

Executive Summary: Huggies Supreme diapers

By

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## Executive Summary

Marketing strategies used in business are often neglected or under-funded aspects of the overall business strategy. Yet, these very same aspects play an ever-increasing, and vital, role in the life of products—it is the lifeblood. Through marketing, companies are able to acquire both “eyes” and “ears,” which lead directly to the consumer’s ultimate satisfaction. Kimberly-Clark (KC), added the Huggies Supreme diaper line to the already successful Huggies brand name, and, in addition to the many products used by individuals in over 140 countries, KC has been able to develop the most technologically advanced diaper. This was done by careful insight to customer’s needs, and also to the best innovators and marketers in the industry.

The analization and summaries of Huggies Supreme diapers that follow, take into account no less than 32 independent, and reliable sources of information including personal interviews, press releases and third party articles. Taken into consideration are target markets, marketing strategy, competition, distribution channels and communication tools used by KC.

The chosen target market and marketing strategies for that market have proven to be quite effective. Caregivers between the ages of 25 and 35, and who are in the middle to upper class financial positions are clearly the target Supreme diapers. The strategy used in marketing is one of providing solutions to problems that exist within lesser priced diapers: absorbency, comfort, and reliability.

Competition in the upper value diaper market only comes in the form of one other main manufacturer: Proctor & Gamble (P&G). Pampers, a P&G, brand is very well-known, and popular, throughout the world and follows KCs 40<sup>+</sup>% of market share, with their own 30%<sup>+</sup> market share.

Within KC, efforts have been strong and effective in dealing with coordinating long-term relationships with suppliers, retailers, and distributors. They have now had a working extranet system in place for a number of years and currently use collaborative planning, forecasting, and replenishment (CPFR). This is a modified and more in-depth version of VMI (vendor-managed inventory) that KC and its customers use for the efficient and effective relationships they maintain.

Lastly, Huggies Supreme uses moderate communication efforts to attract business; mainly coupons and promotions over sheer advertising. The technology used in conjunction with their very secretive patents keeps future competitors from stealing their ideas, which ultimately is the selling aspects of the Huggies brand.

All in all, Huggies Supremes set the new standard for diapers, and the industry, in an age that one may think cannot be improved upon; however, KC products will always find a new or better way to advance their products.