

Kimberly-Clark X OMG Commerce

2024

Why Omnicom Are Best Placed to Help K-C Win in Commerce

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Our Connected Commerce expertise is centered around the tightly interwoven capabilities of onsite, offsite, and retail media. As the largest and most advanced retail media holding company, Omnicom is well-positioned to lead our clients through this growing and evolving space.

We know from our relationship to date that retail is essential to K-C's overall approach to creating and converting demand across your product portfolio, whilst ensuring to balance these investments against retaining the efficiency of reach. Retail media holds great promise but is still an evolving and emerging channel that lacks consistency based on market maturity and measurement, attribution and audience capability. With retail media capabilities evolving to reach and awareness metrics alongside performance, balancing investment, KPIs and consumer engagement requires working with a partner who understands the retail ecosystem, but also can lead the way with innovation and learning.

We are thrilled that in the last week our collective UK **teams won the Tesco Media Award for Best Use of Consumer Insight with Andrex, [showcased in this insert](#)**. This is as a great example of Connected Commerce in action – connecting the dots between trade, retail and audience solutions in the media planning process. The success of achieving this for our clients at OMG comes from building close partnerships with K-C as our client, as well as Omnicom's industry leading global and local partnerships with retailers. We're also leading the conversation in the industry to consult with advertisers and retailers to set new standards for retail media, as showcased with our collaboration with ISBA on the Retail Media Measurement Standards.

We've made good progress together so far and are excited to be build on the foundations we've laid across OMG, Flywheel and Kimberly-Clark in 2024 to grow further, whilst learning the importance and efficiency of retail media investments as part of your overall go to market approach. Our global operating model reflects our commitment to integration of Commerce, whilst enabling regions and markets to remain adaptable to local market needs.

Commerce Success in LATAM

Omnicom Media Group in LATAM + Brazil has enhanced Kimberly-Clark's Connected Commerce strategy through an integrated, multi-faceted approach. Building success for Brazil has been aligned to clear objective setting in partnership with K-C, starting with rigorous testing of diverse audiences within major e-tailers to identify and acquire high-value new customers, simultaneously informing and enriching our broader off-site media targeting. This data-driven understanding of consumer behaviour has been leveraged to craft compelling, conversion-focused content for product pages and enhanced by SEO best practices, driving organic search visibility.

Given OMG's extensive experience and relationships within Brazil's complex E-commerce ecosystem we enabled superior bid optimisation across e-tailer platforms, maximising both frequency and impact while reaching an unprecedented **13.45 ROAS** for the category in the market.

Finally, this deep understanding extends beyond retail media to inform and support Kimberly-Clark's overall go-to-market strategy, creating a truly holistic, and highly effective, connected commerce solution.

In the rest of LATAM, building success has started with assessing opportunities, creating guidelines, establishing a new WoW between K-C e-commerce, Media/Marketing and Retailers, building a playbook for retail media to start testing and learning with use cases, aligning objectives and results according to the business need. This allows us to have a full-time resource to plan, implement and report activation with local retailers in Colombia and Peru that lead to not only incredible ROAS and sales results but also test and learn cases and maturity scalability. The next stage of success will be to scale this operation but deploying a Connected Commerce strategy across LATAM.

Where we are today in Commerce, and where we want to get to (UK)

Today, OMG and Flywheel are fully embedded as one agency with Kimberly-Clark's E-commerce strategy across the UK. Our approach has been to optimise media spend across these retailers by focusing on incrementality and growing household penetration through on-site and off-site strategies for Kimberly-Clark's key brands.

Key highlights of our current work include:

Amazon UK: We've strategically increased media investment to maximise sales efficiency. In the UK, automation has been key to achieving a 16% sales lift from April to July through Sponsored Search, with 51% of sales attributed to incremental targeting. Our focus on dayparting, reducing CPCs, and targeting high-conversion periods has allowed us to drive performance while maintaining efficiency. We are now expanding our remit with full funnel campaigns live maximising DSP and CTV channels which have previously driven significant new to brand results (+70% NTB sales) to ensure they are driving efficiencies through the utilisation of AMC custom re-engagement audiences such as cart abandoners.

UK Retailers: With ASDA, we've capitalised on competitor budget exhaustion, resulting in a 113% increase in CTR and a 191% rise in ROAS. By placing the right SKUs in the right places at optimal times, we ensure maximum visibility and cost-efficiency across all UK retailers. This significant increase is also driven due to alignment with the UK off-site campaigns, with retailer data now integrated into channels such as BVOD and Programmatic leading to ROIs of +£10 and an increase in household penetration.

Collaboration & Education: OMG and Flywheel act as one integrated extension of Kimberly-Clark's team, working closely through training and regular performance reviews. Weekly and quarterly business reviews keep teams aligned, while detailed reports and future roadmaps guide the ongoing strategy. We have also conducted training for wider retail and commercial teams within Kimberly Clark to ensure full team upskilling.

