
- Direct mail - three packs pre-birth, five packs post-birth


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Direct Mail Pack

- Collectable information booklets compiled by baby care experts and non-competing baby product information
- Two CDs
- Samples and money-off coupons

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Direct Mail



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Online Strategy

- 40% of mothers online
- Online communication ideally suited to the needs of mothers - control and convenience
- A vast library of information can be delivered in a personalised way
- The information is supplied by experts and checked for reliability


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Online Strategy (2)

- Pampers.com is structured into three main areas; playing, learning and sharing
- Information quality has established Pampers.com as a main channel of choice among parents
- Personalisation encourages registration
- Optional monthly newsletter

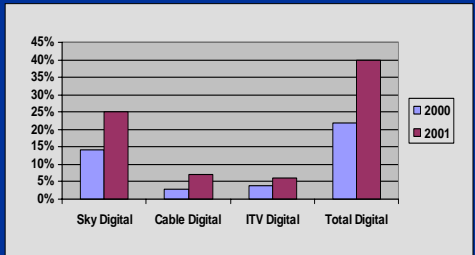
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Online Communications



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Interactive TV - Trend Analysis Projection




Category	2000 (%)	2001 (%)
Sky Digital	15	25
Cable Digital	5	10
ITV Digital	5	10
Total Digital	25	40

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Interactive TV Channel

- Research identifies this channel as the preferred interactive device in the home, now and in the future
- iTV combines the emotive strength of TV advertising with the depth and personalisation available through the Internet

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Interactive TV Channel (2)

- Profiled newsletters
- 20% overlap with Internet users
- Data collection and registration in exchange for regular newsletters
- Interactive quality exploited - the baby gallery and a video area

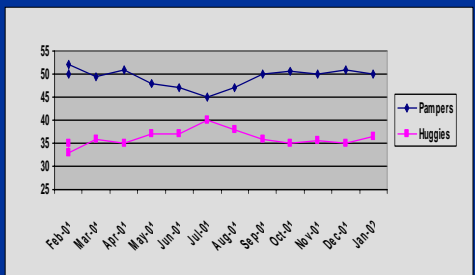
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Results


- Turnaround in brand perception
- Market share has increased
- Clear market leadership has been established
- Focus group research returned positive feedback regarding iTV experience
- Loyalty increase demonstrated

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Market Share Analysis



Month	Pampers (%)	Huggies (%)
Feb-02	52	32
Mar-02	49	35
Apr-02	51	35
May-02	47	36
Jun-02	45	37
Jul-02	46	38
Aug-02	48	35
Sep-02	50	34
Oct-02	50	35
Nov-02	49	35
Dec-02	50	36
Jan-02	50	36

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Key Points

- How the strengths of direct and interactive communications can be harnessed to reverse brand decline
- The challenges posed by multiple media channels for a traditional mass market company
- The importance of knowing your target market

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Key Points (2)

- The value of information in relationship building
- Why time and timing are critical factors in direct communication
- The Internet's strengths as a communication channel
- The effectiveness of interactive TV as a communication channel, now and for the future

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