

Rebranding Charmin

How to change everything consumers love most about a brand, without losing a single customer.

By Dr Rachel Lawes



Lawes Consulting
FUTUROLOGY. INNOVATION. BRANDING.

and

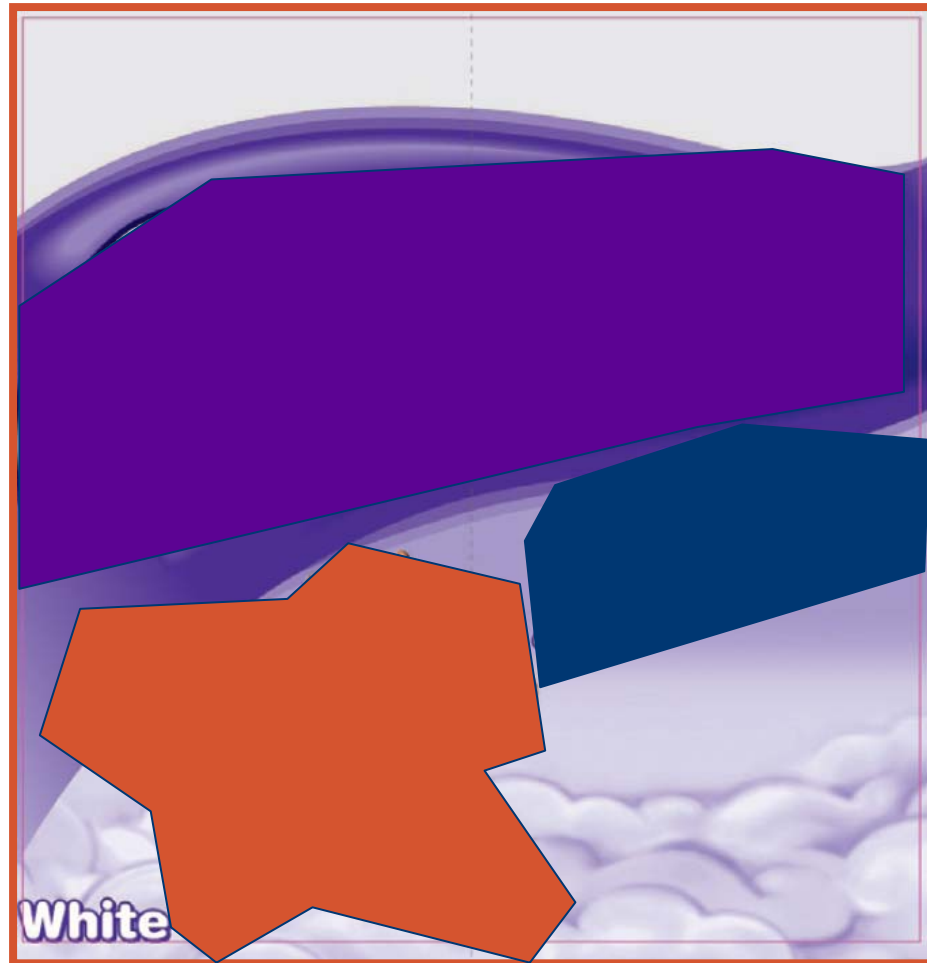
Neil Blackburne, BSc



2007 – Procter & Gamble brands



No logos, advertising icons, pack claims



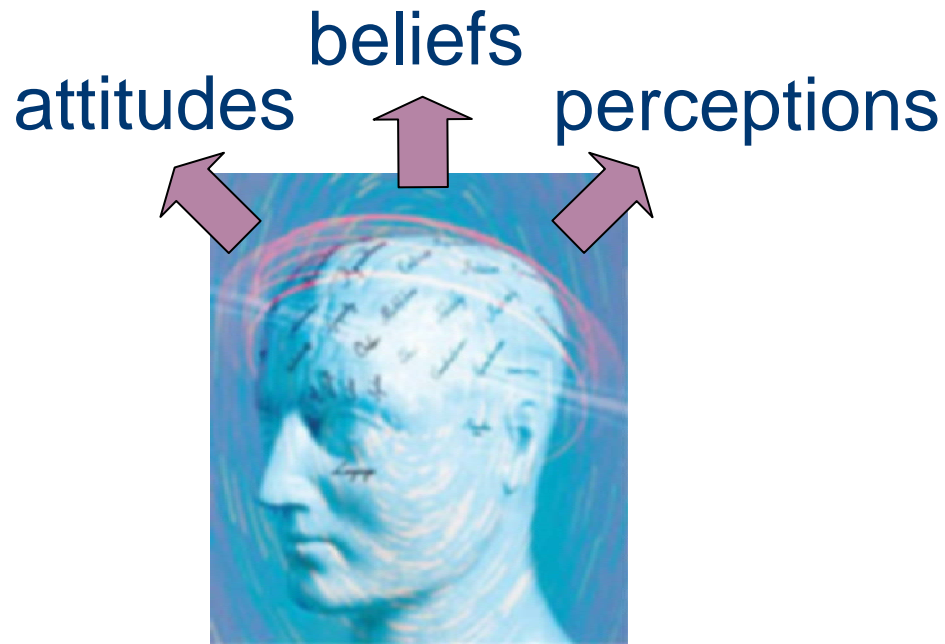
Strategic options



How to change Charmin and not change Charmin?

