



LAO Comms Plan: **MENSTRUAL HYGIENE DAY**

Let's create a social movement

May 28th, 2024

***Kimberly-Clark**

OUR GOAL

Leverage **Menstrual Higiene Day** to reinforce **Kotex and Intimus reputation** by positioning the menstrual bracelet as an icon that will drive **social movement** towards women progress and **normalizing menstruation**.

We will achieve this by designing and executing a strong **360° strategy** that **combines internal and external communication** plans that leverage our **social mission, brand purpose, local NGO partners** and **regional volunteer program**.

THE MENSTRUATION BRACELET

Created by the NGO Wash United for the Menstrual Hygiene Day, the **menstruation bracelet** is a global symbol for menstruation. It **unites nonprofits, governments, individuals, businesses, and the media**. The goal is to promote good menstrual health, hygiene and education and help push back taboos and stigma around menstruation.

The bracelet consists of **28 elements**, five of the elements are red. **28** stands for the average length of the cycle, five for the average length of a period.

By wearing the bracelet, people show that periods are nothing to hide.



OUR PLAN

The common thread of all activations around MHD is the menstruation bracelet.

Our common goal: fight period stigma, generate conversation, advance societal change.

Position **#Kotex** and **#Intimus** brands as catalyzers of Menstrual Hygiene Day in external and social media by **associating the brands to the menstrual bracelet.**

Strengthen our relationships with NGOs Plan International, Girl Up and WASH United by executing different initiatives that promote **menstrual hygiene education, breaking menstruation barriers and advocating for a #PeriodFriendlyWorld.**

Elevate K-Cers engagement and **sense of pride** by using all internal channels to share brand activations and invite employees to participate of **volunteering activities.**

Regional Overview

External Comms and Digital

- Press release, key messages, press kits and branded content suggestion.
- Activations in New Media.
- Live event with EFE Media Agency, with regional amplification. 3 speakers moderated by a journalist: S. Seiguer from K-C, Sara Bagel from Wash United and Sol East from UNFPA.
- Content adapted from Global to Kotex social media profiles. Key messages for influencers.
- Digital Bracelet Filter (www.pulseramenstrual.com) - Available for employees, influencers, NGOs, consumers and K-C / Kotex / Intimus digital social media profiles.
- Global LinkedIn post featuring our #ChangeMakers employees building menstrual bracelets and a post dedicated to sharing the digital bracelet.
- Executive positioning for leaders in LinkedIn.
- K-C approach to Taylor Swift and Brazil fan's club to involve them in the initiative.

Internal Comms

- Announcement for all employees in LAO signed by S. Seiguer and A. Sneider about the importance of MHD and the digital bracelet.
- Viva Engage post inviting employees to use the filter + recording of EFE event
- K-C NOW article in the LAO+ channel

Social Impact

- Execute local activations with Plan International and Girl Up to strengthen partnership and reputation. This includes NGO presence in K-C sites, collab social media and K-C presence in NGO activations.
- Drive #Changemakers volunteer activities to build menstrual bracelets and become ambassadors of brand purpose.

