

Scotties®

BRAND GUIDELINES



- This book serves as a brand style guide Scotties® Facial Tissues, effective May 15, 2018
- The objective of this book is to outline the creative guidelines for the newly redesigned Scotties Facial Tissue brand
- Please use this Style Guide to ensure cohesive messaging across all mediums both internally and externally (consumer-facing)



HIGH LEVEL COMMUNICATION DETAILS

POSITIONING

- Scotties is the brand of facial tissue that gives consumers everything they are looking for in a tissue. Because only Scotties produces an excellent-quality facial tissue, at a great value, in a variety of design options that fit into any room of the home. In short, Scotties is the perfect balance of comfort and style.

HIERARCHY OF BRAND BENEFITS FOR MESSAGING

- Quality
- Style
- Value



BRAND STRATEGY

OVERALL 2018 BRAND STRATEGY

Refresh the Scotties brand through **a repositioning** around **Comfort and Design**, appealing to **new growth segments**, while maintaining the current Scotties user base.

Promote new packaging and **drive** incremental **purchases and volume** during key periods using proven promotional campaigns.

TARGET STRATEGY

Drive consideration and trial within **new growth segments** and **maintain** our **loyal user base**.

TARGET SEGMENTS

- **Primary Growth Segments:** Design Addicts & Classic Minimalists
- **Secondary Growth Segment:** Seasonal Mixers (for specific timeframes)
- **Affinity Segment:** Prepared Value Seekers (current Scotties buyers)

2018 OBJECTIVES

- **Growth Segment Objectives:** Increase consumption base and steal share from competitive set
- **Affinity Segment Objective:** Maintain base volume



BRAND HOUSE

BRAND ESSENCE

Scotties is the brand of facial tissue that gives consumers everything they are looking for in a tissue. Because only Scotties produces a good-quality facial tissue, at a great value, in a variety of stylish boxes that fit into any room of the home.

BRAND TRUTH

Only Scotties provides comfort without compromise.

KEY INSIGHT

Consumers always want a **good quality tissue** at a **good price**, but a portion of consumers are also very motivated by the specific **box design**. They don't want to compromise on any one of these three pillars when selecting their brand. Through proprietary research, Scotties deeply understands and is delivering on what these segments are seeking.

BRAND CHARACTER

Evolving, real, approachable, savvy, soft, strong, stylish, local, current.

BRAND BENEFITS

Softness you can feel,
A wide variety of stylish box designs
Great value

REASONS TO BELIEVE

- A wide selection of designs that reflect a blend of comfort and style, researched and tested to have broad appeal
- Quality product (soft & strong)
- Good price
- More sheets per box

CONSUMER TARGETS

- Growth:
 - Design Addicts & Classic Minimalists
 - Seasonal Mixers (for specific timeframes)
- Affinity:
 - Current Scotties Buyers (Prepared Value Seekers)