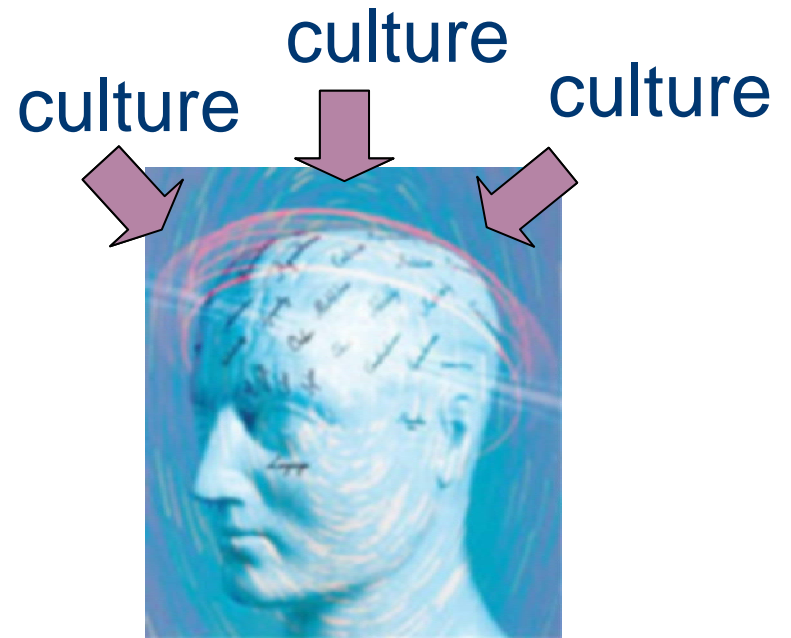


What is semiotics?



inside-out

surveys, groups, depths



outside-in

semiotics, ethno, DA

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- Charmin customers were extremely loyal & resistant to change.
 - P&G insisted that SCA change all of Charmin's best, most recognisable assets.
 - The challenge: lose everything that made the brand distinct while appearing to change nothing.