REGIONAL RESULTS

LAO MHD 2024

LAO – Results

PR Big Numbers

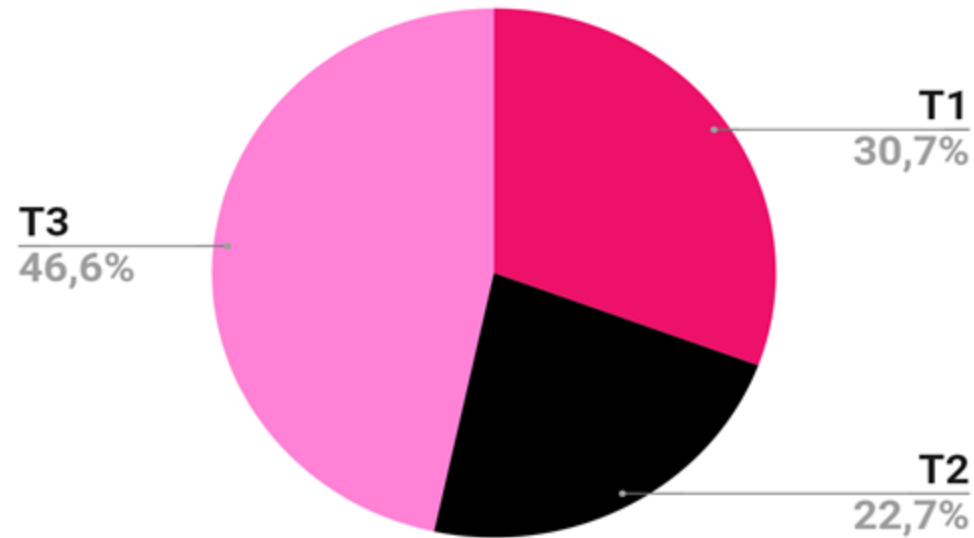
Data reported up to 08/06/2024

176
Clip

30 %
Tier 1

110 M
Reach

111 K
Add Value USD



LAO - Results

PR Results by subregion

Data reported up to 4/06/2024



Brasil

Clips: 10
Reach: 382 K
Add Value USD \$15K
% Tier 1: 10%

Andes

Clips: 70
Reach: 37M
Add Value USD: \$45 K
% Tier 1: 30%



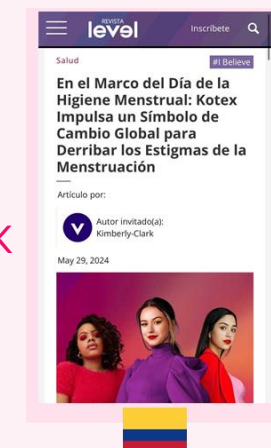
South Cone

Clips: 23
Reach: 57.6M
Add Value USD: \$11.3K
% Tier 1: 48%



North LAO

Clips: 74
Reach: 14.5 M
Add Value USD: \$40 K
% Tier 1: 28%



Landing Page Initiative

Data reported up to 4/06/2024



Visitors per country

1. Argentina: 3.2K
2. Brazil: 340
3. Uruguay: 90
4. Bolivia: 78
5. Colombia: 39
6. Perú: 28
7. Costa Rica: 23
8. Paraguay: 20
9. El Salvador: 17
10. Chile: 14

1.000

Downloads

3.975

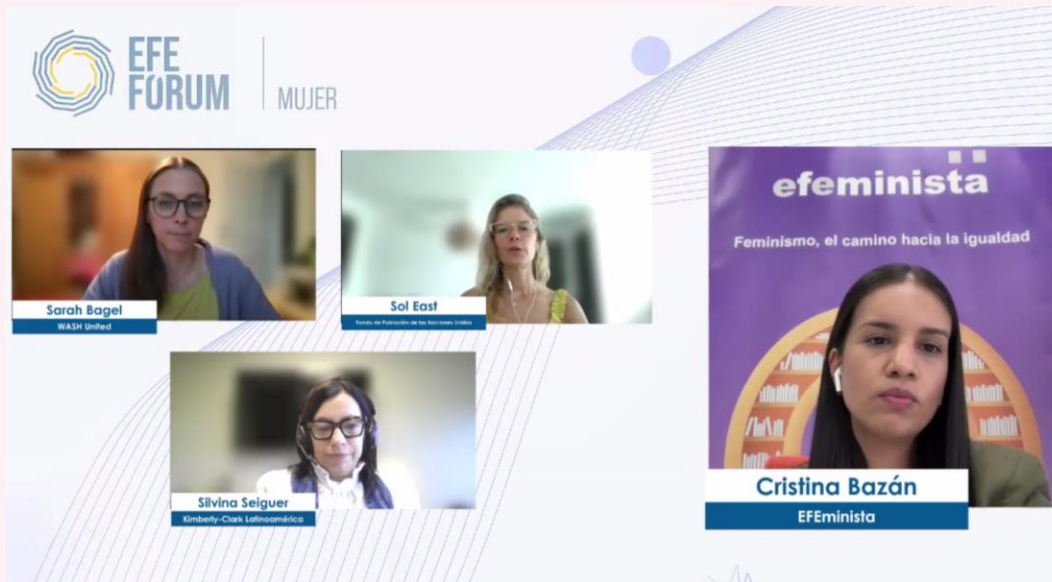
Visitors

4.721

Link shared

EFE Forum

- Live event EFE Media Agency “**Menstrual Stigma and Gender Gap**”, with regional amplification in media outlets.
- 3 speakers moderated by a journalist: S. Seiguer from K-C, Sara Bagel from Wash United and Sol East from UNFPA.