COMPETITION

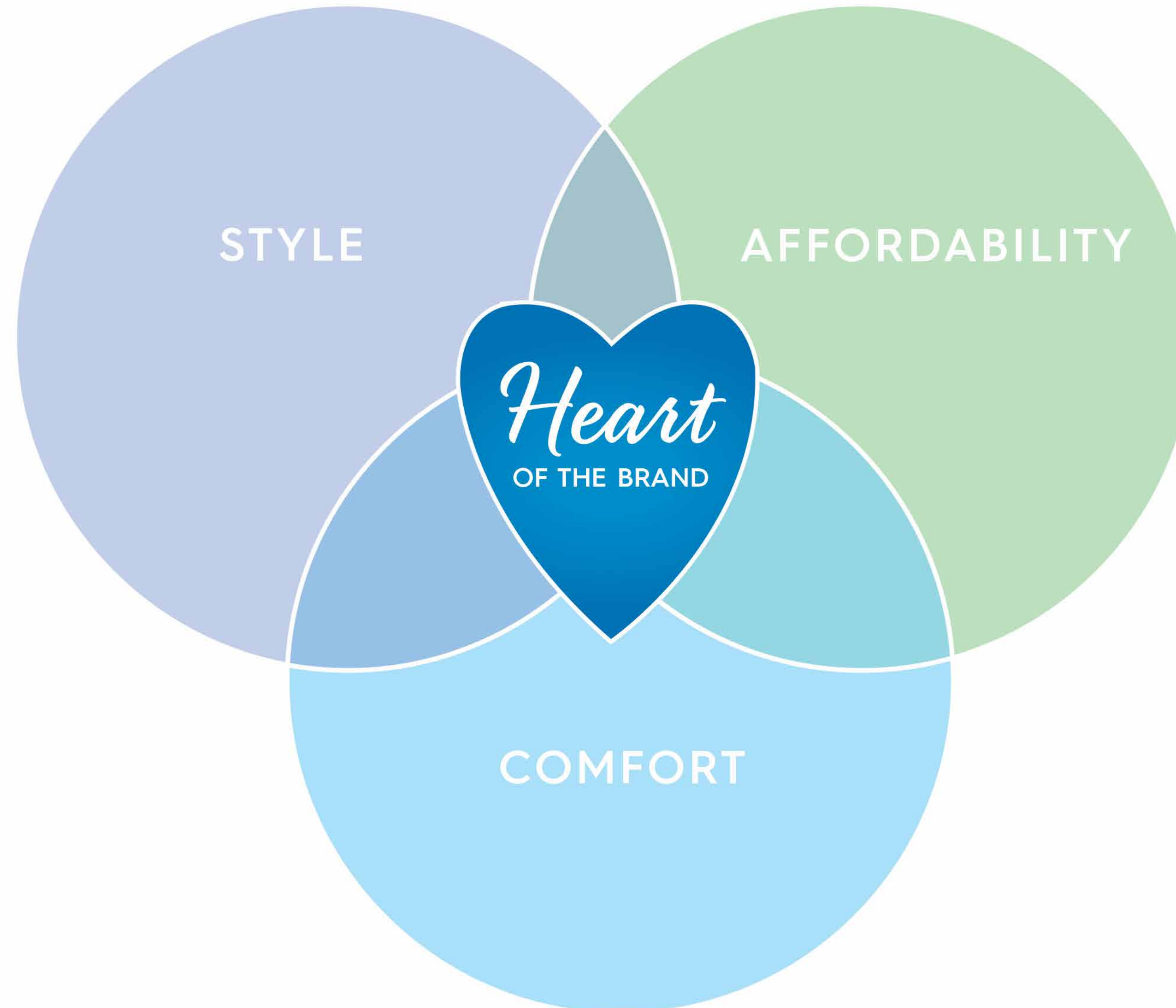
Kleenex, PL, Puffs

VOICE GUIDELINES



Heart OF THE BRAND

Find the perfect mix of affordability, style and comfort in a tissue to connect with consumers who want to make good choices.



EVOLUTION OF THE BRAND :

Overall Tone: Empowering, supportive and comforting. Always try to bring out the consumer's need and role rather than the brand's opinion. Allow design to be conveyed visually, but use copy to help support the core program needs. Programs can lean more heavily into comfort or style depending on the consumer need or partnership connection.

	WHAT WE TALK ABOUT	HOW WE ACTUALLY SAY IT
STYLE	Elevated Design	We won't actually use the word design. Instead, use the visual to bring elevated design to life without being self congratulatory.
	Personal Style	"Your" is a key word to help put the power and choice in the consumers hands. Speak in terms a consumers choice or variety - "choose your style". Style can also come to life in different terms such as "look".
COMFORT	Functional Benefits	Softness you can feel
	Emotional Benefits of Comfort	Occasion based for when we provide comfort – tapping into consumers needs based on time periods – B2S, cough cold.
VALUE	Great Value / Price / More per Box	Due to down count we avoid speaking directly to cost or value as not to bring up a possible issue.
	Stock Up	Many occasions for usage - i.e. A look/ box for every room.

Scotties[®] IS:

PERSONALIZED REALISTIC
Comforting AFFORDABLE
EVERYDAY STYLISH
STYLE SAVVY
Inviting
ACCESSIBLE EMPHASIZED
BALANCED SUPPORTIVE
FRIENDLY PURPOSEFUL
RELEVANT
INCLUSIVE

Scotties[®] IS NOT:

MOST EXPENSIVE
PRETENTIOUS
SNOOTY VOGUE
OLD FASHIONED
DATED EXCLUSIVE
HIGH-END DESIGN
COMPLICATED **CARTOONISH**
SILLY
STAGNANT ALTERNATIVE TO PRIVATE LABEL
CHEAP QUALITY LIKE SCOTT

VISUAL GUIDELINES



EVOLUTION OF THE BRAND: *Design*

FORMER LOOK:



NEW LOOK:



- Traditional
- Not Stylish
- Use of Kittens
- Nod to Canadian brand Royale

- Simplified Typography
- Visual Cues to Variety
- Emphasized Canvas Design Patterns
- Style Savvy
- Elevated
- Confident

LOGO

The primary logo is in Scotties blue. The logo features a script font locked up with a cloud shape. A ® is locked up inside the cloud. When on a dark background, the logo is knocked out to white.



