



# Growing the Premium Bathroom Tissue Category in Norway by Improving the Category Mix

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# The Norwegian Market



- **Bathroom tissue market has been historically very strongly biased in favour of recycled simple economy segment products**
- **After Lambi was introduced into Norway in 1995 the development started towards a more premium market**
- **Today the market is polarised between a strong premium segment and a still strong but declined economy segment**
  - ◆ Economy has declined from 64 % value share in 2001 to 48 % in 2005
  - ◆ Premium has grown from 26% to 39 % in the same time period thanks to Lambi and its followers

# Lambi History in a Nutshell



- **Born 1960.**
- Named “Vita Lamm” until 1980.
- Lambi since end of 1980.
- Only a Scandinavian brand until 1994.
- **1995: New era for Lambi: Consistent brand building started**
  - ◆ New integrated concept
  - ◆ Lambi lamb as a communicator
    - Increased consumer interest to tissue categories
    - Increased consumers emotional involvement to brand
- Nordic brand, launch in Finland 1997.
- Launches in Poland and Baltics in 2000’s
- **Brand development continues in 2000’s**
  - ◆ Package design upgrade 2001
  - ◆ Product quality upgrade in 2002



# Lambi product development: New Lambi Spot Embossing in 2002.



## ■ Consumer need driven product development process

- ◆ Requirements for a good bathroom tissue are perfectly met by Lambi
- ◆ Consumer reactions to new Spot Embossed Lambi:
  - Paper            *“Soft, exclusive, esthetic,  
Lambi-embossing => a guarantee for a premium quality”*
  - Roll              *“Compact, tidy roll => long lasting, communicates high quality”*

*“New Embossing identifies the brand  
=> communicates high quality and trustworthiness”*