223 k
Event views

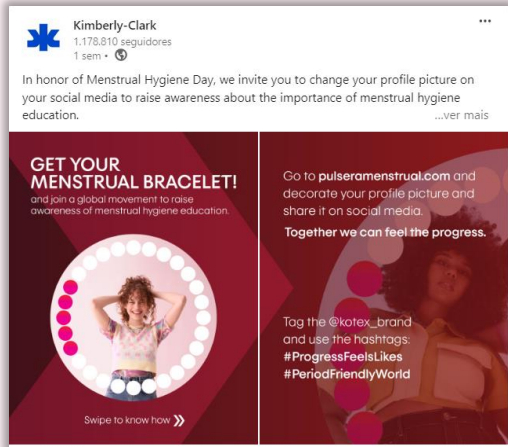
27
Clips in LAO Media Outlets

273 M
Reach

LinkedIn Digital Comms



22K views / 389 likes / 20 shares.
This post was also published on
Instagram and Facebook



14K views / 174 likes / 9 shares.
This post was also published on
Instagram and Facebook

Several leaders and employees have posted about the campaign on their social media.
*All images on this slide have a hyperlink to the original post



Joining forces with Taylor Swift's friendship bracelets movement

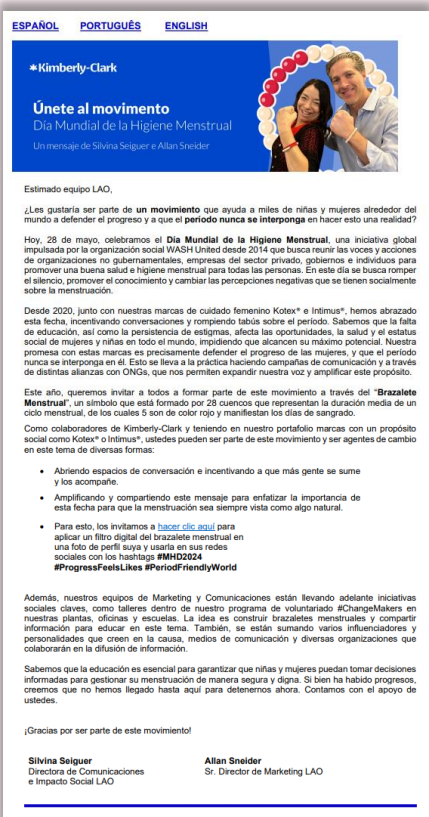


We sent a personalized letter to Taylor Swift along with a menstrual bracelet, inviting her to join the movement.

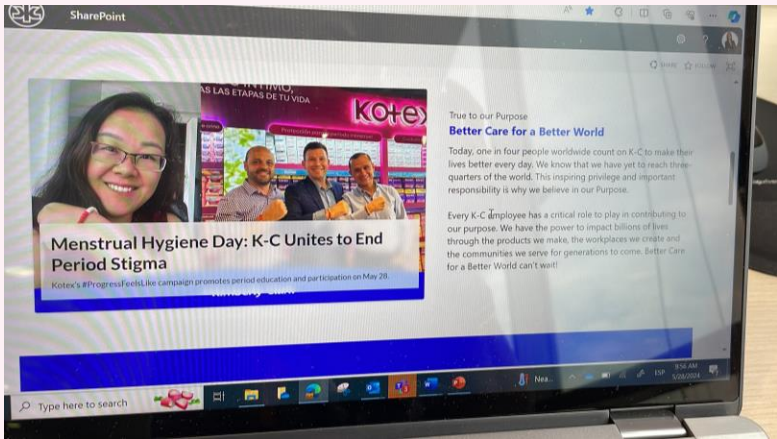


In Brazil, we had the support of four Taylor Swift fan pages, one of which is the second-largest fan club in the country (Results available on slide 20).

Internal Comms



Announcement sent for all employees in LAO.



LAO leaders featuring on the Global intranet.



Invitation for all employees in LAO to include the digital bracelet in their profile social media photos



K-C Now 40 views



Social Impact

9

LAO Countries
activated

+5000

Bracelets made

3

NGO's involved

+150

Volunteers

+300

Volunteering hours

10

Talks

LAO - Results

Social Impact



Social Impact

- NGO partners proudly showcasing our collab for MHD in their social media.



LOCAL RESULTS

LAO MHD 2024

Brazil - Results

2023-2024

Strategy

- Educational Trend – Menstrual Bracelet activation
- Social Media– Ambassadors + Specialist + PR Kit
- Media

