

THE SECRET'S OUT!

TENA'S MISSION TO BREAK THE TABOO AROUND INCONTINENCE

SECRET'S OUT
*1 in 3 women have
incontinence*



CORPORATE BRAND
MANAGEMENT & REPUTATION

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AGENDA

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One

BACKGROUND

Introducing TENA and setting the scene

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THE CASE

Presenting the ins and outs of the case

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CASE DISCUSSION

Case question and evaluating alternatives

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MANAGEMENT DECISION

What TENA actually did

05
Four

SUMMARY

Evaluation and reflection

SECRET'S OUT
1 in 3 women have incontinence



NEW SILHOUETTE
NOIR UNDERWEAR





BACKGROUND

Incontinence - the loss of bladder control

BACKGROUND AND HISTORY



ESSITY

- Global leading hygiene and health company
- Vision: deliver well-being through their products
- Total of 33 brands



TENA

- Products for urinary incontinence and bladder weakness
- Support to stay secure, dry and odour free
- Global market leader



INCONTINENCE

- 400 million people worldwide
- Perceived as social taboo
- Stereotype: elderly people suffer
- Negatively affecting confidence, anxiety, embarrassment



THE CASE

To stay traditional or take the risk?



TRU Colour
technology



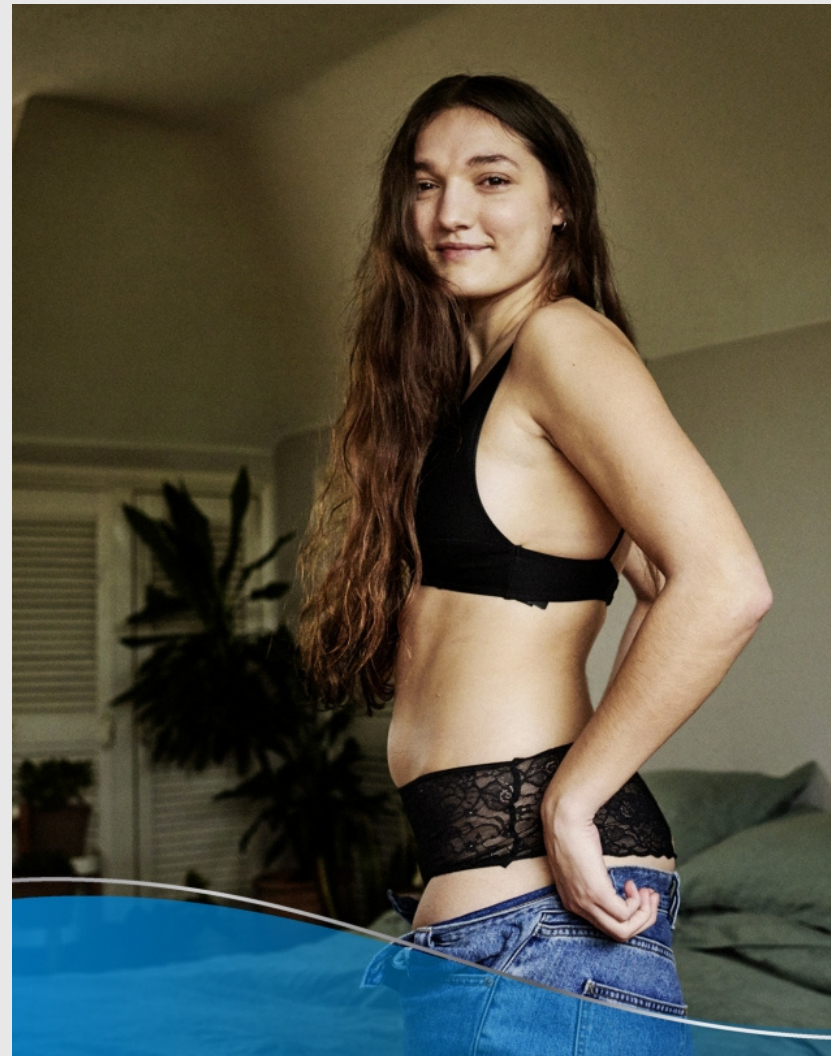
Matches with
black bras



Invisible &
discrete



Stylish &
feminine



THE GAME- CHANGING Silhouette Noir

An adult diaper
that looks and feels
like elegant black
underwear.