Sources for consumer comments:  
Amarillo, Focus groups, Norway 2002

# New Lambi Quality Launch in Norway 2002



## ■ **Communication**

- ◆ *On-pack*
- ◆ *Advertising*
- ◆ *POS-material*
- ◆ *Campaigns & promotions*



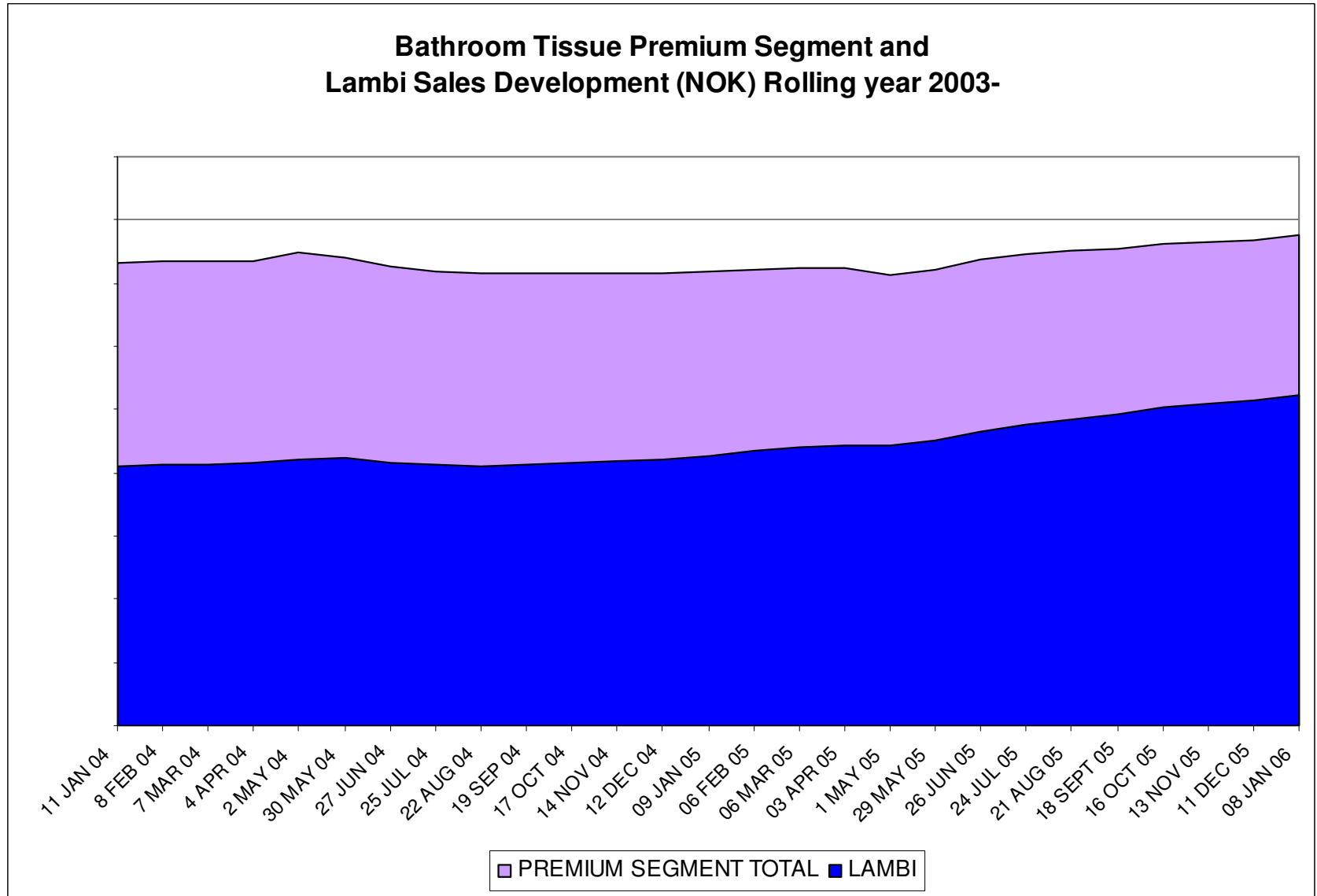
## ■ **Launch was welcomed both by retailers and consumers**

- ◆ *Premium quality, premium price => Category growth*
- ◆ *More consumer interest in tissue categories*
- ◆ *Consumers wanted to trial product and they were satisfied with the quality*  
*=> penetration 40%, loyalty (value) over 50%*