PR Results

8

Clippings

1

Tier 1

2

Tier 2

3

Tier 3


189.524

Reach

R\$70.639,18

Ad Value

Influencers Results



Instagram

14

BIBI TATTO

6.9

MM

Reach

14.9

MM

Impressions

172

K

Likes

814

Comments

4.7

K

Shares

5.2

K

Post saved

Press Kit

12

Kits

3.1

MM

Reach

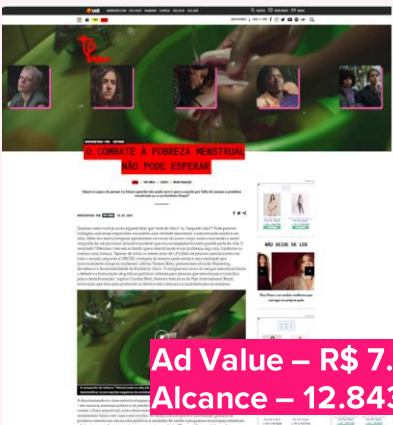
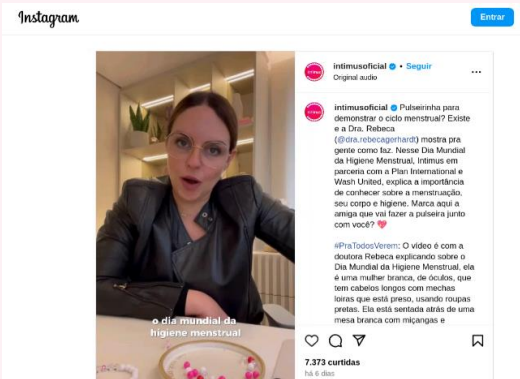
R\$44.166,67

Ad Value

Brazil - Results

External Comms

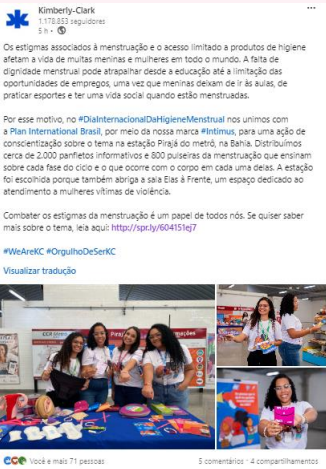
- **Instagram** - Dr. Rebeca Intimus Instagram: Menstrual cycle phases educational content related to the period bracelet.
- **Special Week Intimus Community** - 27/05 week: ignite MHD conversations
- **Instagram** - Intimus Influencer: Bibi Tatto
- **Branded Content** - TPM: Showcasing Intimus + Plan International Fighting period poverty.
- **Press release** - K-C: Pros agency sent the press release to media's national mailing with information about the initiative that took place in Salvador.
- **Plan International metro activation** with #Changemakers (volunteers)



Ad Value – R\$ 7.721,94
Alcance – 12.843



11 likes
13 comments



Joining forces with the Swifties

We formed an organic partnership with the second largest **Taylor Swift fan club in Brazil** ("Updates Swift Brasil" – 245k followers).

The fan club administrators invited 18 other pages to join the movement. Along with the Intimus team, we produced 19 kits that included the menstrual bracelete and a personalized letter promoting the digital filter for the fandoms.

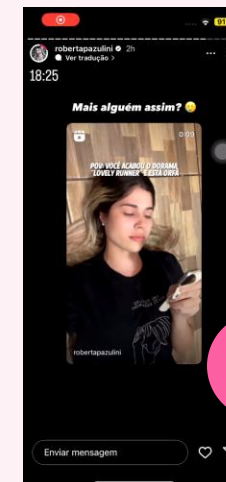
- 19 kits were sent
- On May 28th, 4 Taylor Swift fandoms organically posted a photo of the bracelet and updated their profile pictures using the digital filter



Results: 13k views / 31 reposts / 1 comment / 165 likes / 3 saved



Results: 15k views / 19 reposts / 3 comments / 177 likes / 7 saved



Click here to watch the video

Brazil - Results

Social Impact

- Metro activation with volunteers in partnership with Plan International.
- Round table in São Paulo office to share Plan's work + partnership with Intimus and leverage MHD activations and bracelet.

Internal Comms

- **Viva Engage Posts** : Promote menstrual bracelete landing.
- **Viva Engage Post 27.05**: Invitation to "Menstrual Dignity" Round Table.
- **Newsletter 28.05**: Special edition MHD.

change
makers



>2.000 flyers
>800 bracelets



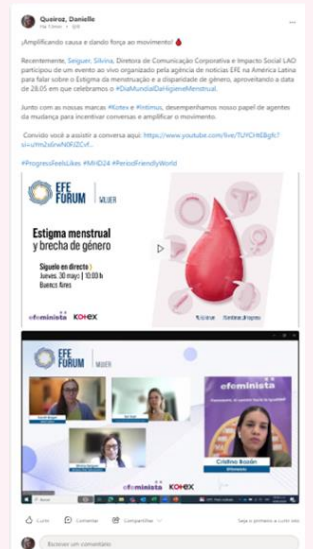
243 views
11 likes
2 shares



219 views
7 likes
0 shares

Dia da Higiene Menstrual, Orgulho LGBTQIAPN+, preservação ambiental: fique ..

