

***Renova***

pocket tissues

“differentiation through innovation”



**We keep an eye on the Globe, the other on the shopping floor**

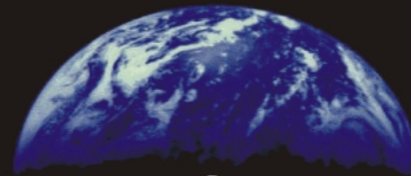
**Our future depends on millions of tiny, seconds lasting, decisions of what to put in the basket !**



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**The 7 seconds battle.  
The war against "all is the same"**

Commoditization: a disturbing word  
“all is the same”?

Commoditization: why is it bad?

- Gives consumers a narrow choice
- Reduces the investments and innovation, backbones of sustainability



Trying to build a “singularity”

If you want to LOOK DIFFERENT, you have to BE DIFFERENT





# Renova Handkerchiefs Segmentation

Premium



Medium



Standard



# Renova. The basics.



- Battlefield quality
- White. Neutral. Softness. No scent.
- Roses. Pink colored. Rose scent.
- Mint. Green colored. Mint scent.
- Lavanda. Violet colored. Lavender scent.
- Fleur Jaune. Yellow colored. Lemon-herbs scent.

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# Sensitive. Skin Care Solutions.



- Softness.
- Selected fibers.
- Skin Care Sensitive.
- Menthol available.
- Regular & compact-size available.

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# Kids. Good 4 you. Best for Kids.



- Fun+Fun+Fun
- Let them play, let them learn hygienic behaviors.
- Moist wipes too.
- Fits in their pockets.

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**kid's**  
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# Active. It's urban. It's for men.



- Taylor Made (men's pocket size).
- Masculine packaging.
- Discrete packaging color.

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# Flore. Garden feelings in your pocket.



- Color & Scent.
- Feminine.
- Magnolia.
- Rose.
- Passion.
- Lotionized.

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**Black.** Fashionista. This season's must have.



- Fashion
- Design
- Rebellious
- Elegant
- Sophisticated
- And so on...

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# Aqua. Moist. Multiple use.



- Moist wiper/handkerchiefs
- Hand cleaning.
- Travel pack.
- Santalum Light.
- Dermatological Security

# the sub-brands



- **Renova.** The basics.
- **Active.** It's urban. It's for men.
- **Sensitive.** Skin Care Solutions.
- **Kids.** Good 4 you. Best for Kids.
- **Flore.** Garden feelings in your pocket.
- **Aroma.** Aromatherapy effect handkerchiefs.
- **Black.** Fashionista. This season's must have.
- **Aqua.** Moist. Multiple uses.