Retailer Insights: We are leveraging deep insights from retail platforms such as Nectar360's SIP platform and DH Sphere to refine strategies, set benchmarks, and ensure that the right KPIs are being prioritised across shopper and retail data. Our measurement frameworks provide comprehensive analysis to optimise not only media performance but also stock status, sales mechanics, and promotional effectiveness. Ongoing monitoring through scorecards looking at metrics like spend per shopper allows us to understand how both OMG and Flywheel media activation are impacting the wider K-C retail business.

Where We Want to Get: The Future of E-commerce with Kimberly-Clark

Looking ahead, our goal is to build on these strong foundations and accelerate growth through a deeper integration of Flywheel and OMG expanding beyond traditional retail media channels.

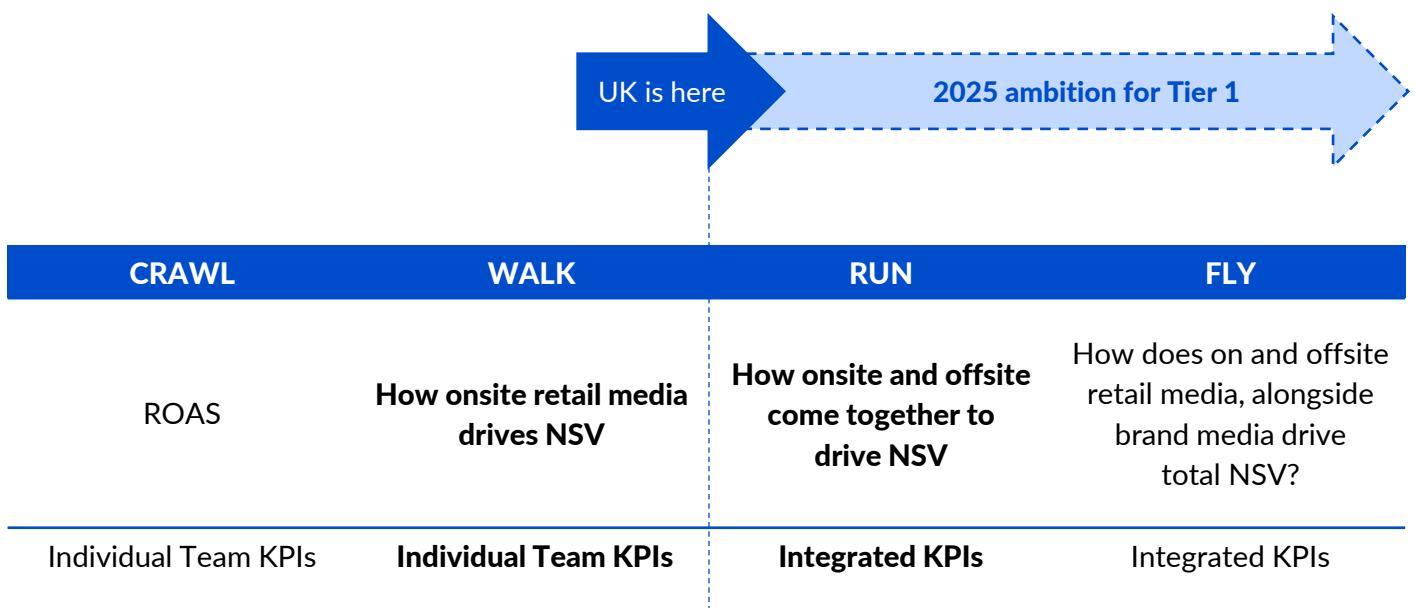
Amazon Marketing Cloud & Holistic Strategies: By unlocking the full potential of AMCs data, we aim to further integrate full-funnel strategies, blending upper-funnel media tactics with E-commerce activation. This will allow us to enhance consumer behaviour insights, optimise ad reach, and maximise engagement and conversion rates, driving sales across all Kimberly-Clark brands in the UK. We are already set up and testing custom audiences to re-engage shoppers who were previously unreachable, leading to a 30% uplift in sales and are excited to begin further testing into AMC.

Instore Media: We will focus on blending digital and in-store retail media through total commerce strategies. This involves connecting online efforts with physical in-store elements such as digital screens and scanning devices. This integrated approach will help Kimberly-Clark to create seamless consumer journeys, from awareness to purchase, improving brand resonance and driving higher household penetration.

Where we are today in Commerce, and where we want to get to (UK)

Unified Media Strategy: Our vision is to streamline Kimberly-Clark’s processes further by fully integrating media management and DSP campaigns across the UK, reducing complexity and increasing efficiency. The collaboration between OMG and Flywheel will allow us to deliver more unified, impactful strategies, and eliminate internal barriers to knowledge sharing, accelerating learning and boosting performance across UK markets.

