

Care for Your Nose this hay fever season

When hay fever's in the air, we care

We're launching a **new integrated campaign** to run within the 2012 hay fever season. Our aim is to make Kleenex® Balsam the number one choice for hay fever sufferers.

We've created online support using **Facebook** and **Twitter**. From May, our Hay fever Haven will be fully live. The public will be able to view a live pollen counter, access hints and tips, play online games and enter a competition to win many of our hay fever related prizes.

Our **Hay Fever Response Team** will be giving away over **213,000** informative leaflets and free samples. Armed with their bespoke Kleenex® Balsam back packs, the hit squads will target highly concentrated pollen areas. Online conversations with real sufferers will determine where they will strike next.

We're reaching **2.5m** pairs of target audience ears too. We're featured on the popular morning and drive time slots of **Capital FM** and **Heart FM**. **Superdrug** customers can hear our ads in store.

Our **outdoor ads** will be placed near handpicked stores where footfall is high, so we'll make sure that **37m people** will see them, close to where they make their purchase decisions.

During **price promotion** periods, shoppers will be greeted by our **experiential teams** who will be **sampling** from our custom-made stand within carefully selected stores. There will be a **gift with purchase** and chances to win some **exciting prizes**.

Our grassy-effect FSDUs form part of our **impactful POS** suite. We hope to achieve over 50,000 highly targeted interactions at major retailers. Responses to our **Free Prize Draw** will help form a database that we can leverage for our **2013 campaign plan**.

Always there. Always

Kleenex
balsam

BRAND
TISSUES

95% of hay fever sufferers would recommend Kleenex® Balsam tissues to other hay fever sufferers*.

*270 hay fever sufferers, UK June 2011

Care for a tissue?

Kleenex® cares about what hay fever sufferers are going through. Our Balsam tissues leave behind a microfine film of protective balm containing calendula, which helps protect the skin from drying out and the nose getting red.

It's an extra loving touch when hay fever sufferers need it most.

Did you know?

- Around 45% of the UK population will suffer from hay fever by 2030. That's a lot of red noses!
- Hay fever rates are higher in urban areas than in the countryside?
- Regular exercise can help boost the body's immunity, reducing the severity of symptoms.
- Around 1/3 of the population have hay fever, that's about 19 million people.
- Certain foods can react with allergens. For example apples, tomatoes and stoned fruits react with birch pollen.
- Blowing your nose gently helps remove pollen grains from your respiratory system.

Come and meet our Hay Fever Response Team yourself. They'll be here on **Monday 23rd April from 12pm in G29**. There will be giveaways and the chance to walk away with some prizes.

See you then!

Oh, and don't forget to 'post' on our Facebook page or mention us on Twitter to enter our free prize draw!



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