

Story #1 Kimberly-Clark

'Innovative ideas by caring people'

Stories that make you look twice

One of a series of stories looking at employer branding from a fresh perspective.




MARKETING


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 **Kimberly-Clark**
Innovative ideas by caring people

 **Kleenex**
BRAND

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*Research has found that Australian workers are seriously disengaged. The Gallup study found that six in 10 workers are not engaged with their job or employer, while 16% are actively disengaged.**

*2013 State of the Global workplace, Gallup

Would employees fit in an environment that really cares about the products it manufactures, empathises with the end user and embraces innovation? Could an employee 'belong' at Kimberly-Clark? The company needed to optimize its chances of attracting unique, inventive talent to help its bid to change the world for the better and to enhance customers' health, hygiene and well-being. So, how did Kimberly-Clark cut through to this talent?



**Product/Organisation type
/Business**

Health and Hygiene

Positioning

By authenticating the employer value proposition to underpin appealing content ideas, designed to resonate with job seekers who were the right fit, Kimberly-Clark found innovative people who actually care. Kimberly-Clark optimized its chances of attracting unique, inventive talent that shared their belief to change the world for the better and to enhance customers' health, hygiene and well-being.



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Kimberly-Clark Australia and New Zealand

Latest News

Huggies launches parenting lifestyle TV show in NZ
Huggies® Brand is proud to present a new TV program Huggies Mums & Bubs in New Zealand.

Dow Jones ranks Kimberly-Clark No. 1
Dow Jones Sustainability World Index ranks Kimberly-Clark no. 1 in personal products industry for third consecutive year.

[News Archive](#)

Caring for Our Environment



How is Kimberly-Clark reducing its environment footprint? Learn the real story behind forestry, disposable nappies and much more.

Careers



Do you belong with us at Kimberly-Clark? Find out what it's like to work here, why our employees stay so long, and what jobs are available.



Caring

Kimberly-Clark Australia & New Zealand makes, markets and sells market-leading health and hygiene products.

Our values of care and innovation drive all that we do, from our brands to the way we treat our employees, our customers, our community and our environment.



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Target Audience

Thoughtful, inventive, caring and passionate individuals across all ages who want to become part of the Kimberly-Clark family and be the best they can be for customers, the end users.

Website design built with digital interactive experiences

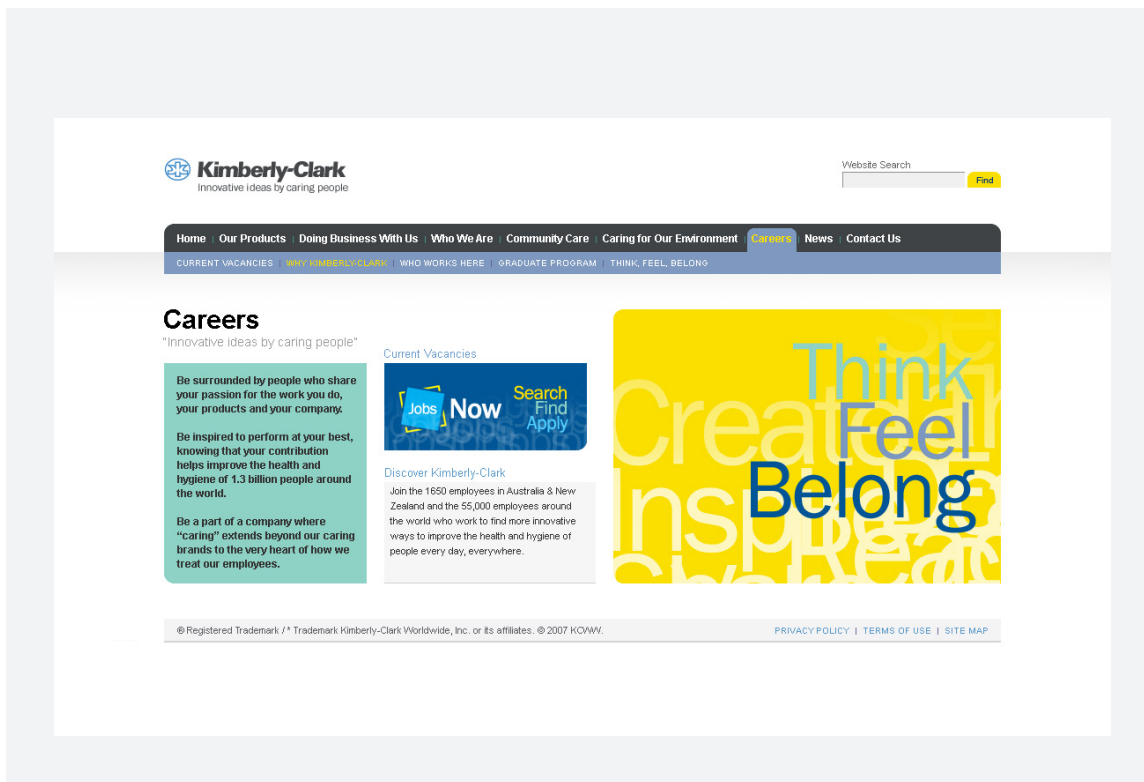


Our communications strategy

Working with eBrands, Kimberly-Clark discovered what made people proud to work there. eBrands learnt that everyone felt 'innovation' and 'care' were widespread throughout the company. Innovation and care in the way products were continuously developed and produced; the way employees treated each other, the way Kimberly-Clark's brands had a unique opportunity to touch people's lives through their use, and in the way it considered its impact on the environment. Community is the company. This is who Kimberly-Clark is.

A powerful Employee Value Proposition (EVP) reflected by the tag line 'Innovative ideas by caring people' reflected the inventive character of the company and the caring nature at the heart of each employee.

Household name brands exposed to over a billion people around the world.



Website design with digital interactive experiences

eBrands expertise on this project

- eBrands created a compelling employer value proposition
- Employer brand identity
- Print and electronic communications
- 3-D animation
- Digital interactive experiences
- A voice to help achieve the company's vision for its employees.

More stories for another day:

Hitachi Construction Machinery

SunRice

Pharmaceutical and Medical Professionals

Coca-Cola Amatil

Crossmark

BAT

Tip Top



If this piques your interest, contact Mark at eBrands and ask him to send you one of our stories.

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