By continuing to evolve these initiatives and harnessing the latest technology as one agency, we aim to deliver sustainable household penetration Kimberly-Clark in UK E-commerce.



Where we are today in Commerce, and where we want to get to (IT)

Flywheel partnered with K-C Italy in April, with a full-service scope, covering media and retail.

The strategy for Amazon has been focused on leveraging media to drive incremental growth, aiming to attract new-to-brand shoppers. Incrementality is critical as it drives the most significant opportunity for net sales value (NSV) growth by acquiring new customers and capturing market share from competitors, which is especially important for K-C's repeat-purchase brands.

We ensured the right ASINs were placed in the right spots at optimal times. Additionally, we reduced cost-per-click (CPC) at key times of day when competitors' budgets were exhausted, helping manage share of voice (SOV) and ensuring visibility for longer periods at a lower cost. By strategically managing the budget, we eliminated low-converting hours and shifted focus to high-conversion periods, thus driving increased sales and efficiency even with fewer overall impressions.

Regular weekly meetings ensure ongoing alignment, performance reviews, and updates on challenges and wins. Our monthly and quarterly business reviews provide detailed reports and roadmaps for upcoming initiatives, strengthening the partnership and improving a full integration with K-C's teams aiming to reduce their daily workload.

Amazon IT - Incrementality Obsession drives Market Share.

We have increased year-over-year sales by 27%, recovering from a 33% decline earlier in the partnership. Huggies saw a 147% increase in impressions, boosting market share ahead of Huggies Week. By increasing visibility and spending on non-branded terms, we saw a 45% rise in conversions. Combined with promotional efforts, this led to higher sales and a 22% month-on-month market share increase in August, the largest recorded.

Furthermore, our automation and proprietary placement targeting tools helped achieve optimal performance on media & retail KPIs. Leveraging long-tail keywords, we secured prime ad placements while reducing CPCs, leading to a +57% increase in non-branded share of voice (SOV) for diapers from April to August.

Monitoring competitor activity allows us to adapt swiftly, through our proprietary tools we constantly track where competitors are active and the ad formats they use. This approach allows us to conduct targeted competitor analyses and implement specific actions, keeping us aligned with auction trends and enabling us to shape our strategy to remain the most competitive player across each K-C category.

What's next?

Furthermore, full management of K-C's DSP campaigns, combined with an expansion across EMEA territories, will unlock even greater potential. This will not only harness the power of AMC data to strengthen collaboration through better understanding of consumer behaviour, but also eliminate internal barriers to knowledge sharing, accelerating learning and maximising efficiency across regions. A fully integrated media strategy can boost the purchase rate by up to four times compared to clients using only media or retail strategies.

Collaboration between OMG and Flywheel will allow us to deliver more unified, impactful strategies, and eliminate internal barriers to knowledge sharing, accelerating learning and boosting performance across Western Europe.

Technology at the Centre of Commerce Capability

Two proprietary technologies enable our approach and our teams: Omni and Flywheel Commerce Cloud (FCC). Omni unites data across experiences and teams. The Omni platform merges first-party and third-party data to enable a holistic understanding of the customer journey. This workflow allows effective collaboration across different Omnicom agencies and client teams.

Alongside Omni, Flywheel Commerce Cloud (FCC) provides real-time actionable retail insights across all major marketplaces and campaign automation for retail media activations. FCC manages tens of billions of dollars in product sales and billions of dollars in advertising spent annually across digital marketplaces. This proprietary tech stack provides the largest data set in E-commerce and empowers decision-making for brands large and small. In nascent markets where retailers are not integrated via API or managed service, we retain the reporting capability within Omnicom to build custom retail reporting solutions alongside our clients that meet the reporting criteria.

This technology stack provides differentiated value in several key areas:

1. Full-funnel integrated data:

Omni unites upper and lower funnel media and provides a workflow layer that integrates media, digital, and commerce teams at all stages of a brief & campaign. Uniting via a common taxonomy and measurement framework for each client allows us to provide truly integrated media and conversion management across all teams and touchpoints.

2. Clean room data, technology, and insights:

FCC is deeply integrated with all of the mainstream retail pureplay and omni-channel marketplaces globally. This integration enables deep real time consumer understanding. This major market, retailer deep integration enables our brand clients to rollout scaled, standard processes across their major execution markets.

As a specific example FCC query the Amazon Marketing Cloud (AMC) 5.9x more than any other agency or advertiser. We are an Amazon Co-Build Partner and over 300 of our team members are AMC- Certified. OMG's investment partnerships with retailers lead the industry in connecting offsite media with on-platform and in-store purchase activity for a complete omnichannel-closed loop approach to experience planning & retail media investment.