THE *the campaign* CAMPAIGN

SPLITTING THE COMPANY

Traditional approach is usually more private and discreet with one-to-one marketing.

TACKLING THE TABOO PUBLICLY

Introduce the product through a bold one-off stunt to normalise incontinence.

TENA'S SECRET ANGELS

Using non-stereotypical models over 40 wearing the TENA Silhouette Noir all-black pants for a Victoria's Secret inspired campaign.

CREATING CONTROVERSY

Wanting to empower and inspire women suffering from bladder weakness, making them feel sexy again.



DISRUPTIVE OOH AD

- 48-sheet billboard
- 6-sheet displays
- social media



CASE QUESTION

Which strategy should Tena follow?

Should they stick to the discreet, traditional way that has been successful so far or take the risk and act as a social brand activist to express a new brand identity?

Or would you suggest a completely other strategy?



CASE DISCUSSION

Discreet vs. Bold





MANAGEMENT DECISION

Rebrand to a social activist

“We are incredibly proud of this new product and the exciting campaign we’ve devised to launch it. Silhouette Noir truly breaks new ground, helping women to feel sexy, confident and able to wear what they like without being restricted by the colour or shape of their underwear, an important step towards normalising incontinence.”

Anna McCrory
Senior Brand Manager (UK)

I will be me



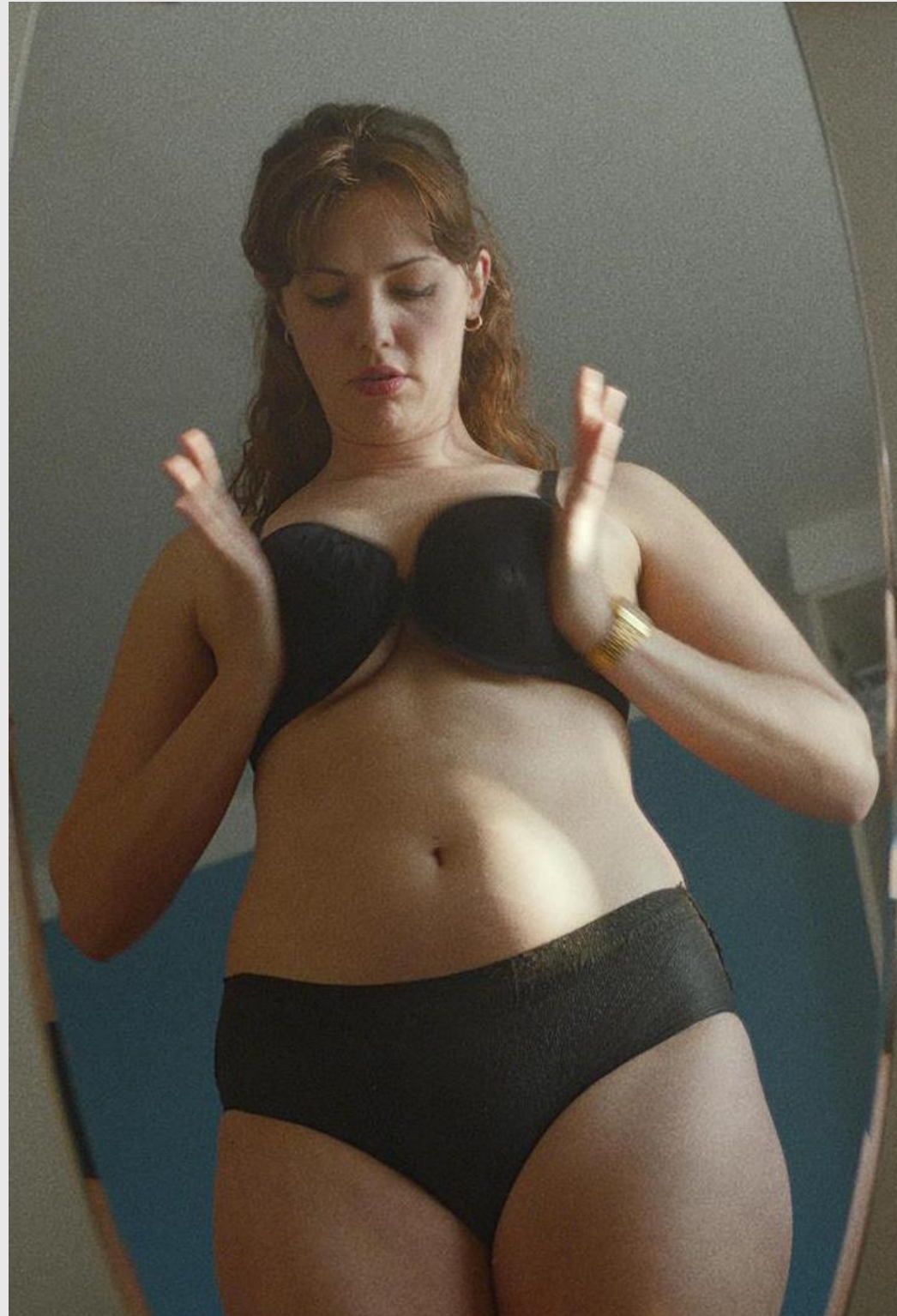
TAKING *taking* THE RISK *the risk*

Continues to challenge current perceptions of being clinical, medical, not feminine and for the older population.

Now TENA is associated with being innovative, modern, relevant, feminine and inspirational.

TENA used its 'old' image as a starting point to create its new brand identity and communication platform.





I WILL BE ME

the new communication platform

Shows women living 'full' lives regardless of dealing with incontinence.

Provides directness and honesty to the consumers making them resonate with the brand.