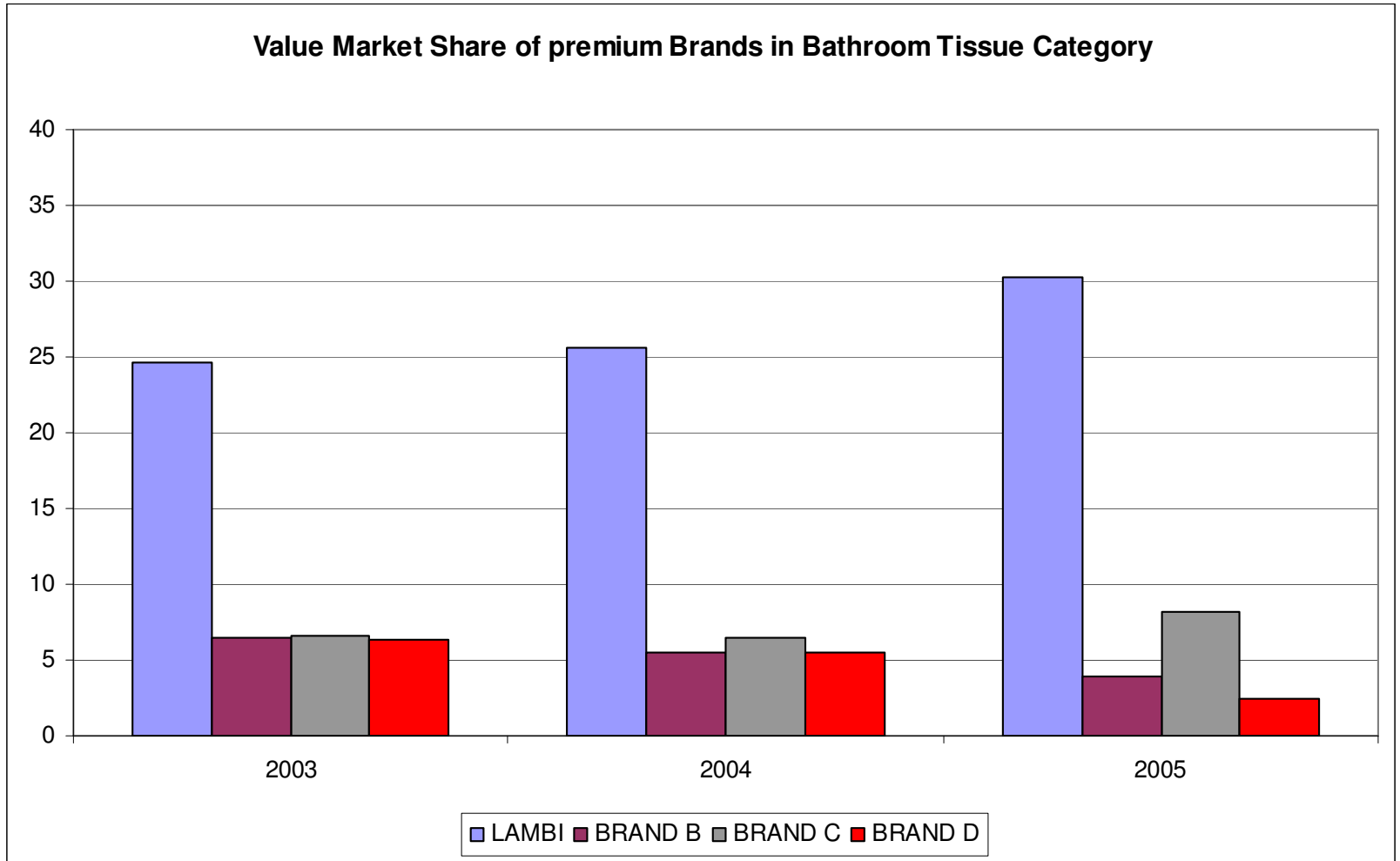
# Bathroom Tissue Premium Segment and Lambi Sales Development (NOK) Rolling year 2003 - 05



Bathroom Tissue Premium Segment and Lambi Sales Development (NOK) Rolling year 2003-



# Results



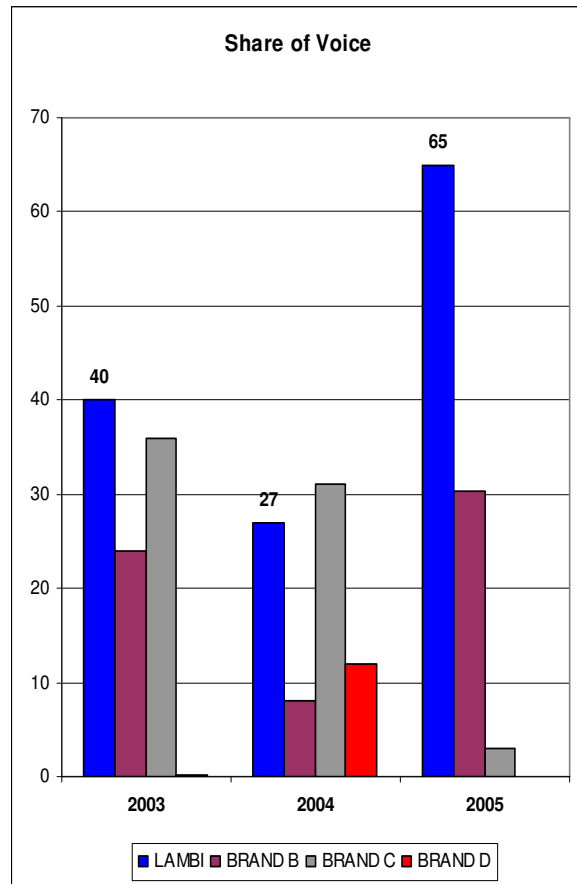
**Value Market Share of Premium Brands in Bathroom Tissue Category**