3. AI integrations:

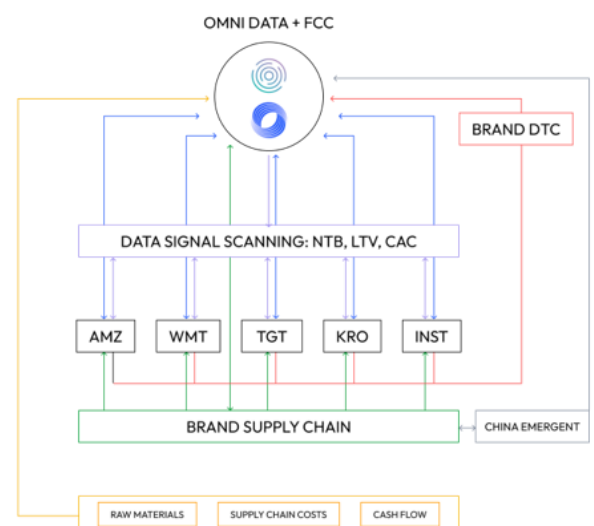
Omni Assist enables insights from structured and unstructured data through AI process development. AI-powered data-driven decisions will elevate and accelerate the development and execution of E-commerce strategy. FCC contains the largest proprietary dataset in the industry, which fuels AI-powered decisions.

4. Superior omnichannel shopper insights:

Omni also contains syndicated retail data from Nielsen, Circana, as well as housing our proprietary Retailer Intimacy Platform. These integrated tools enable true omnichannel insights and strategy for effective digital and physical retail activations.

5. Retailer beta opportunities:

Our innovation relationships with the largest retailers globally allow us first to access new features through platform partner alphas and betas. This has consistently delivered first mover advantage to our clients over the last 10 years.



Case Study: Converting Key Audiences at the Point of Sale for Huggies in Colombia

Background / Context:

In the competitive Colombian baby care market, Winny stands out as the leader with a 57.7% market share and a remarkable 83% advertising share of voice, becoming the preferred choice among parents. At the same time, private brands have started to gain ground, capturing 24.4% of the market with more affordable alternatives.

As a result, Huggies has faced a decline in its market share to 12.8%, suffering a 46% drop in sales and profitability. This situation reveals a growing gap between its perceived value and its cost, leading many parents to seek options offering quality at competitive prices.

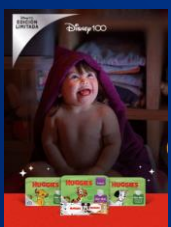
Strategy:

In response to this challenge, our strategy focused on expanding our customer base and increasing sales, prioritising improvements in profitability and competitiveness. To achieve this, we quickly adapted, aligning with various areas of Kimberly-Clark, such as Media, Marketing, Trade, and E-commerce, while also collaborating with other stakeholders (creative agency and retailers) under clear objectives and a collaborative work process. We knew we needed to capture more E-commerce sales, as E-commerce in Colombia in 2023 were growing at 10.8%, faster than North America (9.1%)! (Source: eMarketer)

Solution / Strategy:

We developed a Full Funnel Retail Media strategy that allowed us to connect with audiences at all stages of the sales funnel, using different formats in both e-tailers and social media and programmatic platforms.

Additionally, we sought to implement an omnichannel attribution analysis, enabling us to measure the impact of our actions in physical stores. We prioritised our objectives towards business indicators, optimising our campaigns weekly based on Sales and ROAS.



Amplify



In-app



Social Ads

Execution:

We utilised the "Disney 100 Years" campaign with Huggies-themed products, designing an execution that resonated with consumers throughout their buying journey.

1. Selection of e-tailers: We chose Rappi and Cencosud as the ideal channels based on their audience capabilities, advertising potential, reporting, and optimisation.
2. Definition of KPIs: We established key indicators focused on market share growth and incremental diaper sales.
3. Audience Segmentation: We targeted Huggies customers, non-Huggies diaper buyers, and parents of young children who do not purchase diapers.

From an organisational perspective, we created a workflow process that integrated the areas of Marketing, Media, Trade, and E-commerce within Kimberly-Clark, ensuring resources, budgets, and fluid communication with retailers for continuous optimisation.

Results:

6.43
ROAS

18%

Avg Market Share Increase
(Rappi +20% / Cencosud +14%)

Incremental Sales:

- **Rappi: +25% LaRebaja, +34.9% Éxito, +24.9% PriceSmart.**
- **Cencosud: +48% (online) +16% (On-Off).**

This comprehensive approach not only strengthened our market position but also laid the groundwork for sustainable long-term growth in a rapidly growing sales channel.

Case Study: Maximising Commerce to Complete The Consumer Journey with Andrex in the UK

Client testimonial: Scott Bodie, UK Digital Lead

Thank you for your support and leadership this year; it's been great to see the partnership develop across PHD, Tesco and K-C and your efforts in driving that have been instrumental. Winning this award showcases how far we have come in a short -time and we are continuing to push Tesco on their capability and roadmap. In my opinion, it's been a great example of how global and local teams can work together to push our capability forward and achieve results.

