



To be or not to be, that was Nikol's dilemma. The brand decided 'to be' and demonstrated determination, innovation and marketing boldness when it went against the consensus: it did not exit the category that was eroding due to the entry of private brands, it launched packaging in dramatic black and white colors and led the new territory it created with quality and innovation

For years, Hogla-Kimberly operated in the home and kitchen accessory category (a category that includes paper towels, cloths, cleaning pads, etc.) through a wide range of brands such as Lilly, Molett and Iris, which were not managed under a uniform brand and media strategy.

On the sales floor, the home and kitchen accessory category was not branded and consumer involvement in them was limited. As a result, since the beginning of 2000s, the supermarket chains' private brands began capturing market segments and eroding prices and profitability levels in the category.

The Marketing Challenges

In 2004, following years of market shrinkage as well as declining company sales and margins, Hogla-Kimberly is facing a rather complicated dilemma: to completely abandon the category or to reinvent itself. The company decides to reinvent itself while battling private brands, completely changing consumer behavior and creating a new marketing territory in which it sets the rules.

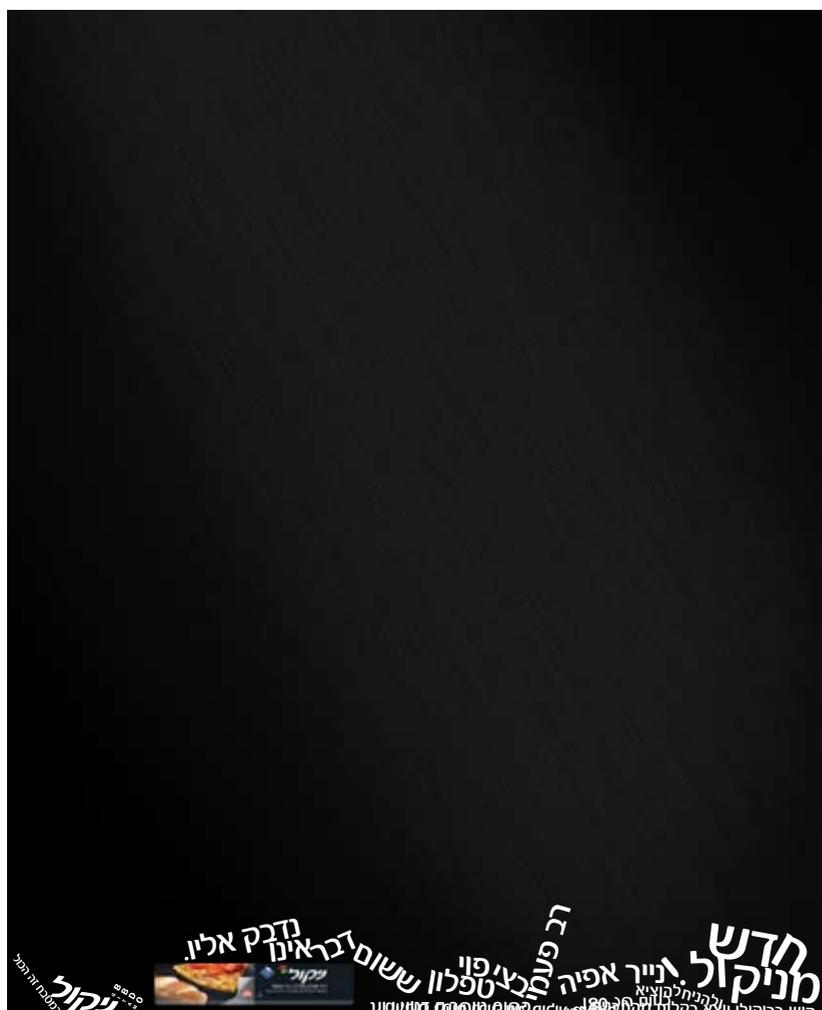
The Creative Solutions

The major innovation in the move – if not transformation - that the Nikol brand underwent in recent years is the ability to implement a daring business and marketing

move 'against all odds'.