Source: Nielsen

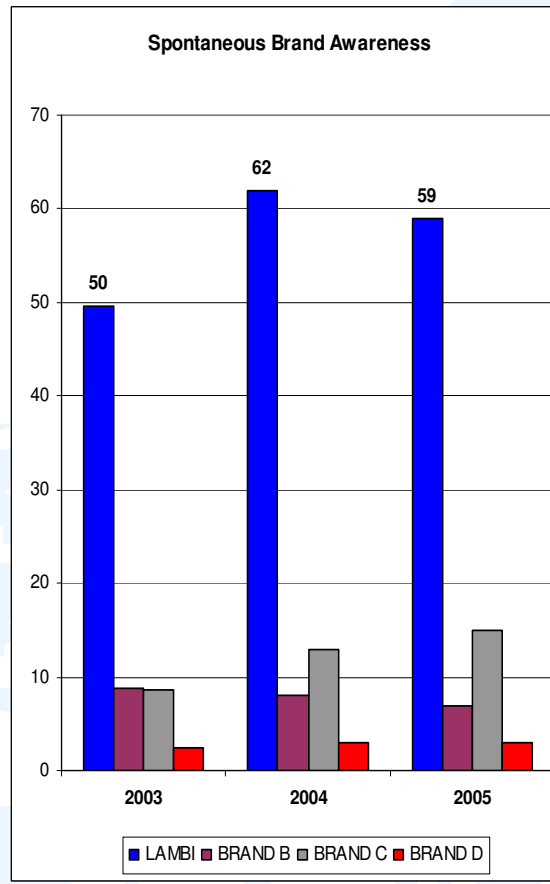
# Continuous investment in branding is necessary for results



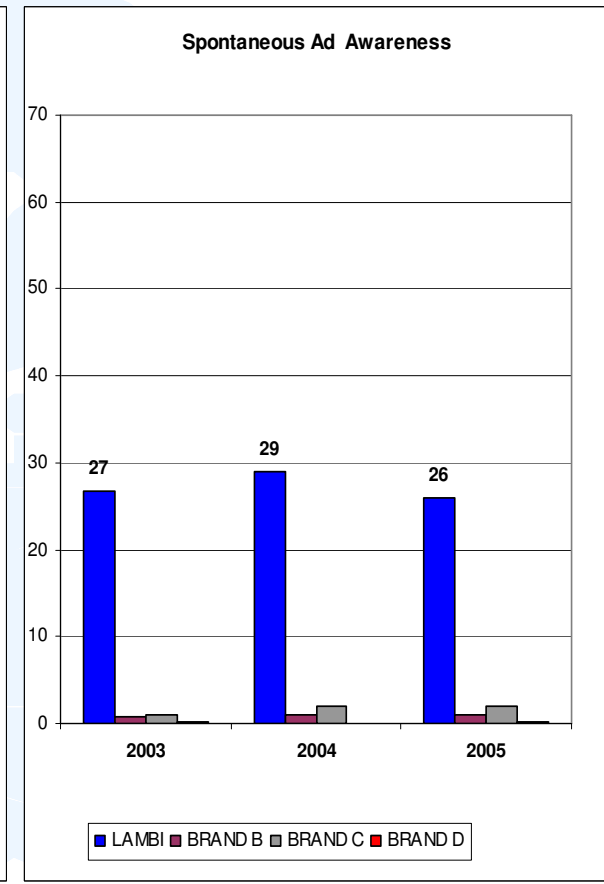
Share of Voice



Spontaneous Brand Awareness



Spontaneous Ad Awareness



■ Lambi ■ Brand B ■ Brand C ■ Brand D

Source: TNS Gallup