Background / Context:

Due to inflationary pressures, Andrex household penetration has been in decline for several years as consumers increasingly turned to on-promotion or with own label. This has made it challenging for a brand like Andrex to justify its price premium to shoppers who need to make every £ count.

Insight:

As a traditionally brand-led advertiser, Andrex wasn't playing in the 'performance' media space. But in the new battle for shoppers' grocery budgets in the toilet roll aisle, we needed to complement brand activity with something that worked harder at the bottom of the purchase funnel. That meant we needed to find new ways to best identify the shoppers who would be most likely to pay that little bit extra for a premium product.

Solution / Strategy:

To identify those audiences, we went straight to grocery purchase data and used real shopping behavioural insights to more tightly target relevant audiences, reduce wastage and drive more sales with a stronger return on media investment. OMG's partnerships with retailers allows us to access retail and trading insights, allowing us to identify more connected opportunities in the planning stages.

Execution:

We partnered with 4 key retail partners – Dunhumby, Nectar, Ocado and Amazon – to identify and build five audience segments that would be more likely to buy Andrex toilet roll based on their past purchase behaviour:

- Disloyal and lapsed category customers (who had bought Andrex before, and likely moved to discount brands)
- New to brand (who had never bought Andrex)
- Cross-brand (customers who were buying Kleenex or other non-category premium brands but not Andrex)
- Basket model lookalikes (shoppers most like existing Andrex customers, based on their basket content)
- & Shopping Cart abandoners (who had previously put Andrex in their basket but not purchased)

We served these audiences segments the most relevant products and messages across a variety of off-site media environments, away from the retailers' own websites/apps and where our target audiences spend most of their time, i.e. TV, VoD, Social and the open web.

Results:

This Omnichannel, multi-retailer approach was a huge success, driving cost-efficient, incremental sales and informing our future media strategy and digital planning approach.

- **Dunhumby-led media** activity consisting of targeted Social, VoD and Display brought 434k new customers to Andrex with the promise of £1.3m in further lifetime value beyond the campaign. Units sold grew +21% (vs. -3.5% avg. across competitors) while sales value generated was up +15.2% (vs. -39.2% category decline). Overall, Andrex contributed +£2.1m in category sales (vs. -£2.26m avg. contribution from competitors).
- **Video and Display activity** fuelled by Ocado data delivered an ROAS x5 higher than our target.
- **Sky AdSmart activity using Nectar 360 data** converted 28% of consumers exposed to the campaign into the brand, with 5.7% purchasing the specific product being advertised. More impressively, campaign exposure drove incremental sales of the specific product, with +9% unit sales uplift. This was significantly higher than the 0.9% spend uplift and 1.4% sales uplift for the total Andrex brand, demonstrating that the campaign was successful in drawing attention to the featured product.
- **Amazon Marketing Cloud:** new, highly relevant custom DSP audiences for Andrex boosted both conversion and efficiency. These included cart abandoners, those that had engaged with Andrex ads but not purchased, and audience segments based on previous purchase history. These Amazon audiences had 125% higher CTR, 20% higher conversion rate, 230% higher purchase rate and 243% higher ROAS than the built-in audiences.

Case Study: Driving Massive Success on Prime Day Through a Granular Campaign Approach and Agility in Brazil

Background / context: After winning the local Retail Media pitch in May, the Omnicom Media Group had less than a month to prepare for the Amazon Prime Day event (June 16–21). The inactive K-C Amazon account required the algorithm to relearn from scratch, posing a challenge as there was limited source data and the event itself was short. The goals were R\$ 3.5MM sellout via Ads and a ROAS of 5, with Huggies as the primary brand.

Solution / strategy: We employed a full-funnel approach on Amazon, analysing categories, SKUs, and competitors to develop a targeted strategy and optimise budget allocation. We focused on conversion formats, covering the entire funnel to guide shoppers towards conversion. Our audience mix included broad category shoppers and competitors' customers. Preparing for potential product shortages, we set up a granular structure to track SKU performance, enabling rapid decisions on which products to push, improving efficiency and profitability.

Execution: During the event, we operated a daily war room with key decision-makers from K-C and the agency. Real-time discussions with Amazon's team enabled agile adjustments. As the event kicked off, Sponsored Ads budget ran out quickly – our audience was active, and we wanted to maximise the interest. We shifted reallocated the post-event budget to Prime Day week, increasing ad coverage and competitiveness.

Results: Over the six-day campaign, we exceeded the Ads goal by 273%, reaching R\$ 9.7MM in sellout, and achieved a ROAS of 13.45, surpassing expectations by 269%, and setting a new benchmark for the company on Amazon.