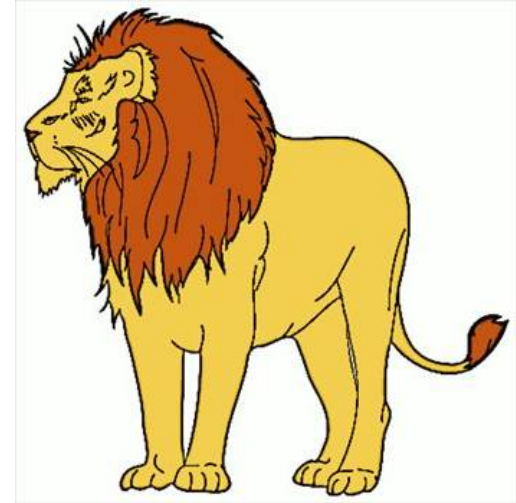
Anxiety Displacement Mechanisms



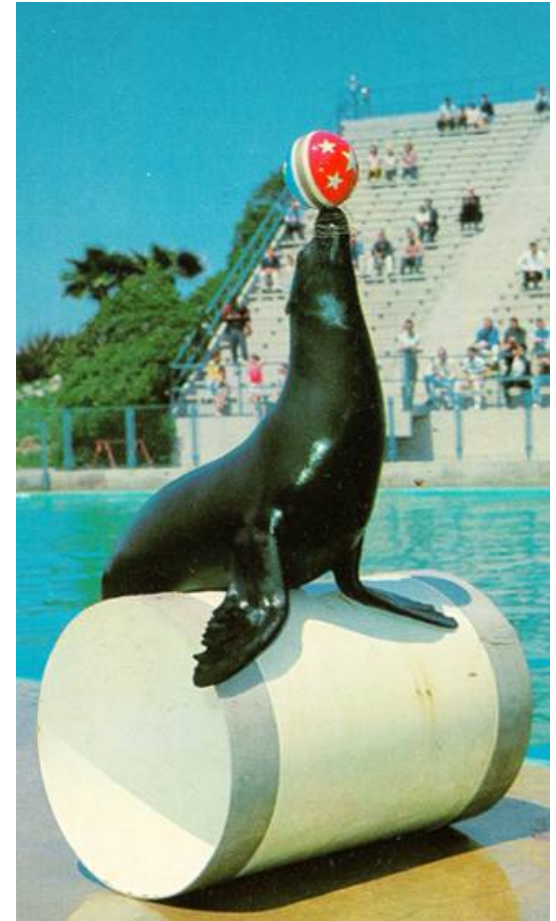
All representations of animals are semiotic signs.



Not quite right for Charmin.



Not quite right for Charmin.



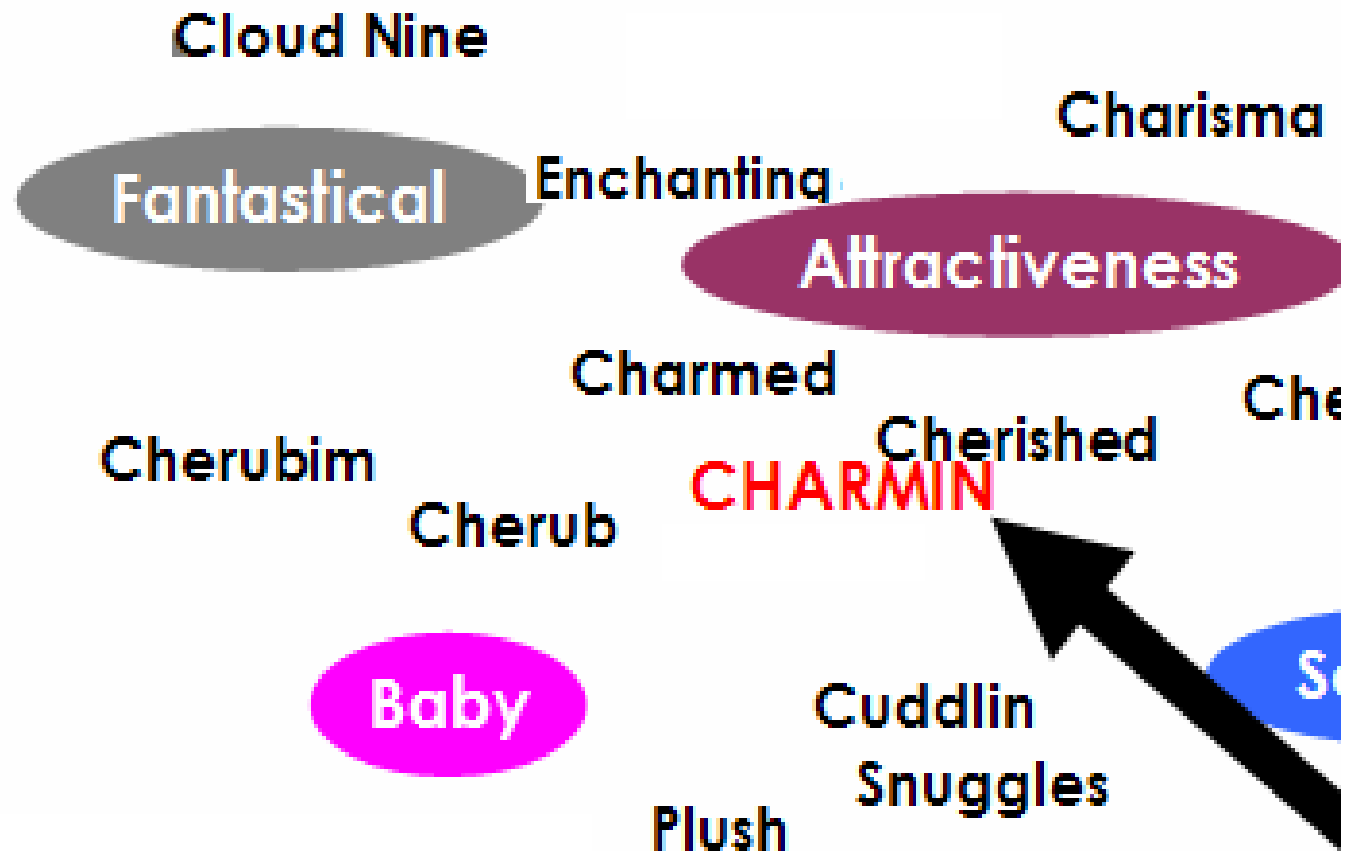
Not quite right for Charmin.