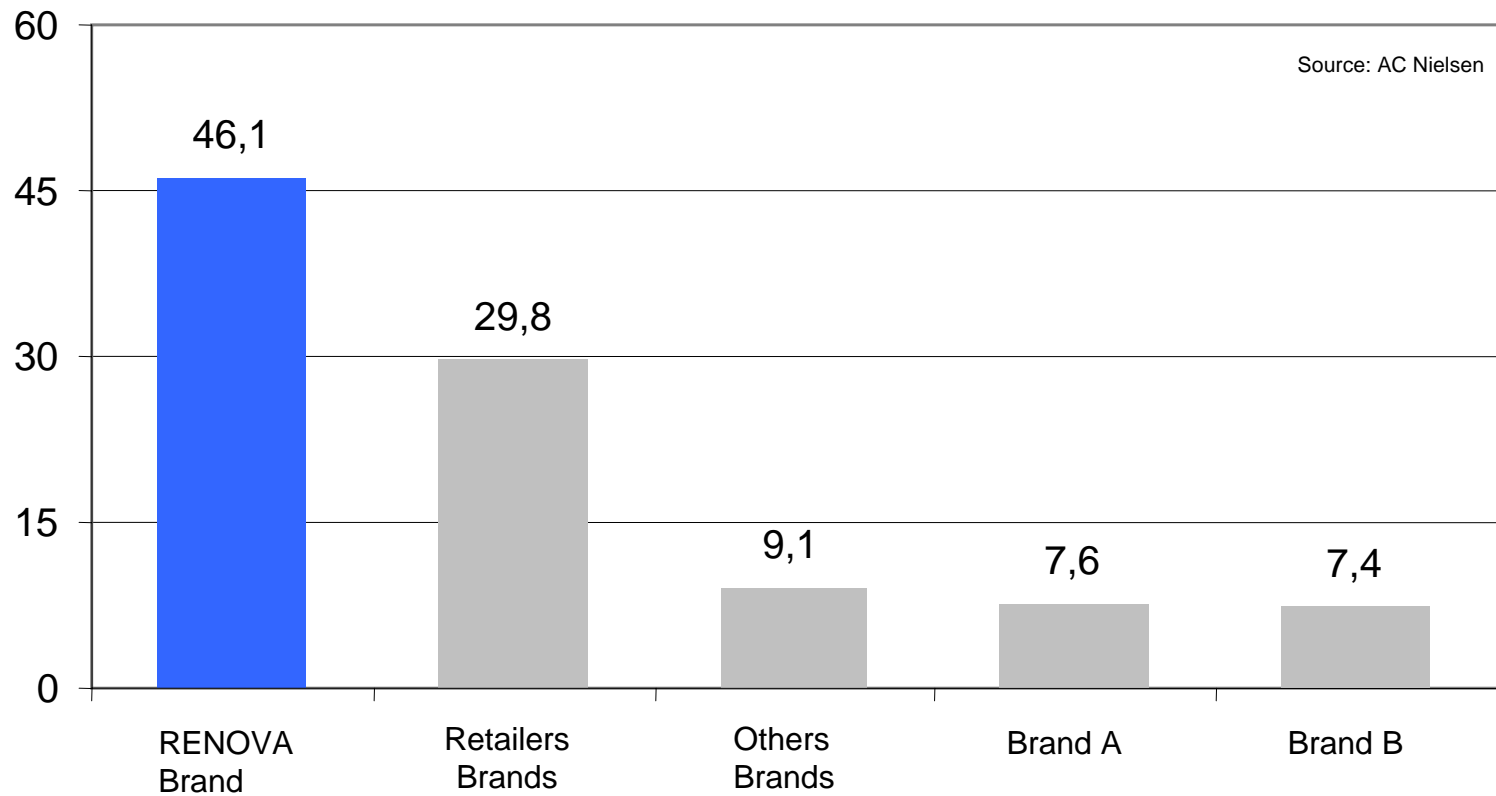
# the facts

- competition for 7.000.000 €
- retail & consumer price sensibility
- Renova's Portugal market share (>45%)
- differentiation through innovation
- functional innovation
- fictional innovation



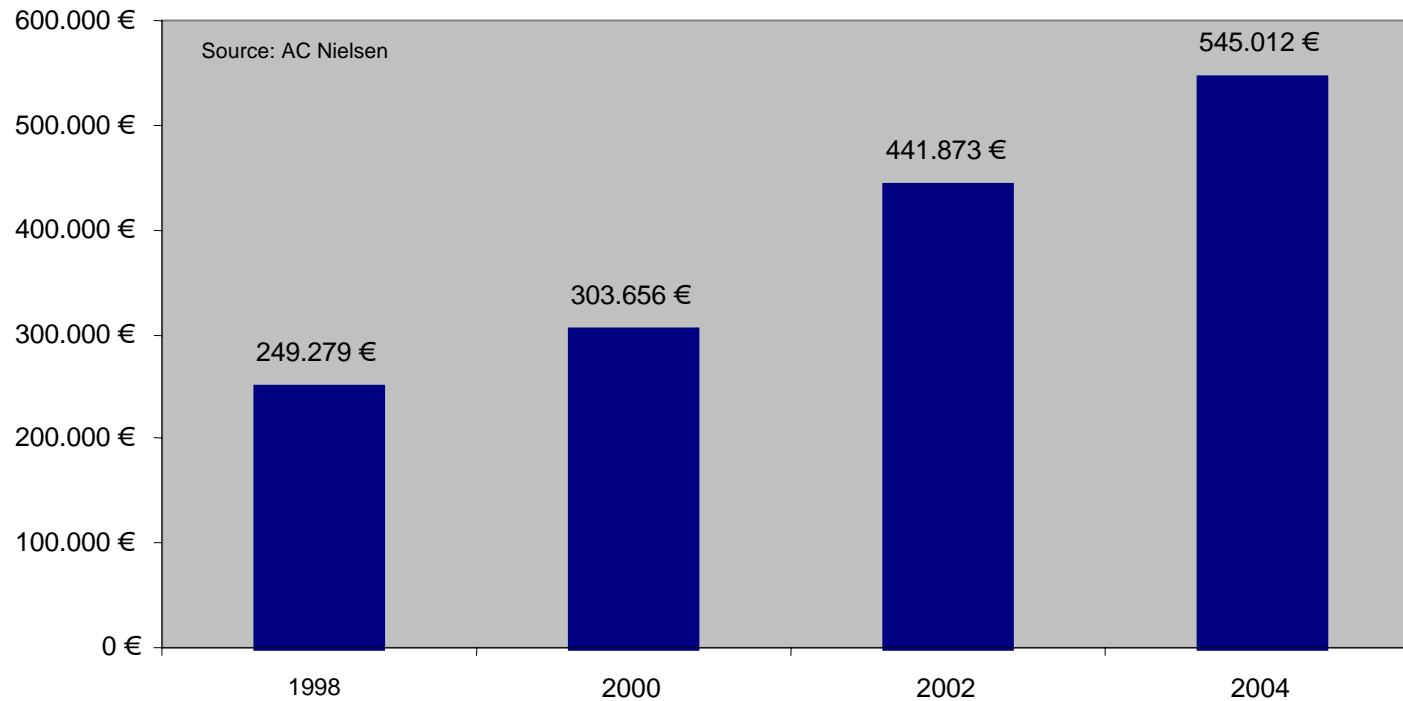
# the facts

(%) Value Market Share 2005 - Handkerchiefs



# the facts

**Perfumed handkerchiefs added value - (Portugal 1998-2004)**





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