Roles and responsibilities: OMG Brazil, powered by Flywheel, led the E-commerce strategy, retail media planning, creative development, execution, and real-time monitoring for data-driven optimisation.

Prime Day HUGGIES | **Baby, meet the new generation of diapers with advanced protection.**

Concept

We wanted to **maintain the concept** already established by the brand and adapt it for Prime Day. At the top of the funnel, we adapted it to promote Prime Day and its offers.

In the middle of the funnel, we present moments of product use and relationships with the brand's categories.

Product & Discount
Baby Moments
Portfolio Discovery
Segment by Category

We have provided **campaign assets** such as illustrations, titles, logos, and other elements to assist in visual composition.

Bebê, estamos juntos nessa.
Mais do que nunca
HUGGIES

Hora do banho muito divertida
com cabelos hidratados
HUGGIES Kids

HUGGIES Totalmente unida e feliz
HUGGIES Experimente
HUGGIES Kids Linha de banho

OMG — Omnicom Group — GS

Case Study: Maximizing Consumer Insights on Amazon by Removing Data Silos

Background / context: SC Johnson has been a shared client between OMG and Flywheel for several years, with close collaboration before the acquisition on ownership of activation between upper and lower funnel on Amazon. The responsibility for Amazon and Retail Media historically has been split between the agencies, with Flywheel managing on-site retail media and the OMG media agency owning programmatic/DSP budgets. Following the acquisition of Flywheel, we are able to provide a more integrated solution, aligning the technology and insights available between the upper and lower funnel campaigns by using Amazon Marketing Cloud.

Insight: Operating as separate agency entities led to a disconnect between understanding the overall path to purchase, as it was analyzed by separate teams using separate methods. This is largely due to how budgets were split between brand and trade activation at the client.

Solution / strategy: Following the acquisition of Flywheel, OMG and Flywheel were able to connect all Amazon reporting under one shared AMC instance, so that all data for upper and lower funnel sits in one place. This is only possible by aligning the technology and reporting with the client, OMG agency and Flywheel teams.

Execution: We launched our first Prime TV activation under the new ways of working, using retail, media and measurement strategies to illustrate and analyze shared brands within the EU4 to further strengthen the outcomes between Flywheel and OMG. Flywheel, as the largest user of AMC worldwide, were able to leverage their AMC reporting suite in Flywheel Commerce Cloud with the performance data from the brand campaigns.

Results:

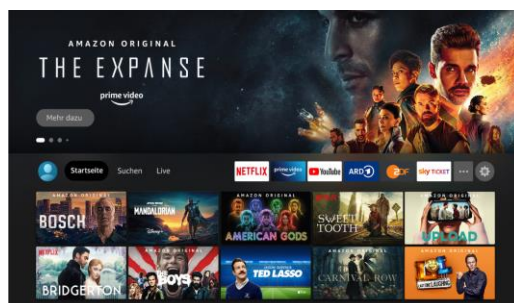
We achieved an improved understanding of the consumer path to purchase by connecting the insights from DSP and on-site search:

- **x67** user likelihood to convert after being exposed to all three ad types (search, display and Prime Video ad) vs just Amazon DSP
- **x4.62** user likelihood to convert after being exposed to all three ad types vs just Amazon Sponsored Ads

During the 23-day window that we invested in Prime Video, our campaigns held a variety of critical insight into the time and proximity to convert after first exposure. We found that time to convert differs significantly per ad unit. This insight is only available from connecting the onsite and offsite data together and running through AMC.

- 87% of conversions from customers exposed to sponsored ads came under 12 hours from first ad exposure
- 75% of conversions from customers exposed to Prime Video came 1+ days after first exposed

We are continuing to test new audience solutions and campaign insights to determine the right budget split and KPIs for retail media campaigns, to understand the consumer path to purchase, as well as meet client brand and trade objectives.



Social Commerce Case Study: Aveeno Secures Top-of-Mind Position in Maternity & Baby Category on RED in China

In China, the work that we do for our clients in Social Commerce has expanded from simply live streaming to more about the E2E journey on social platforms. From Brand/Product to Driving traffic to conversion on E-commerce platform. Or how we have Influencer content on social platforms to drive conversation.

Background / context:

As a global maternity and baby brand, Aveeno holds the No.1 position in brand recognition within the premium maternity and baby product line, and consistently leads the market and voice share in the baby care category. Notably, its core baby lotion has sold a total of 20 million units, while its premium facial cream sells one bottle every 48 seconds.

Challenges: Impacted by the overall decline in birth rates and a reduction in the number of new mothers, the brand's search volume on Xiaohongshu and Taobao has been continuously decreasing.

Constrained by a lower level of investment compared to competitors, coupled with the rise of domestic brands, Aveeno's brand awareness has been surpassed by its main competitors. Furthermore, competitors have taken the lead in the mindset of consumers seeking soothing and sensitive skin care products.

