



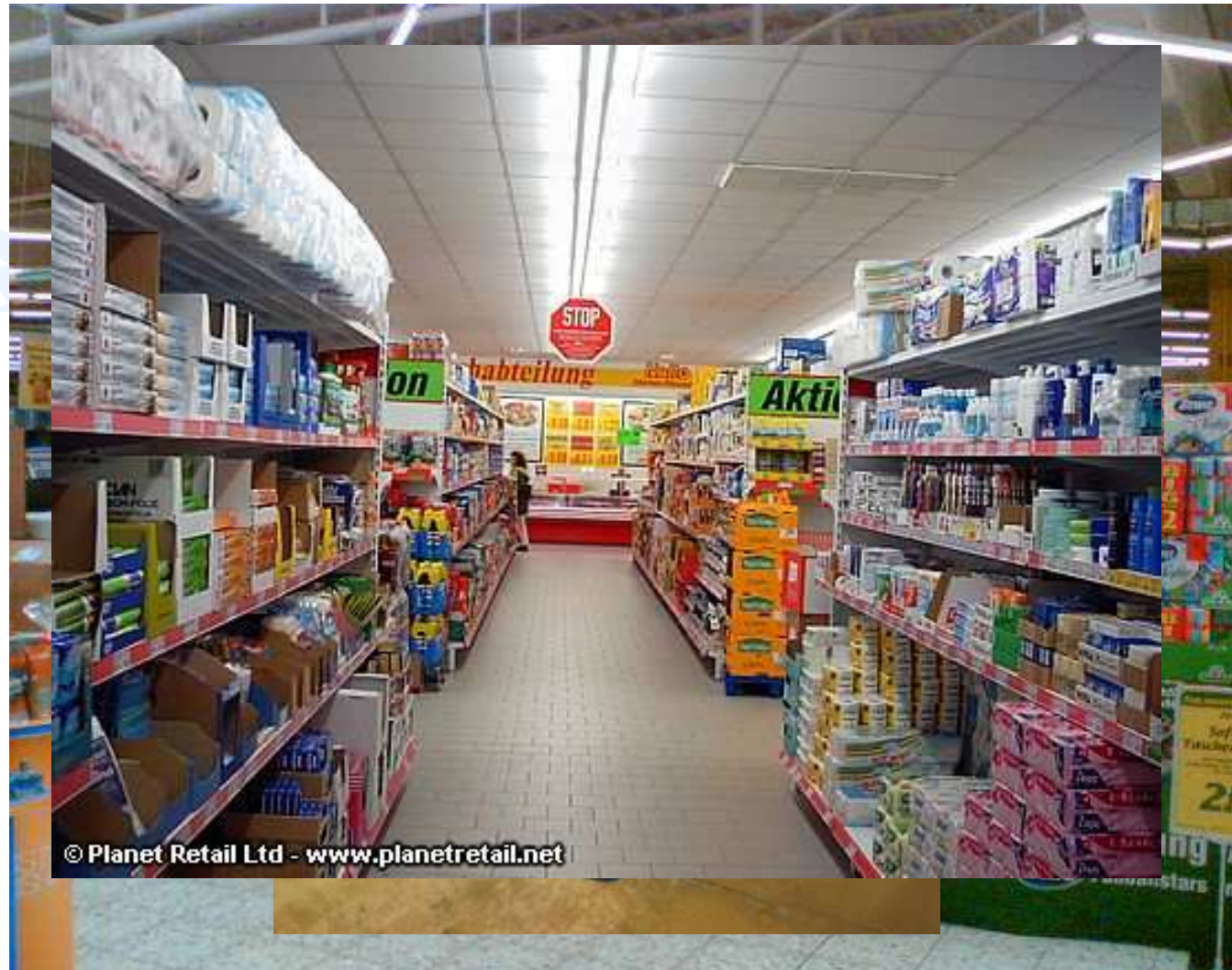
# SCA

## Milestones in Licenses Promotions



*x, 2006*  
*Paul Drewes*

# How to add fun to our category?



# The Opportunity – Emotional Experience

- **Bring fun and excitement to the tissue category and attract a younger customer group!**



- **By co-operating with well know licensors, such as the FIFA and Time Warner, SCA not only creates profitable promotions but is also adding emotional experience to the tissue category.**
- **SCA uses a highly innovative and successful way of running promotions and has set milestones in licenses promotion on the German market with recent campaigns such as:**
  - ◆ Speedy Gonzales
  - ◆ Tom & Jerry
  - ◆ Star Wars
  - ◆ World Cup 2006

# SCA Promotion Stair



# SCA Promotion Execution



- **Launch of the licenses promotion across categories:**
  - ◆ Toilet paper
  - ◆ Hankies / Facials
  - ◆ Kitchen towels
- **Event-driven designed combi packs including freebies**
  - ◆ Example: Tom & Jerry plush doll
- **Strong appearance at POS:**
  - ◆ Example: Star Wars POS display
- **High customer involvement:**
  - ◆ Example: Worldcup 2006 player collection
- **Increased awareness for local brands:**
  - ◆ Example: Feh – King Kong promotion
- **Cross-licensee activities:**
  - ◆ Example: Deutsche Telekom Worldcup 2006 raffle

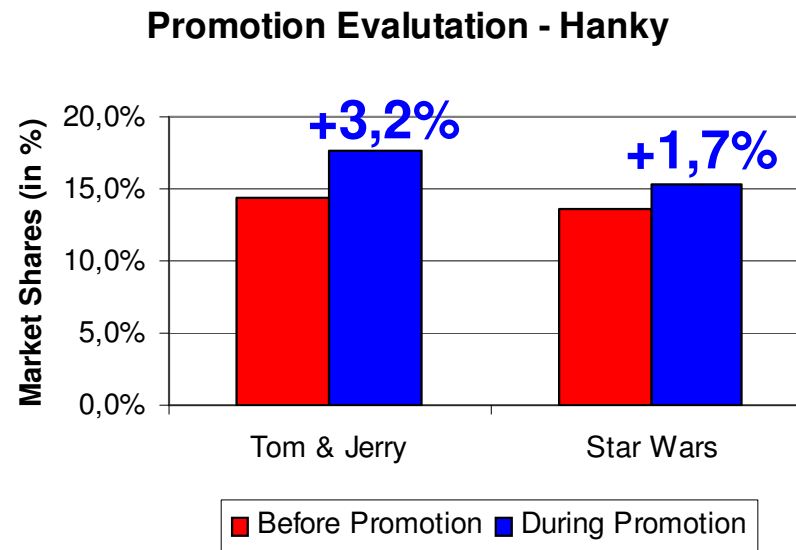




# SCA Promotion Results



- **Target group:** with the help of licenses promotion SCA appeals to new customer groups, specially younger ones and families.
- **Market shares:** the Tom & Jerry and Star Wars promotion showed a scientifically off-take of SCA's market share for Hankies / Facials.



- **Extra sales:** for a certain period of time SCA could set extra sales due to promotion listings of products with special items,