A highly relevant platform that allows the brand to share its values publicly in an inspiring and innovative manner.

#Ageless is a successful campaign launch focusing more on the perspective of sex and intimacy.



TENA'S SUCCESS



KPI'S THROUGH THE ROOF

- 300% increase of website traffic
- Spike in the requested samples driving substantial conversion



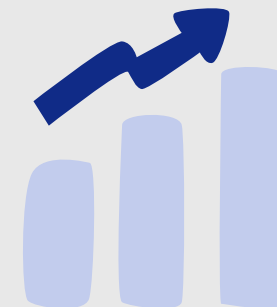
CHANGE IN TENA'S IMAGE

- Innovative and modern perceptions towards the brand
- Help consumers feel confident and sexy



NEW VISUAL IDENTITY

- TENA introduced their new packaging design and logo
- A modern version that stands for liberation and a natural feel




POSITIVE PROSPECTS

- TENA is valued at £127.9 million (2019)
- It is also experiencing 5% growth

CORPORATE BRAND IDENTITY MATRIX

corporate brand

identity matrix

INTERNAL / EXTERNAL	EXTERNAL	<p>VALUE PROPOSITION</p> <p>Actively shaping the perceptions towards incontinence - helping people to live full and happy lives again.</p>	<p>RELATIONSHIPS</p> <p>Promoting best practices for incontinence care within healthcare residential homes and raising public awareness.</p>	<p>POSITION</p> <p>The worldwide leader in the management of incontinence.</p>
	INTERNAL / EXTERNAL	<p>EXPRESSION</p> <p>The logo represents liberation and the revised packaging gives the products a modern, innovative look.</p>	 <p>BRAND CORE</p> <p>Innovative, bold, honest, inspirational, caring and modern.</p>	<p>PERSONALITY</p> <p>The friend who is always there to support you and is not afraid to push you into the right direction.</p>
	INTERNAL	<p>MISSION & VISION</p> <p>To improve the lives of people living or working with incontinence around the world.</p>	<p>CULTURE</p> <p>A brand that is predominantly built upon trust and cares deeply for all its stakeholders.</p>	<p>COMPETENCES</p> <p>Usage of innovative technology such as TRU Colour technology and Triple Protection guarantee.</p>





**THANK YOU
FOR YOUR
ATTENTION!**

Stay fierce!

