



Kimberly-Clark Kleenex® Soft Pack: Online Increases Reach.

In the case of Kleenex® Soft Pack, online advertising effectively reached a key segment of the target market that television could not.

XMOS Case Study Kimberly-Clark Kleenex® Soft Pack

The Cross Media Optimization Study (XMOS)

The XMOS study answers the question “What is the optimal media mix to achieve marketing goals?” Marketers and advertising agencies can now begin to understand which advertising vehicles, at what frequency, optimally support campaign objectives. Using a research methodology endorsed by the Advertising Research Foundation and recognized by ESOMAR (European Society for Opinion and Marketing Research), the XMOS study measures online advertising alongside offline advertising to determine the optimal mix and weight of each medium.

The Campaign

Kimberly-Clark introduced the Kleenex Soft Pack with television, print, and online advertising. The objective of the campaign: build awareness and drive trial. The target: previously hard-to-reach consumers.

The Challenge

Kimberly-Clark wanted to measure the ability of online advertising to reach segments of their target market that their television and print ads just were not covering.

How They Did It

The company allocated 75% of its overall advertising dollars to television, 23% to print, and 2% to online. Then they analyzed each medium’s effectiveness in boosting aided brand awareness, brand image, purchase intent, and bundled trial intent.



What They Found

Online complements offline advertising and delivers the 42% of the audience that is only lightly reached - or not reached at all - by television. The synergy of magazine and online advertising was the most effective combination for reaching this audience and boosting major key metrics including aided brand awareness, brand image, bundled trail intent and purchase intent.

As an integral part of the overall media mix:

- Online advertising could potentially deliver 26% of the target market for Kleenex Soft Packs.
- Online significantly increases reach over using TV and print alone.

“Based on our experience, XMOS are valuable for marketers looking to make educated, targeted advertising decisions,” said Brad Santeler, Interactive Services, Kimberly-Clark. “It shows us that without increasing the media budget, we can simply reallocate media dollars to better reach our core audience by leveling out our delivery and, at the same time, better impact brand attitudes.”