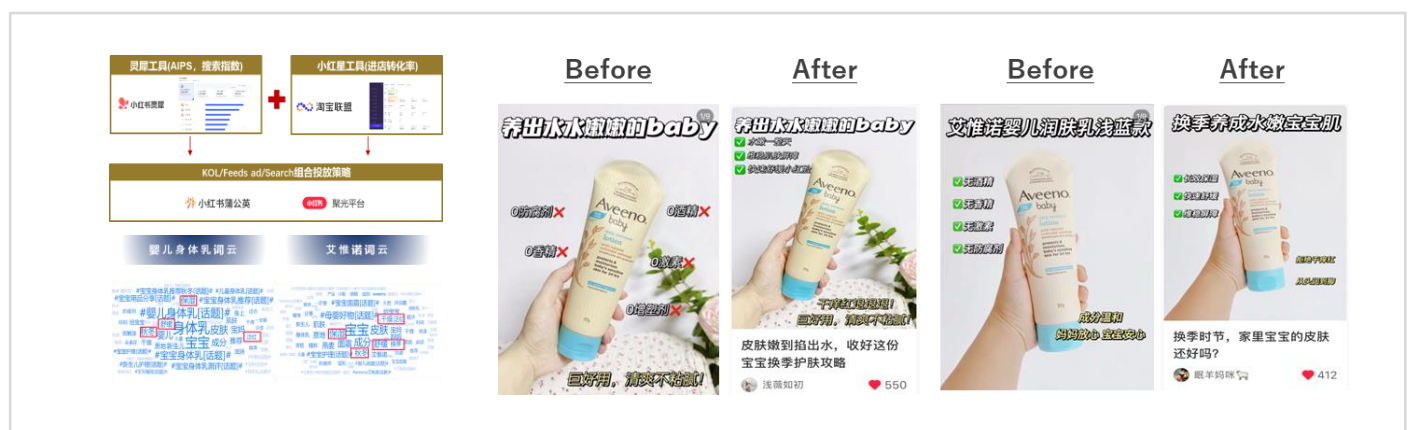
Solution / strategy:

Collaborating with the "Little Red Star" project and the "Lingxi" tool, we helped the AVEENO brand establish a seamless marketing chain from product introduction to traffic attraction and conversion, achieving a synergy between brand awareness and sales effectiveness. Leveraging "Lingxi's" insights into consumer demographics and data, as well as "Little Red Star's" insights into store visits on Tmall, and through a combination strategy of KFS (Key Focus Strategy) content matrix, we jointly explored a growth efficiency enhancement model to maximise promotional effectiveness.

1. Became one of the first maternity and baby brands to collaborate with the "Little Red Star" project and the "Lingxi" tool, jointly creating an off-platform conversion model to deeply explore and target precise consumer segments
2. To streamline core consumer segments and uncover potential refined groups
3. By gaining insights into changes in social media public opinion, we guided adjustments to note covers and utilised material AB TESTING to significantly enhance off-platform conversion rates

Results:

- No. 1 brand rank from Sept
- +27% brand search index on red vs. H1
- +135% conversion rate on EC platform



Data Intelligence Provide Real-time Social Tracking for K-C to Improve Brand Image and Better Understand Consumers' Pain Points

Background / Context:

Baby care market encounters the fierce competition in China, one of the most developed social commerce markets in the world. There are new brands, new products, and eye-catching social contents almost everyday. Therefore, as the leading brand in the category, it is crucial for K-CC to have the informative sense of social market, e.g. what is going on in the market, what do the consumers say about brands and products to help them understand their consumers, grasp the hottest topics in social commerce and ride on the trends of market, category and product.

Solution:

With our data intelligence capabilities, we developed three real-time monitoring and tracking dashboards on key social medias about Consumer Reviews, Social Listening and Social Contents.

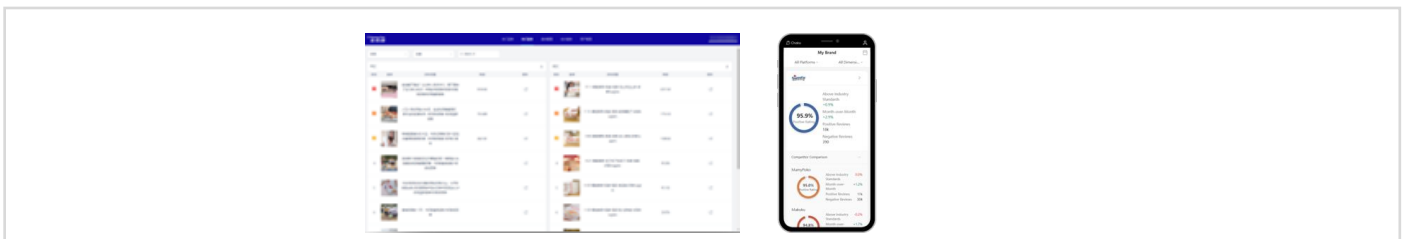
Consumer Reviews Dashboard: Flywheel with our powerful NLP capabilities monitored consumer comments from multiple dimensions, presenting the focuses of consumers on K-CC and competitors' products.

