



Innovation is an integral part of the marketing agenda being spearheaded by Lily brand in the bath tissue category. Time after time, new products and concepts were launched under the brand that generated interest and diversity in that 'boring' category, increasing the premium segment and finding each time new benefits that consumers rushed to adopt

Lily is one of the veteran bath tissue brands in Israel, first launched over 30 years ago by Hogla. In 1996, Hogla signed a strategic partnership agreement with Kimberly-Clark, which markets known bath tissue brands around the world such as Andrex and Scottotelle.

### The Competitive Environment

Lily is the brand with the largest market share in the category, and competes against three bath tissue brands from Hogla Kimberly: Kleenex, Molett and Nature Reserve. Combined, the four company brands hold 70% of the category in Israel.

### 2002 – Launching the Lily Puppy

Around the world, the puppy has long since been used as the presenter for Kimberly-Clark because it manages to best convey the brand's values. Hogla Kimberly decides in 2002 to launch the puppy in Israel as well in order to assign the value of particular softness to the Lily brand and to create an emotional bond with the brand. The launch of the puppy was carried out simultaneous to technological development that allowed the company to offer particularly soft bath tissue imprinted with the image of the puppy. The

launch was accompanied by the slogan "Lily. The Softest There Is".

### 2004-2007 – Intensifying the Softness Experience

Over the years, the softness value constituted the forefront of Lily strategy in light of the realization that this parameter was of critical importance to consumers. Lily is essentially taking ownership of the softness issue, focusing its innovation strategy on the creation of added benefits that reinforce its position as the 'softest bath tissue there is'.

For example, in 2004, Lily Cotton Touch was launched following a technological development in Israel and in 2007, Lily with the Softener Effect was launched, which also presents innovation in

packaging: easy opening through a 'zipper' incorporated in the package.

During these years, Lily also launches bath tissue under different concepts in order to respond to consumer trends and to continue generating consumer involvement in the category. For example, in 2004, Lily Fantasy is launched as response to the demand for esthetics in the bathroom through bath tissue that includes the imprinted puppy in different colors. In 2006, under the concept of naturalness, Lily launches bath tissue that includes aloe vera essence.

At the same time, in order to add interest and excitement to the category, Lily launches special editions such as Lily Winter edition – characterized by colorful packaging and winter design language, and offers paper rolls in textures and scents that match the concept.

Other editions launched included Lily Lavender and Lily Spa – with a special scent





www.lily-puppy.co.il



### Things You Didn't Know About Lily

- In honor of the puppy, who serves as presenter in Britain for Andrex, Kimberly-Clark's local bath tissue brand, a statute in the puppy's image was created in Madame Tussaud's Wax Museum.
- As part of the sales and PR campaign, seven bridal gowns were 'sewn' using 42km Lily's bath tissue.
- Only 5 double rolls of Lily bath tissue are needed to connect Azriely's round tower roof and its lowest level. (Azriely Towers are one of Tel-Aviv's most known identifying landmarks).

and design, whose appearance is based on relevant content worlds.

### 2008 – Launching of Lily Double Roll

In 2008, Hogla Kimberly attained two consumer insights. The first is that consumers find large, awkward packages of bath tissue that take up too much space at home bothersome. The second insight is related to the fact that consumers are looking for ways to reduce the frequency at which they replace rolls in the bathroom.

Lily Double Roll offers double the amount of paper on one roll and provides a solution to both consumers: reduces package size and increases the length of use of each roll.

### 2010 – Lily Soft & Strong

After eight years of marketing focus during which the softness value has become the benchmark in this category, Lily is looking for other unsatisfied needs in the category in order to provide a solution. Studies revealed that consumers are interested in bath tissue that is soft, that will not easily tear and that will provide confidence in its use.

Technological developments in Israel constitute the basis for the launching of Lily Soft & Strong: instead of two-ply soft bath tissue, a bath tissue was developed in which one layer was particularly soft and the layer above was



particularly strong and durable.

The launching of the new concept was accompanied by unique media activity designed to pique interest and consumer conversation of the category, which will lay the groundwork for the launching of the new product.

To lead the launch with consumers, the famous comedian Yuval Semo was recruited in the role of 'Maxim the Pollster' which led Lily's large bathrooms survey that examined Israeli consumer usage habits regarding the bathroom.

For one month, the consumer public was asked to express their opinion about such issues as "Do you talk on the cell phone while in the bathroom? Do you count bath tissue squares or spontaneously tear? Do you pad the toilet seat at friends' homes?"

After over 70,000 votes from consumers, 3,000 Facebook fans of the survey and indecision (even) split regarding the

question "what is more important: soft or strong bath tissue?", Lily's new product was launched, which represents the 'split' and provides a solution to both values "Soft & Strong".

### Results of the strategy

Over the years, Hogla Kimberly has been working to reinforce the premium segment in the bath tissue category at the expense of lower segments.

The reinforcement of Lily over time proved that the strategy is bearing fruit and the brand is adding value over time to both consumers and the category.

In the future, Lily will continue to lead innovative moves that will increase consumer involvement in the category while providing solutions to their needs and continuing to adopt global trends in its world of content.

**2002**  
The puppy arrives in Israel.

**2004**  
Lily launches Cotton Touch.

**2005**  
Lily introduces Lily Fantasy with colorful puppy imprint.

**2006**  
Launching Lily Aloe Vera.

**2007**  
Lily is launched with softener effect and easy-opening packaging.

**2008**  
Lily introduces the Double Roll.

**2010**  
Lily carries out the Soft & Strong move.