Right for Charmin.



Naming



Naming

~~Cushie~~



~~Cuddlesoft~~



Naming



Brand migration



The New Ad

**NEW CHARMIN
AD NEEDS TO
BE EMBEDDED
HERE.**

Brand performance

SCA was told to expect the rebranding of Charmin to cause a 20% decline in sales, taking 3-4 years to recover.

That's what should have happened.

In Germany a hard transition lost share

Zewa Aktionen
Nur für kurze
Zeit erhältlich

Zewa Höchste
Qualität
für anspruchs-
volle Kunden
Soft

Zewa Marken-
Qualität
zum kleinen
Preis
Lind

SCA Germany brand share (IRI)

	Charmin	Zewa	Tempo
2009	1.5	5.8	1.0

YTD June

2010	0	5.8	1.5
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anna wand® Gutscheine



veredhweisch



Limited Edition Lila



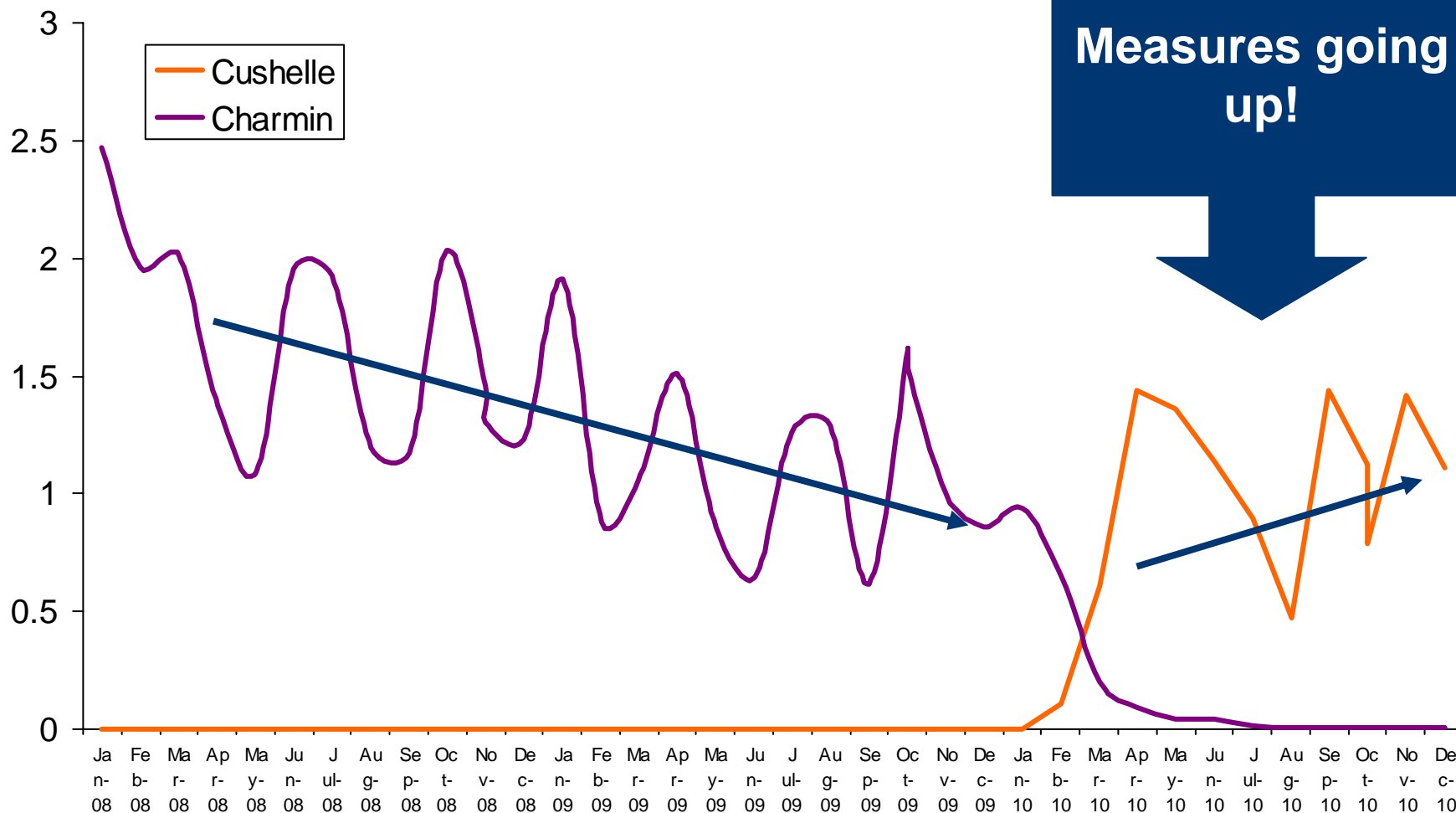
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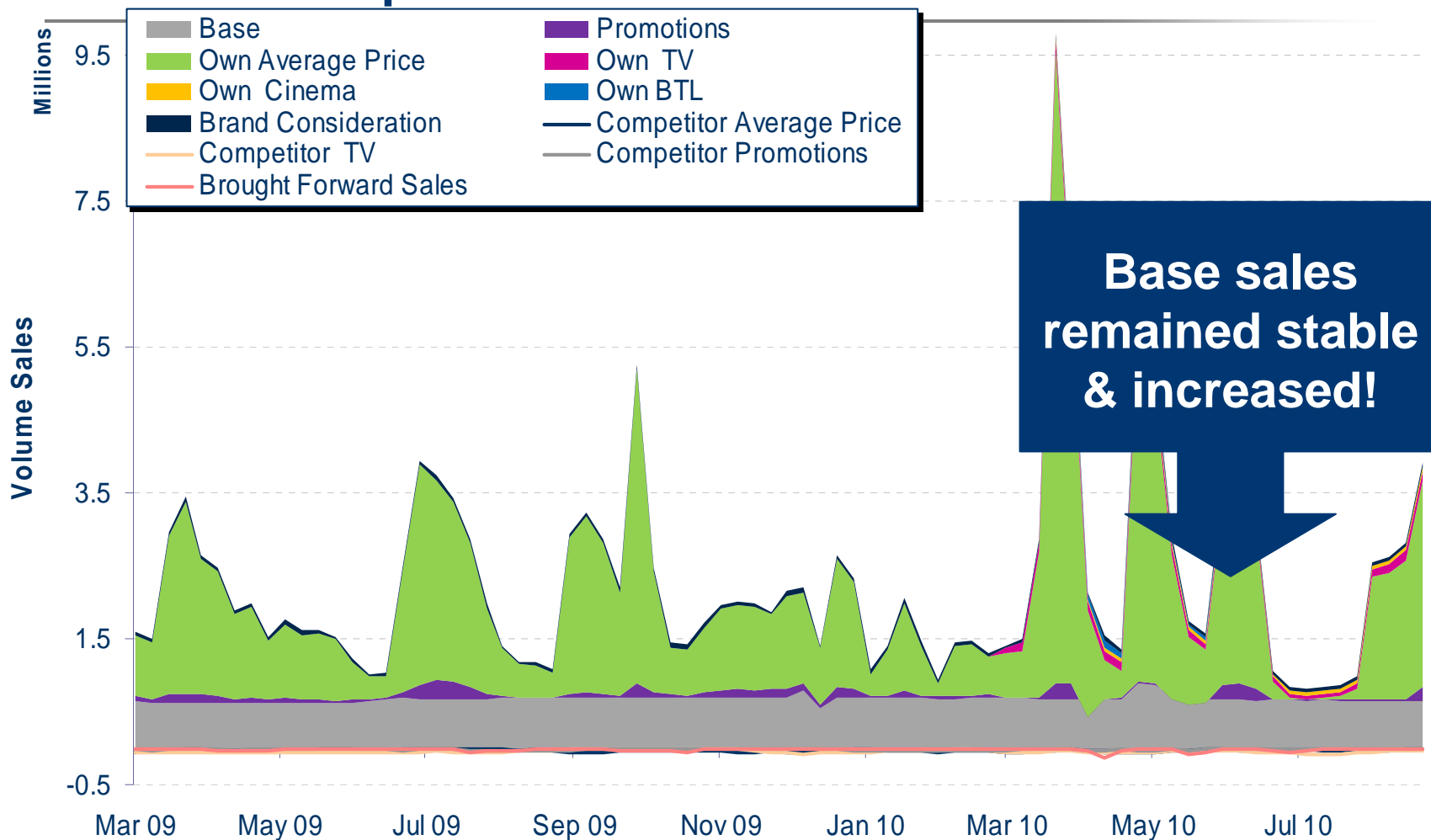
hautart



Cushelle performance



Cushelle performance



SCA Tissue likes Lawes-brand semiotics.

You can benefit too.



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