



## GoodNites Brand Launches New Marketing Program to Help Moms Keep Their 4-6 Year Olds Dry at Night

May 12, 2011

GoodNites Brand Launches New Marketing Program to Help Moms Keep Their 4-6 Year Olds Dry at Night

**DALLAS, Texas, May 12, 2011** - Kimberly-Clark's GoodNites brand announced today the launch of a new integrated marketing program to educate moms of 4-6 year olds on the benefits of switching from training pants to GoodNites brand underwear to meet their children's nighttime needs.

With approximately one million potty-trained kids among this age group still wearing training pants at night to help manage bedwetting, the focus of the new GoodNites brand marketing program aims to raise awareness among moms about a product specially designed for her growing child's needs.

"In our ongoing partnership with mom, we've gained new insight into the needs of those with younger children. We learned many 4-6 year olds are wearing training pants instead of GoodNites Underwear to provide protection against nighttime accidents," said Tim Abate, marketing director, GoodNites.

"It was through our conversations with these moms that we realized they were looking for a better solution for nighttime wetting." Abate went on to explain. "The Goodnites brand can give them that solution. At this age, GoodNites Underwear provides an outstanding fit and more absorbency than the leading training pant - helping keep the sheets dry, and the kids confident."

For more than 17 years, the GoodNites brand's mission has been to provide advice, resources and product solutions to parents with children who suffer from bedwetting (clinically known as "nighttime enuresis"), to help enable an easy night's sleep. The new marketing program continues to deliver on this mission, but will also focus on reaching moms of kids 4 and up and arming them with better bedtime solutions.

The program is centered on the GoodNites brand specific design and fit for growing kids who need better nighttime protection. The brand is reintroducing TV advertising as part of its overall marketing mix for the first time in three years as a result of market research findings. The program's creative idea is visually communicated through scenes illustrating a child literally getting bigger overnight-bringing to life how quickly time can seem to pass as children grow up.

The commercial program will kick off with TV spots starting in May and running through September, and will be seen during a wide variety of network programs, including the "Today Show," "The View" and "Good Morning America."

In addition to new TV spots, the GoodNites brand will be supporting the program through integrated marketing strategies, including social media engagement, an online community partnership, sampling, digital integration, in-store communications, and expert support from the NiteLite Panel™ - which includes pediatricians and parenting experts.

Also, the GoodNites brand website, [www.GoodNites.com](http://www.GoodNites.com), has recently undergone a site redesign to help mom and child have a better bedtime experience. The website enhancements include:

- Improved site navigation, including sorting of educational information by what's most helpful to site users.
- The opportunity to ask questions of and receive expert answers from the NiteLite Panel™.
- Identifying helpful comparisons between the leading training pant and GoodNites - sharing benefits and product details.
- Adding a "helpful" button next to articles and resources so site users can interact with content.

For more information about the GoodNites brand or to find the resources available for mom and child, please visit [www.GoodNites.com](http://www.GoodNites.com).

### About the GoodNites Brand

The GoodNites brand offers trusted nighttime protection and has been a market leader for parents for more than 17 years. It is a trusted partner, providing advice and resources to help navigate enuresis. In fact, last year alone, more than 2.2 million families trusted the GoodNites brand. The products help create a comfortable night for boys and girls, with distinct underwear-like choices to meet a child's independent needs and personal style. Visit [www.GoodNites.com](http://www.GoodNites.com) to learn more about the products, for information on bedwetting and for advice on how parents can make bedtime "quality time" with their child.

### About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 139-year history of innovation, visit [www.Kimberly-Clark.com](http://www.Kimberly-Clark.com).