This logo should be used if there is no mention of facial tissues within the creative.



This logo should be used any time there is a patterned background.

ADDITIONAL ASSETS

Colors and patterns unique to Scotties branding.

COLOR

The primary Scotties color should be used often as a key component of brand recognition. The secondary colors are used to dictate the aloe and ultra variants.

Color breakdowns subject to change.



SCOTTIES LOGO

PANTONE: 2144 C
C: 95 M: 53 Y: 0 K: 0
R: 0 G: 103 B: 85
HEX/HTML: 0067B9



SOOTHING ALOE VARIETY

PANTONE: 2243 C backed up by 2%Y in solid areas
C: 90 M: 5 Y: 63 K: 6
R: 0 G: 149 B: 122
HEX/HTML: 00957A



ULTRA PLUSH VARIETY

PANTONE: 2587 C
C: 58 M: 76 Y: 0 K: 0
R: 130 G: 70 B: 175
HEX/HTML: 8246AF



EVERYDAY COMFORT VARIETY

PANTONE: 7461 C backed up by 100%C in solid areas
C: 95 M: 41 Y: 6 K: 0
R: 0 G: 124 B: 86
HEX/HTML: 007CBA

PATTERN

The Scotties circle and dot pattern appears on the PDP of each box. It can be used as a design element when appropriate.



30% Tint of PANTONE: 2905 C
C: 13 M: 3 Y: 1 K: 0
R: 219 G: 234 B: 245
HEX/HTML: DBEAF5

LOCKUPS

SOFTNESS YOU CAN FEEL™

The Softness you can Feel lockup is our quality seal, used to describe the comfort in our product.

Seek to use this lockup in creative when appropriate.

When quality seal is used, always include legal trademark. "TM trademark of Irving Consumer Products, Inc."



WHEN USED WITH VARIANT LOCKUP

The seal can be found on each box, locked up with the appropriate color and icon per variant.



EVERYDAY COMFORT



SOOTHING ALOE



ULTRA PLUSH

TYPOGRAPHY

Fonts A and B listed here are used on the current packaging and are fonts that will be carried out through all forms of media. In addition, the font on the right, Texta Bold, can be used as a third option for typography.

A. HURME GEOMETRIC SANS 4 - BOLD

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HURME GEOMETRIC SANS 4 - SEMI-BOLD

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HURME GEOMETRIC SANS 4 - REGULAR

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

B. *Fancier Script*

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQ
RSTUVWXYZ
1234567890*



TEXTA - BOLD

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

COUPON LEGAL

The following legal language must be included on all coupons.

Font must be Helvetica Neue Condensed and at least 6 points.
The legal copy must be legible.

RETAILER: For each coupon you receive on the retail sale of this product, Irving Consumer Products, Inc. will reimburse you the face value of this coupon plus 8¢ for handling. We may request satisfactory proof of sale. Mail coupon to: 3rd Party for Irving Consumer 1125, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001 Cash Value 1/20¢. Void where prohibited, taxed or restricted by law. Good only in the U.S.A. and U.S.A. gov't installations. Consumer pays any sales tax. USE REDEMPTION OR HANDLING OF THIS COUPON NOT ACCORDING TO ITS TERMS CONSTITUTES FRAUD. ONLY ONE COUPON PER PURCHASE. REPRODUCTION, ASSIGNMENT OR TRANSFER OF COUPONS PROHIBITED. ©2018 Irving Consumer Products, Inc. ©Scotties is a registered trademark of Kimberly Clark Worldwide, Inc. used under license by Irving Consumer Products, Inc. ©Royale is a registered trademark of Irving Consumer Products Limited.



LEGAL LINE



For all creative elements, the following copyright line should be included. Font must be legible and at least 6 pt. Helvetica is font used.