Para: _Comunicacao Interna, K-C Brasil
ter 28/0



COLOMBIA - Results

External Comms

- **Press Release.**
- **Press kits** with menstrual bracelets to influencers and journalist.
- **Tiktok live** with specialist and top athletes in Kotex profile, mentioning the bracelet.
- Participation of young athletes from **Plan International** in **#ProgressMoves** Campaign.
- Participation in **Plan International Social Media Campaign.**



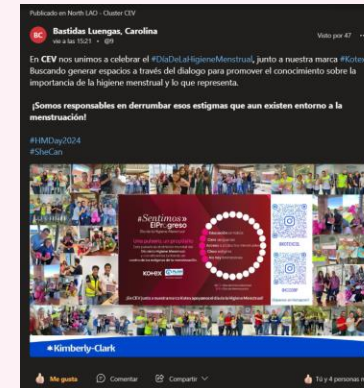
Plan International Social Media Campaign



Press Kits

Internal Comms & Social Impact

- **Endomarketing** activity in Offices and 2 mills in Colombia.
- **Yammer's post.**
- 2 **#Changemakers** volunteer activities with Plan International in schools in Colombia – More than 1300 people reached.

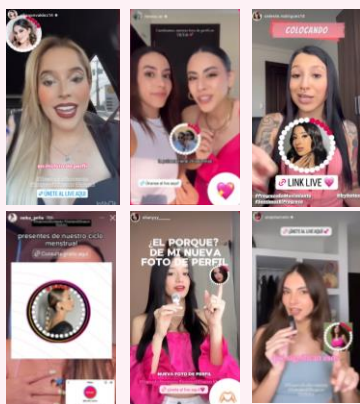


CAM Results - Costa Rica, El Salvador & Guatemala

External Comms

- **Press Release.**
- **Press kits** with menstrual bracelets to influencers and journalists.
- **Tiktok live** with specialist and top athletes in Kotex profile, mentioning the bracelete.
- **New Media Exploration:** NoPasaNada / Kotexiario (Menstrual hygiene educational trivia)

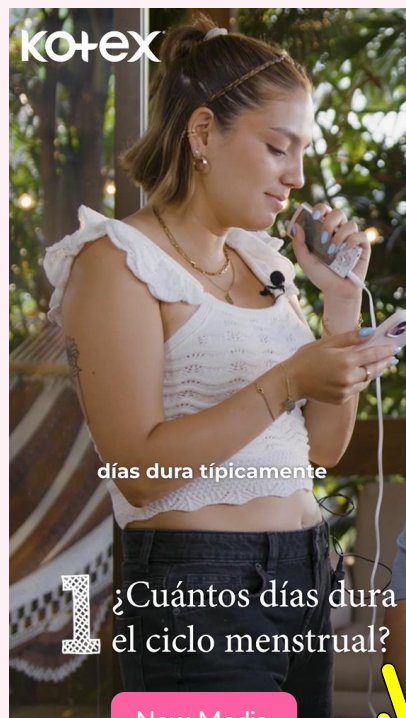
Countries	Clips	Ad Value	Reach
Costa Rica	10	\$ 20,280	9,098,812
El Salvador	6	\$ 7,600	1,890,000
Guatemala	13	\$ 5,472	363,252
Total CAM	29	\$ 33,352	11,352,064



Influencers - Bracelet



TikTok & Instagram Live



New Media Exploration



Con charlas educativas y alianzas Kotex® rompe estigmas y tabús sobre la menstruación

La marca se une a iniciativa mundial para mejorar la higiene menstrual
Redacción La República redaccion@larepublica.net | Martes 28 mayo, 2024 08:30 a. m.



La organización sin fines de lucro WASH United creó una pulsera con veintiocho cuentas, de las cuales cinco son rojas. Esta pulsera busca iniciar conversaciones y aumentar la visibilidad de la menstruación como un tema de importancia global. Cortesía La República.

En un esfuerzo por mejorar la higiene menstrual y combatir los estigmas asociados a la menstruación, Kotex® trabaja en una serie de acciones significativas que subrayan el compromiso de la marca con la educación y el empoderamiento femenino a nivel mundial.