Hogla-Kimberly decided that it was unwilling to relinquish the category without a fight and therefore decided to rebuild the category. During the first stage, it consolidated all of the various products under one management and one brand – Nikol. In the second stage, the brand was re-launched under the total branding approach in terms of product mix, brand visibility and its connection with consumers.

Hogla-Kimberly decided to create a new business territory – Kitchen Care, which relies on consumer insight that women seek innovative, creative solutions that will help them manage the home and kitchen tasks more easily. Nikol aimed at



Teflon-coated baking sheet. Simply bake and the food doesn't stick.





connecting to consumers on the emotional

level as well. For Nikol, an emotional media concept was chosen that discussed the differences between men and women and the way they are reflected in all aspects related to household chores. In order to avoid generating male opposition, the campaign decided to use humor, demonstrating amusing situations in which men 'perform' household chores in the kitchen in a 'masculine' way.

In addition, Nikol packaging was completely transformed. Unlike generally accepted practices in categories that are traditionally considered 'feminine', Nikol packaging was redesigned to include dramatic black and white colors, with the white part of the packaging incorporating visual elements from the kitchen.

To further emphasize this feature, Hogla-Kimberly convinced retailers to group kitchen care products together in one area in the point of sale and to arrange them by brands in order to create distinction at the point of sale as well as to demonstrate brand power throughout the subcategories.

In order to cast real content in the category, the brand frequently launched product innovations in order to create differentiation and preference.

Below are several recent examples of this:

Nikol is generating a revolution as the brand launches a category of wet wipes for cleaning, which includes wet wipes for general cleaning, wipes for cleaning floors and wipes for cleaning windows and glass surfaces. These launches are a prime example of innovations that bring innovative solutions to the market that had previously not been maximized with the ease of: Clean and throw away.

In sandwich and garbage bags, Nikol – as a category leader – decides to demonstrate responsibility and, nearly overnight, replaces its entire food and garbage bag product line with biodegradable bags, a more conscious choice for its consumers offered at no extra cost.

Understanding that the party motivating the change in environmental awareness is the young generation, Nikol chose children as its primary target audience with designated marketing activities. In addition, NIKOL representatives knocked on the doors of 40,000 homes in Israel, who offered them to replace any 'regular' sandwich bags found in that home with Nikol's bags in order to demonstrate that the biodegradable plastic bag is no different than the regular bags in feel, strength or quality. This launch earned Nikol the prestigious Effie award for marketing excellence.

Recently, the magic wiper was born, as a result of an idea of one of the brand's consumers who developed a prototype for a unique multi-purpose wiper to clean parquet floors and other floor surfaces that can be used on a regular squeegee.

Results of the Move

Analysis of Nikol's marketing activity proves that only those who dare win: within 4 years, Nikol has been transformed from a commodity product to a leading and preferred brand in a new territory in which it is undisputed king. From nearly 0% brand awareness to a category leadership with 58% unassisted awareness, 54% brand preference and 96% penetration rate in Israeli homes, with 55% of consumers reporting that they primarily use Nikol products.

Things You Didn't Know About Nikol

- Approximately 50% of Nikol products on shelves today were launched between 2006-2010.
- Consumers are constantly sending Nikol proposals for new products. All proposals are seriously reviewed and considered.
- The Nikol name was invented as an abbreviation for the Hebrew phrase Nikayon la Kol, which means "cleaning for all".
- Before the relaunching of Nikol, Hogla-Kimberly made nearly no investment in marketing research, preferring to rely on executives' gut feelings.

Today, the Nikol brand works with dozens of products and it intends on developing further innovations and improvements of existing and new products.



Nikol's biodegradable bags move wins the Effie Awards.

2001
Hogla-Kimberly Chemicals was closed and kitchen products were transferred to Hogla-Kimberly Marketing.

2004
Consolidation of products under one brand and launching of a campaign for Nikol products that introduced a woman who was 'queen of the kitchen'.

2005
Hogla-Kimberly finds partners overseas to launch a range of product innovations.
2006 – Rebranding of Nikol.

2007
Nikol begins to launch innovations that completely change the category and generates double digit brand growth.

2010
Nikol leads the category in market share, unassisted awareness, preference and usage.