



## Kleenex® Label & Pallet Card

When Kimberly-Clark introduced its more soothing lotion tissue in club stores, it needed to draw attention to bundle packaging and pallet displays to encourage consumer sampling. Designs needed to incorporate *It feels good to feel™* messaging to align with advertising campaigns.



### Challenges

- Develop a prominent, compelling visual cue for consumers that effectively communicates the inclusion of the bonus sample product
- Include client-specified terminology and iconography to reinforce the advertising messaging
- Pull the club store consumer's eye directly toward the pallet display
- Uphold Kleenex® brand architecture and communication hierarchy

### Results

- Pallet display and bundle label design were approved, with each design accepted for use in major U.S. club stores
- Packaging communications delivered effective, unified messaging to drive consumer trial from club displays

#### Directions