Hoy se celebra el Día de la Higiene Menstrual, Kotex se une al símbolo de cambio global

En el marco del Día de la Higiene Menstrual, Kotex® continúa con sus esfuerzos para desafiar estigmas asociados a la menstruación y educar a través de una pulsera que representa los 28 días promedio de un ciclo menstrual. En El Salvador, voluntarios de Kimberly-Clark impartirán charlas educativas sobre higiene menstrual de la mano con la ONG Plan International.

By periodistaAdmin 28 de mayo de 2024



CAM Results

Costa Rica, El Salvador & Guatemala

Internal Comms

- **Endomarketing bracelet activities**
(765 bracelets produced by K-C employees)
 - Costa Rica: 2 activities (GBS Office and Plaza Tempo Office)
 - El Salvador: 3 activities (Kinetika Office and Sitio del Niño)
 - Guatemala: 1 activity (Guatemala Office)
- **CAM Call with Plan International Guatemala:** Let's know the partnership Kotex & Plan International



Plan International Work at
Guatemala - Zoom Call



Bracelets activity
testimonial: Sharon and
Celeste from GBS

kotex



Costa Rica: two sites / two days - 315
bracelets



El Salvador: two sites / three days - 250
bracelets



Guatemala: one site / one day - 200
bracelets

CAM Results – Costa Rica, El Salvador & Guatemala

Social Impact

- **Costa Rica:** Menstrual Hygiene Educational Talk – “Liceo Escazú” (+500 students + 70 students with special needs) – 100% made possible thanks to our employees
- **El Salvador:** Menstrual Hygiene Educational Talk at “Ciudad Arte” with Plan International El Salvador w/ K-C Volunteers previously trained.
- **Guatemala:** Menstrual Hygiene Day Fair by Plan International (+800 people assisted)



Reach +1400



Costa Rica



change
makers



El Salvador



change
makers



Guatemala



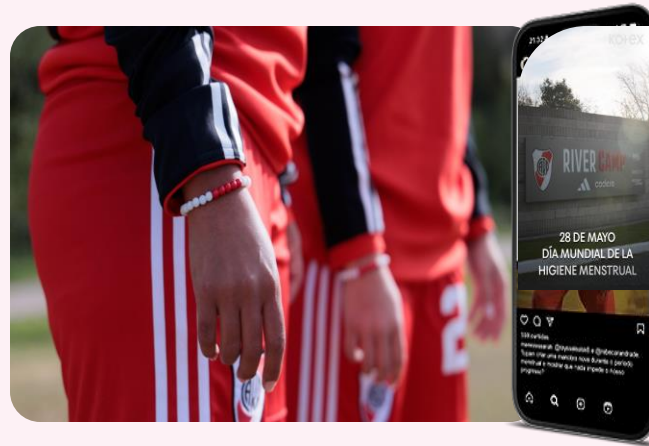
South Cone Results - Argentina

Influencers, River Plate & Big Brother Open TV activations

- On 5/27 **Kotex influencers squad** changed their profile picture to generate conversation. Next day, they shared information about MHD.



- We are official sponsors of the **River Plate women's football team**.
- In a match we modified the **captain's band** and added a **menstrual bracelet**. All the players, from both teams, **entered the field wearing a bracelet** and the commentator mentioned what the initiative was about.



- The menstrual bracelet and Kotex were **present for 48 hours in one of the most watched open channels** in the country (Telefe). The initiative was mentioned in almost every program aired on 05/28.
- In **Big Brother**, we carried out an **awareness and educational activity for the participants** where they made bracelets while answering questions about menstruation. Additionally, we invited the audience to be part by changing their social profile photos - Product donations will be executed through **Foodbank NGO** for every person who uses our landing and change their photo.
- We amplified the activation with an action in **streaming**.



South Cone Results - Argentina

External Comms

- Press Release.
- Press release about the activation in Big Brother – Open TV.
- Branded Content (3): Infobae; El Cronista.
- Press Kit with bracelets to influencers.

23

Clips

48

% de Tier 1

57.6M

Reach

\$11.3K

Ad Value U\$D

La campaña de Gran Hermano para concientizar sobre la higiene menstrual

ESPECTÁCULOS 29 Mayo 2024

En el marco del Día de la Higiene Menstrual que se celebró este martes, el reality impulsó una acción con interesantes dinámicas para los jugadores. Mirá.



La pulsera menstrual llegó a los Premios Gardel 2024: el símbolo global de salud dijo presente para generar conciencia



Desmontar mitos sobre la menstruación, eje del EFE Fórum sobre brecha en Latinoamérica

Por Newsroom Infobae



El Cronista

Una de cada tres mujeres no entiende cómo funciona su ciclo menstrual



El 63% de las argentinas siente que el progreso de las mujeres está estancado.



