



Andrex® has been one of the nation's most loved brands for 70 years. With a strong heritage in care, Andrex® understands that it's the little things that can make a difference and continues to produce high quality toilet tissue with outstanding value. Embodying the brand's core values, the Andrex® Puppy is one of the UK's most recognisable brand icons. Having made his TV debut in 1972, the iconic Puppy is celebrating his 40th birthday in 2012.



The brand's white Mainline product remains its most popular, as a soft, strong and long product for the whole family. The range also features three coloured variants: Aqua, Natural Pebble and Pink Blossom.

Puppies On A Roll was launched in 2004 and for the first time the Puppy was embossed onto the sheet to create a playful product for all the family.

In reaction to the growth of premium segments across categories, Andrex® launched its own range in 2001. Toilet tissue enriched with Aloe Vera (later rebranded as Skin Kind) became the brand's first premium product.

In 2005 Andrex® Quilts (rebranded as Gorgeous Comfort) launched to meet consumer desire for a toilet tissue with greater cushioning. Andrex® Shea Butter (rebranded as Touch Of Luxury) followed in 2009 and is the brand's most luxurious variant: the textured sheets are enriched with shea butter and the roll has a scented core.

2011 saw a key category launch that tapped into consumer interest in contemporary bathroom styles and interior design. Andrex® Limited Collection consists of two premium and unique variants: Bright & Bold and Subtle & Stylish. Each contains six different printed rolls, a selection of which is included at random within four-roll packs. The designs are updated every six months in line with interior design trends.

Andrex® Washlets, the brand's moistened toilet tissue, continues to drive incremental category growth. The lightly moistened, dermatologically tested and flushable wipes are designed for use after dry tissue for a cleaner feeling.

**Market**

Toilet tissue is one of the UK's largest grocery categories and is worth more than £1 billion. Continual product innovation and creativity ensure the category remains relevant and interesting.

Kimberly-Clark®, which owns the Andrex® brand, grew both its value and volume share of dry and moist tissue in 2011: most notably, value share increased by 2.5 per cent (Source: Nielsen October 2011).

The market is currently dominated by mainstream white products, which account for 58.9 per cent of volume (Source: Nielsen 2011). The premium sector continues to show strong volume growth at 2.7 per cent year-to-date, driven by luxury quilted and lotioned variants.

**Product**

Kimberly-Clark® strives to ensure that its products are of the highest quality, best value and relevant to consumers. As such, Andrex® offers the widest range of toilet tissue variants in the market.

**Did You Know?**

Andrex® is the UK's number one non-food brand (Source: The Grocer 2010).

Andrex® sells 29 rolls of toilet tissue every second. In a day, that equates to enough tissue to run around the earth twice.

Andrex® introduced its first coloured toilet tissue, Magnolia, in 1957.

**Brand History**

- ▶ **1942:** Andrex® toilet roll launches.
- ▶ **1972:** The first Puppy advert airs on TV.
- ▶ **1978:** Andrex® is granted a Royal Warrant of Appointment.
- ▶ **1992:** Andrex® is first to market with moistened toilet tissue.
- ▶ **2001:** Andrex® Aloe Vera launches as the industry's first premium toilet tissue, followed in 2005 by Quilts, and Shea Butter in 2009.
- ▶ **2010:** In November Andrex® launches a new communications platform, 'It's The Little Things', along with a 21st century makeover for the Andrex® Puppy.
- ▶ **2011:** Andrex® Limited Collection is launched, reflecting changing interior design trends.
- ▶ **2012:** In a double celebration for the brand, Andrex® reaches its 70th year and the Puppy celebrates his 40th birthday.



**Achievements**

Andrex® has been the toilet tissue market leader since 1961, growing by more than £20 million from 2010 to 2011. With a 33 per cent value share and 27.4 per cent volume share of the dry toilet roll market (Source: Nielsen 2011), its success is echoed in the plethora of product, packaging and advertising awards bestowed on the brand.

Accolades include Household Paper Product of the Year 2009 for Mainline; and Kids' Hygiene Product of the Year 2009 for Andrex® Kids. Shea Butter claimed the 2009 GRAMIA Packaging Award, with its Pour le Pup campaign winning the GRAMIA Best Consumer Press Award in the same year.

The brand's resonance with consumers has been utilised in numerous charity partnerships. CLIC Sargent, Teenage Cancer Trust, Guide Dogs for the Blind, Dogs for the Disabled, National Canine Defence League and Comic Relief have all benefited from the sale of limited edition soft toy Puppies in recent years.

**Recent Developments**

November 2010 saw Andrex® launch its new communications platform: 'It's The Little Things'. At the heart of everything the brand does, this key message demonstrates to

consumers that Andrex® toilet tissue really is one of those little things in today's busy lifestyles that can make a difference.

As part of the campaign, the Puppy received its first makeover since 1972, with computer-generated technology giving consumers an insight into the Puppy's World. Further executions of 'It's The Little Things' and Puppy World were delivered in 2011 – most notably for the launch of Limited Collection – with more plans in place for the Puppy's 40th birthday celebrations in 2012.

**Promotion**

The brand's promotions evolve to keep pace with consumers' ever-changing needs and new communication channels. The Puppy's page on Facebook, for example, has nearly 300,000 active and engaged fans. As a renowned and much loved

brand icon, the Puppy continues to embody the brand's core values and ensure that Andrex® is instantly recognisable.

The launch of Andrex® Limited Collection early in 2011 was supported by a through-the-line marketing campaign, with a television advert featuring the new Puppy

in scenes that reflect the product's two variants. Andrex® Limited Collection not only demonstrates the brand's versatility but also allows it to capitalise on contemporary interior design trends.

**Brand Values**

As an icon, the Andrex® Puppy embodies the core values of the brand, from softness and strength, through to family, trust and care. The Puppy's 40th birthday represents a huge achievement for Andrex® – and is testament to the strength of the brand.

**Did You Know?**

- Since 1972 there have been more than 140 TV adverts starring the Andrex® Puppy.
- The Andrex® Puppy was voted Britain's favourite advertising icon by Marketing magazine.
- One in 10 homes in the UK and Ireland owns an Andrex® Puppy cuddly toy, which equates to six million Puppies.



▶ [www.andrexpuppy.co.uk](http://www.andrexpuppy.co.uk)