NOT YOUR GRANDMA’S TISSUE:
NEUROSCIENCE HELPS KIMBERLY-CLARK
INNOVATE ON AN ICONIC BRAND
FOCUS ON BEHAVIOR

UNDERSTAND THE NON-CONSCIOUS

DON’T ASK DIRECTLY
HOW CAN WE UNDERSTAND NON-CONSCIOUS DRIVERS OF BEHAVIOR?
WHAT DOES YOUR BRAND LOOK LIKE IN THE BRAIN?
What role does CREATIVE play in this network?
HOW DO YOU PRESENT INNOVATION WITHOUT LOSING YOUR IDENTITY?
KLEENEX LAUNCHES NEW INNOVATION

- Multi-Care Tissue
- Go-Anywhere Pack
- Wipes
KLEENEX MULTI-CARE

CAN WE KEEP HIM

Ad is shown on Nielsen’s EEG + eye-tracking dashboard
Leading paper towel brand

Illustration based on Nielsen CNS
Brand Resonance results for Kleenex
WHAT HAPPENED?
KLEENEX WIPES

MADE FOR DOERS

Ad is shown on Nielsen's EEG + eye-tracking dashboard
Illustration based on Nielsen CNS
Brand Resonance results for Kleenex
WHAT HAPPENED?
SO...

HOW DO YOU PRESENT INNOVATION WITHOUT LOSING YOUR IDENTITY?

FIND OUT WHAT YOU OWN

FIND OUT IF YOU'VE GONE TOO FAR