23

Internal Comms



Girl Up in K-C Office

K-C employees were invited to learn about Menstrual Hygiene Day and the purpose that Kotex, along with Girl Up and Wash United, bring to the forefront.

In addition, all participants made 2 menstrual bracelets each- one for themselves and one to donate to Girl Up. The NGO also received materials to build 250 additional bracelets in MHM talks held by Girl Up Clubs in schools.



Internal event in Paramount Telefe with Girl Up

We were invited by Paramount Telefe to a breakfast with employees to talk about Menstrual Hygiene Day and our activations together. We opened a debate about the myths that exist around menstruation and how the new generations deal with these topics and had two important guests: CM of Girl Up Argentina and a representative of Wash United.



ANDES- Results

External Comms and Digital

- Press Release, byline article, and branded content (5) across all the countries in Andes.
- Podcast (2) in Chile and Bolivia.
- Press kits with bracelets to influencers and journalist in Peru and Bolivia.

70 Clips 30 % de Tier 1 37 M Reach \$45 K Ad Value U\$D



En el Día de la Higiene Menstrual: Kotex lanza campaña que busca "romper con el tabú del ciclo femenino"

Cada año, el día 28 de mayo, se conmemora el Día de la Higiene Menstrual, una ocasión para reconocer la importancia de la integridad corporal femenina. En el último tiempo, esta jornada ha cobrado un impulso global, destacando la necesidad de educación, concienciación y acción en torno al periodo de la mujer y sus implicancias en la vida de adultas y niñas.

DESDE LAS REDES

Menstruación y tabúes no combinan

MARÍA LAURA TAPIA
Gerente Marketing
Kimberly-Clark Bolivia

El ciclo menstrual ha sido injustamente estigmatizado a lo largo de la historia relegándolo a tema tabú. Dos de cada tres niñas prefieren no asistir al colegio por miedo a mancharse y más de cada 10 no hablan del tema con sus familiares o amistades, según datos de Plan Internacional. Esta percepción negativa por falta de información adecuada no sólo aumenta el estigma, sino que también

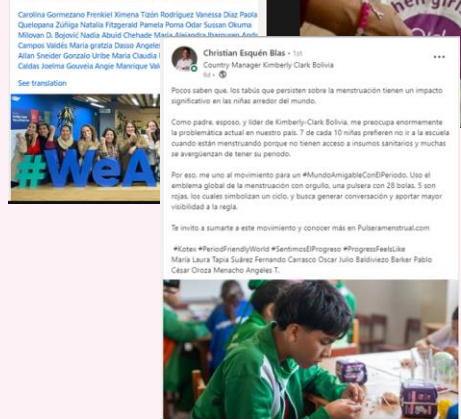
la menstruación y la falta de educación menstrual tiene consecuencias tangibles: niñas que faltan a la escuela por la vergüenza, el acoso escolar o la falta de acceso a productos adecuados interrumpen su aprendizaje y ven reducidas sus oportunidades. Además, los mitos y estigmas pueden excluir a las mujeres de espacios compartidos, limitando su participación social. Incluso puede limitar su experiencia deportiva, como asistir a la piscina o playas.

Por ello, iniciativas como el Día Internacional de la Higiene Menstrual son cruciales. ¿Por qué se celebra cada

a entidades para promover la salud menstrual sin estigmas ni barreras, fomentando conversaciones y acciones concretas para garantizar acceso a productos higiénicos seguros y asequibles. Es importante desafiar los estigmas y tabúes relacionados con la menstruación, garantizando que todas las mujeres y niñas tengan acceso a la información y productos con dignidad y confianza. Esta lucha no es exclusiva de empresas u organizaciones sino de toda la sociedad, es de crear un entorno donde la menstruación sea vista como algo normal y natural.



- Executive positioning for leaders in LinkedIn.
- Period bracelet movement in social media for leaders, K-C ambassadors and NGOs (+20 post)
- Social media content in collab with NGOs.



Internal Comms and Social Impact

- **#ChangeMakers** employees building menstrual bracelets in all countries in Andes.
- **Volunteering in schools with Changemakers.**
- **Donation of +1000 bracelets and kits to Plan International (PEBO), Girl Up and Genias (Chile)**
- Videos in TVs and posts in Yammer.
- MHD toolkit for K-C ambassadors.



