



Nikol built its brand strength following merging innovative content to the territory of the world of kitchen. Nikol keeps exploring and communicating with Israeli consumers in order to gain a deeper understanding of their day-to-day lives to offer them solutions that not only accommodate their tight schedules but also meet their values and desires

Until 7 years ago, what we know today as the Nikol brand world of kitchen and household aids did not exist at all as a marketing category: not in terms of point of sale, not in terms of consumer perception and not in terms of the attitude of the manufacturers.

What existed then was a collection of product sub-categories like washcloths and cleaning sponges, with no significant differentiation between the various manufacturers, no consumer involvement and no sensitivity or innovation, with growing competitiveness.

In those days, Hogla-Kimberly managed six different brands that fell under four categories of activity in the company.

2004: The birth of the Kitchen Care category

Before the launching of Nikol, the market for kitchen and household aids functioned as a commodity market and Hogla-Kimberly managed, year after year, against an increasingly competitive market and profitability erosion. Company executives realized that it was not economically justifiable to continue the business activities and faced the inevitable decision: "to be or not to be"

Hogla-Kimberly decided to respond to the challenge and take a step that, at that time, seemed almost impossible: to merge the various failing ventures into a single profitable brand by integrating categories and building a single brand in the category that became commodity.

In the first stage Hogla-Kimberly made a revolution and went from thinking like a manufacturer functioning in a number of separate product lines to thinking like the consumer. Once the company had adopted the point of view of the consumers who use their various products, the company reached the conclusion that most of their products were being

used in the kitchen area and that the kitchen is an area that brings out a rich emotional world in the consumers, beyond the world of functionality. For this reason they understood that there is a market opportunity to launch a brand that would answer the existing needs of the consumers offering both emotional and functional added value.

2006: The building of the emotion and desire-awakening brand

Hogla-Kimberly implemented their insights, that in a commodity-market, a brand that aims to excite must truly offer added value and surprise as well as change the rules of the game. Therefore, the innovation of Nikol was defined as a leading core value and the company constantly launched innovative solutions that offered creative shortcuts and even made

house tasks more enjoyable. The goal of the process was to change the consumers' habits, establish a marketing agenda and raise the question again and again of "how did no one think of this before?", all of this stemming from their desire to make the brand an asset establishing it as innovative beneficial the consumer.

Hogla-Kimberly then decided that in order to build USP for the brand for an extended period of time they needed to take a path that other brands in their category had not chosen: they chose to reach the customer through an emotional connection. As opposed to the competing brands, Nikol was built on the idea of being an emotional and differentiated brand that spoke to the consumer in a different manner than what had been standard in the market until then. The marketing dialogue did not only stem from the functional features of the products but also through the manner in which the consumer used them, through understanding the existing emotions around the use of all elements that are connected with house tasks.

The marketing strategy was implemented not only in the media but also at the point of sales and by changing all of the product packaging consolidating all of the products with a single clear and differentiated language (black packaging, an image of the product on the package, etc.). This made Nikol stand out at the stores and emphasized brand's concept and its values.



2011: New Marketing Challenges

The revolution was successful: Hogla-Kimberly went from managing a number of worn-out commodity-brands to managing a single profitable brand that holds the largest market share in its category and leads in marketing parameters of awareness, TOM, preference, emotional and rational connection etc.

As a leading brand, Nikol today faces new marketing challenges of growth in the categories of maturity facing a market saturated with worthy competitors who force the company to adopt a new point of view that



Things You Didn't Know About Nikol

- The name Nikol was invented as an abbreviation of "Nikayon la'kol" which translates as "Cleaning for everybody".
- The brand Nikol operates in 20 different categories.
- Until the re-branding of Nikol, it was not customary to design household cleaning packages and aids in black.

development and launch of a whole new sub-category: Wet wipes for home cleaning.

After setting the foundation for the wet-wipe cleaning products for general cleaning and floor cleaning and gathering faithful adherents, Nikol invested this past year in expansion for a series

of paper-like wipes made of a unique

composition for cleaning glass surfaces and windows, wet wipes with a targeted formula for cleaning parquets and thick cloth-like floor wipes with a slit that can be used with floor squeegees.

Launching of the 100% Natural Sugar Cane Plates

Insights developed in the framework of meetings with consumers lead to the understanding that the fast paced life of the consumer increases her need for solutions that not only meet the needs of her busy schedule but also fit in with her values and the desires that drive her. And in fact when Nikol began to look into the disposable dishes they understood that in order to be different in that category as well they needed to invest in a way that would embody a true message to the consumer and integrated their increasing desire to provide convenience along with values of keeping the family health and caring

for the environment.

The solution provided by Nikol was a line of one-time-use plates made out of 100% natural sugar canes that offered a number of advantages: on the one hand, the natural materials from which the plates are made do not contain artificial dyes or coloring thereby making them microwave-safe for the consumers who know that along with the increase in convenience of having a clean sink at the end of the day, they are using dishes that are healthy for their family.

On the other hand, the same natural materials helped present an added value from the point of view of environmental quality because the plates are completely bio-degradable. Nikol answered the need that arose time and again in consumer studies—when the consumers used disposable plates it bothered them that they knew that the trash-can would be filled with plastic at the end of the meal they hosted at home or out at a picnic in nature. The media work that went into promoting the line of disposable dishes began during the Jewish holiday season in autumn during which they marketed a multiplayer internet game, planned promotions to make the line of products more prominent on the display shelves at the stores and launched television and newspaper campaigns. In addition, Nikol's mobile sales promotion vehicles met with consumers and their families at specific and relevant meeting points all over the country: starting with meetings and the distribution of free samples while the consumers were at the sukkah along with meetings out in nature and at parks.

searches for and identifies new challenges for growth while connecting to marketing-consumer trends.

In order to identify unmet consumer needs Nikol deepened their learning and their investment in the lifestyle of the consumers, in order to bring them real added value that will translate into clear benefits in their busy schedules.

Expansion of the Wet Cleaning Wipes Category

After a series of studies among households in Israel that were aimed to understand the consumers in the field of cleaning, the Nikol marketing team reached the conclusion that among consumers there is a need for cleaning activities they defined as "in between". This is essentially the need to perform light, efficient and simple cleaning in the kitchen and other areas of the house during the time between one thorough cleaning and the next. Three years ago this insight led to the invention,

2004
Products that fit under the category of home and kitchen accessories are labeled together under the brand Nikol.

2006
Nikol undergoes re-branding introducing the black packaging on shelves.

2009
Nikol invents and develops the category of wet wipes for house-hold cleaning.

2011
Nikol markets a line of disposable plates made of 100% natural sugar cane.