

**Customer**  
Kimberly-Clark

**Industry**  
Consumer Packaged Goods (CPG)



Our program with Reve Marketing was focused on the target audience for the Huggies brand: moms. We connected spectacularly with this group. Every metric – referral open rates, clickthrough rates, coupon print rates, and redemption rates – was higher than anything we see in digital marketing programs. We intend to bring this innovation to the extended KC brand portfolio.

— **Dan Kersten,**  
**Consumer Promotion Manager,**  
**Kimberly Clark**



## OBJECTIVE

Kimberly-Clark wanted to increase its reach for Huggies Diapers to more moms through networking on social platforms. In addition, the company wanted to create an engaged, loyal customer base through which to test the application of other brands in the extended KC brand portfolio.

## SOLUTION

Reve Marketing's social couponing solution:

- Enabled Kimberly-Clark to offer moms a \$1.50-off coupon for Huggies Diapers or a \$3.00-off coupon if they referred three friends or posted once on a social networking site.
- Made both offers simultaneously available to consumers.
- Automatically tracked the end-to-end process



## RESULTS