Annex

Taylor Swift and the friendship
bracelets movement

OUR IDEA

UNITED BY A BRACELET

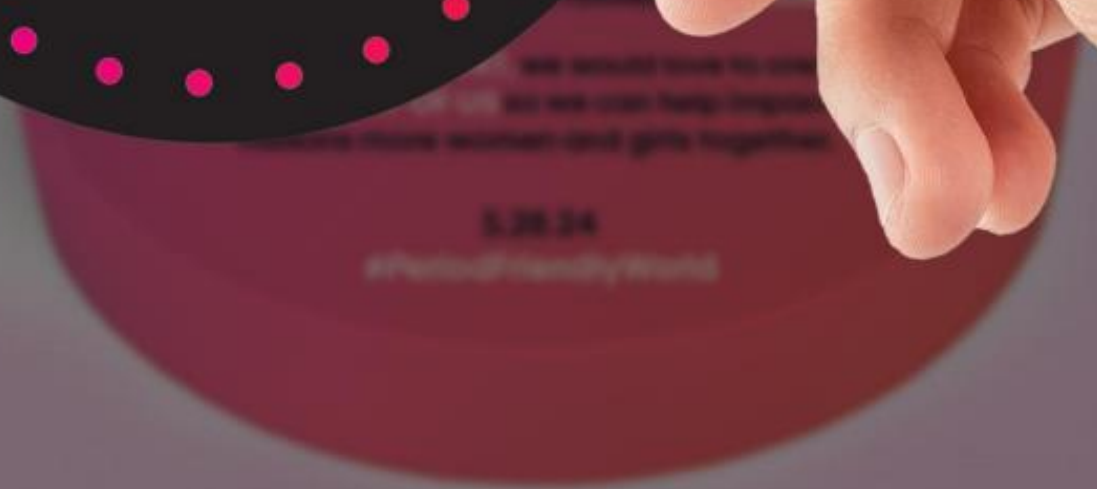
We decided to invite Taylor Swift to join the movement as MH ambassador. **Why?** Taylor Swift is an advocate for change & inspiration for action **AND** bracelets have also become a symbol within her millions of fans worldwide.

If we could get Taylor to wear the menstrual bracelet, we knew we would exponentially grow the symbol, the conversation and our brand awareness.

So we reached out to her in partnership with NGO WASH United.

BACK OF INSERT CARD

BRACELETS AREN'T JUST FASHIONABLE. They can be the symbol of a global movement. **LIKE THIS ONE.** By wearing this bracelet for Menstrual Hygiene Day on May 28, you're amplifying our message that **PERIODS ARE NOTHING TO HIDE.**

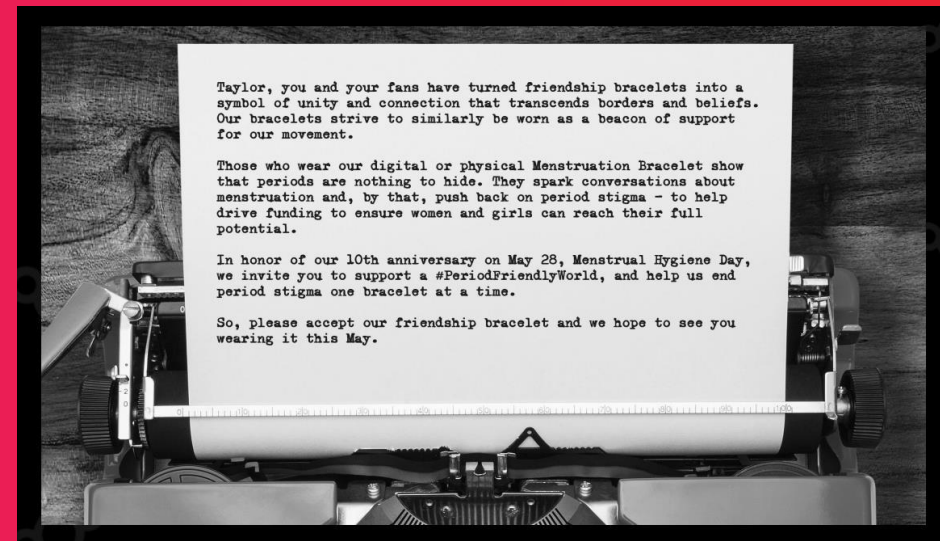


UNITED BY A BRACELET

Taylor Swift received on April 30th a special press kit, which contained a co-signed letter from WASH United and Kotex inviting her to wear the menstrual bracelet and join the movement.

Taylor never answered back, but we did get her second biggest fan club in Brazil and three other fandoms to join our cause.

Partnering with Taylor Swift's fan clubs to catalyze a movement towards breaking menstrual stigma and advocating for change on various social media platforms was a good start for this great idea!



Kotex®

Intimus®

Thank You!

* Kimberly-Clark