1. Dimensions of Measurement: brand ratings, product scenario, price, functions, design, texture etc.
2. Key KPIs: Positive Review Rate, Negative Review Count, Negative Review Index etc.

Social Listening dashboard: Through our algorithm, Flywheel tracked the social volume and sentiment of brand marketing and campaigns on key social media platforms (Red, Weibo, Douyin, Kuaishou, Wechat), presenting comparative analysis results from various dimensions.

Dimensions of Tracking: Popularity Trend, Search Trend, Related Keywords, Sentiment Tendency etc.

Content Hub: Flywheel consolidated massive amount of assets from different K-CC's agencies, facilitating all relevant teams to quickly understand the best-performing materials and assets. Together, it enhances the level of assets creation and the quality of brand's social contents.



Results:

Through over 10 million consumer reviews every year and continuously increasing social media contents, we helped the positive rate of Huggies have improved from 70% to 90%.

1. We helped marketing division to adjust media budget allocation based on our social discussion tracking comparing to competitors.
2. We provided timely alerts on negative publicity for brand image and marketing campaigns, as well as the hottest search keywords, topics and concepts on social media.
 - 10 millions+ consumer reviews
 - From 70% to 90% positive rates (Huggies)

After 4 years trustful and closely partnership in China market, our solution has been highly recognised and expanded in Indonesia, Korea, Australia, and Brazil markets recently.

Case Study: Global & Local Levelling Up Commerce for a Large Healthcare Brand

Case study: Our approach in action with a large consumer healthcare brand

Our initial brief was to advise our client on growth opportunities with Amazon US, aligned to a global ambition to reach \$2bn NSV in 3 years for E-commerce. Less than a month after this initial strategy support, the client was confident in the growth plan and felt the best way to achieve that was in partnership with Flywheel. We were awarded the brief to run their US Amazon business at that time.

In parallel, we initiated an engagement to design and implement their Salsify instance, which quickly evolved into a content creation scope. By mid-year 2019, we had expanded to EMEA, and in early 2020, we started to manage their Walmart and Instacart business in the US as well as several new markets globally.

With this global footprint, we shifted our thinking to how to scale learnings and best practices across markets and into emerging channels and nascent marketplaces globally.

To address this, we created a global support team to work alongside the client as a Centre of Excellence, much like we propose for K-C. This was in addition to the strong local teams delivering each market scope.

In this global capacity, we leveraged our deep understanding of the client, their competitors, and the domains they operated in to advise on a three-year global digital commerce strategy. This comprehensive review included an evaluation of their team structure, local and global capabilities, white spaces, and right to win. It laid out their growth trajectory, a bridge to achieve that growth, and the current risks to the business. This strategy helped ensure the markets were laser-focused on what they needed to do to win.

Today, we work with over 30 markets on all the major retailer platforms. Digital commerce's contribution to total business growth has accelerated, with all lead markets we manage meeting or exceeding their 2025 digital penetration ambitions.

Results in key markets include:

Brazil: Over the last two years, we led an initiative delivering the go-to-market plan for Brazil, which established business fundamentals like price pack architecture, supply chain setup, media budgeting, and content creation.

In 2024, the total SCOGS are up 52% YoY (+31% vs. client's expectations), with a paid search ROAS improvement of 40%. Key contributors to this success include fierce advocacy with our retailer partners as they invest in consumer penetration locally, a comprehensive "metail" approach to planning and execution and precise execution of media to optimise for effectiveness while improving efficiency.

United States: Today, we manage six marketplace partners for this client. Over the last five years, we have transformed their organisation by bringing together the critical elements of commerce: content, sales, and media. Our teams operate as a single commerce team, leveraging every lever at their disposal to drive sales efficiently.

In the last two years, we have delivered double-digit growth and are pacing to double the business on Amazon in 2024. In addition to delivering sales growth, we have improved media efficiency by, on average, 10% YoY and improved NTB sales by 236%. Through our content support, we have increased the volume of delivered content by 46% versus the previous agency and reduced the cost to deliver content by 23%. Lastly, our catalog experts have partnered with the media and content teams to improve Walmart's organic rank on page one by 81%.

United Kingdom: After an RFP versus their media agency of record, we were awarded the pure play and omnichannel E-commerce business. We have mirrored the same model from the US where we bring together content and sales support to drive the best possible outcome for this client. Some key wins in the UK include the mitigation of over £3M in lost sales through brand protection efforts and double and triple-digit growth across their priority categories.

Thank You!