©2018 Irving Consumer Products, Inc. ©Scotties is a registered trademark of Kimberly Clark Worldwide, Inc. used under license by Irving Consumer Products, Inc. ©Royale is a registered trademark of Irving Consumer Products Limited.



When quality seal is used, always include legal trademark.

“TM trademark of Irving Consumer Products, Inc.”



For elements where space is limited, the following copyright line will suffice:

©2018 Irving Consumer Products, Inc.*

PHOTOGRAPHY STYLE



Showcase our boxes in a minimalistic way, with vignettes and simple props that are complimentary to the design being featured on the box.

Backgrounds should be kept simple and not necessarily denote any specific room.



PRODUCTS



FLATS



110 COUNT



148 COUNT



185 COUNT



230 COUNT



CUBES



2-PLY EVERYDAY COMFORT 64 COUNT



3-PLY ALOE CUBE 54 COUNT



3-PLY ULTRA PLUSH CUBE 54 COUNT



2-PLY EVERYDAY COMFORT 92 COUNT



MULTIPACKS



2-PLY 64 COUNT 4 PACK



2-PLY 64 COUNT 6 PACK



2-PLY 64 COUNT 12 PACK



2-PLY 92 COUNT 4 PACK



2-PLY 110 COUNT 3 PACK



2-PLY 110 COUNT 6 PACK



2-PLY 110 COUNT 10 PACK



2-PLY 185 COUNT 3 PACK



2-PLY 230 COUNT 3 PACK



DESIGN TARGETS

CONSUMER *Targets*

DESIGN ADDICTS

- Average age 38 years old
- Largest HH size
- Higher income
- More likely to be black or Hispanic
- Likely to have kids in HH
- Extremely high interest in design
- Like designs that express their creativity and style

CLASSIC MINIMALISTS

- Average age 40 years old
- More likely to be female
- Less than half have kids in HH
- Likely to be married or living with partner
- Functionality over style
- Prefer neutral colors and want designs to blend in

SEASONAL MIXERS

- Average age 43 years old
- Smaller HH size
- Less likely to have kids in HH
- Less educated (HS grad or less)
- More likely to be white
- See seasonal designs as fun and easy way to refresh their space

LOYALISTS

- Average age 57 years old
- Smaller HH size
- Do not have kids in HH
- Typically heavy users
- Sensitive to price
- Emphasis on being prepared
- Seeks out tissues based on functionality and prefers basic designs

ALL WANT CHOICES THAT ARE PERSONAL AND SPEAK TO THEIR OWN AESTHETIC.

VALUE FOCUSED

DESIGN ADDICTS



54 COUNT ALOE

PRIMARY SKU



64 COUNT EVERYDAY



92 COUNT EVERYDAY



110 COUNT EVERYDAY

SECONDARY SKUS

COMMUNICATION

- Show canvas.
- Lead with design over comfort.
- Focus on highlighting options and a range of styles to draw them in.

CLASSIC MINIMALISTS



54 COUNT ULTRA



110 COUNT EVERYDAY



185 COUNT EVERYDAY



64 COUNT EVERYDAY

PRIMARY SKU

SECONDARY SKUS

COMMUNICATION

- Show canvas.
- Lead with comfort over design.
- Prefer simple, clean design in predominantly neutral colors with small accents.
- Can have a bold pattern or a bold color, but not both.
- It is important not to be too adventurous with design with this segment.

SEASONAL MIXERS



64 COUNT EVERYDAY



110 COUNT EVERYDAY



54 COUNT ALOE



230 COUNT REACH IN

PRIMARY SKU

SECONDARY SKUS

COMMUNICATION

- Show canvas.
- Lead with design over comfort.
- Prefer seasonal designs as a way to dress up their space. Focus on seasonal designs, making sure designs shown are seasonally appropriate for the time in which they will be seen.

LOYALISTS



230 COUNT REACH IN

PRIMARY SKU



110 COUNT EVERYDAY

SECONDARY SKU



64 COUNT EVERYDAY

COMMUNICATION

- Show PDP.
- Lead with comfort and value over design.

IS LIKE

Scotties

IS NOT LIKE

HomeGoods®



COVERGIRL

wayfair®



SEPHORA
PERFUME - MAKE UP - SKINCARE



DESIGN
WITHIN
REACH

JONATHAN ADLER
Crate & Barrel

APPENDIX



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