



Case Study: Kimberly-Clark Corporation

## Viva® Towels Summer Prints

When Kimberly-Clark created a seasonal two-pack design, they needed adaptive design expertise to achieve coordinated, consistent results on Viva® paper towels with Kleenex® facial tissue products sold in a single end cap display.



### Challenges

- Adapt graphic elements from client-supplied Viva® paper towel rolls to package design
- Maintain Viva® brand architecture while achieving a consistent look with Kleenex® tissue wedge designs for a compelling overall end cap display

### Results

- Successfully adapted graphic elements from Kleenex® tissue wedge package designs to achieve a consistent designer look on Viva® Big Roll packaging
- Achieved client objectives while meeting retailer expectations
- Created comprehensive mockups for product photography and for use by the Kimberly-Clark sales force

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