



Kimberly-Clark

Kimberly-Clark Anniversary Week

Creative concepts of the events
devoted to the company's anniversary



Concept 1

Twenty years in one week

20 years in 1 week

Idea



The year 2016 marks 20 years since Kimberly-Clark opened its first representation office in Eastern Europe.

During two decades of the company's presence in the region it managed not only to grow and develop itself, but also contribute to development of the entire Russian economy and – later – the economy of Ukraine and Kazakhstan, becoming a part of lives of these countries' citizens.

There's been a lot of significant events both in life of the company and in the world. But Kimberly-Clark products have always been by the side of customers, giving confidence and sense of comfort.

To assess how long Kimberly-Clark has been changing our lives for the better, the staff of the company have a week to travel back in time and remember what the past 20 years were like. Major symbols of different epochs, key moments in the history of the company and main global events – let's take a look back...



20 years in 1 week

Title and logo

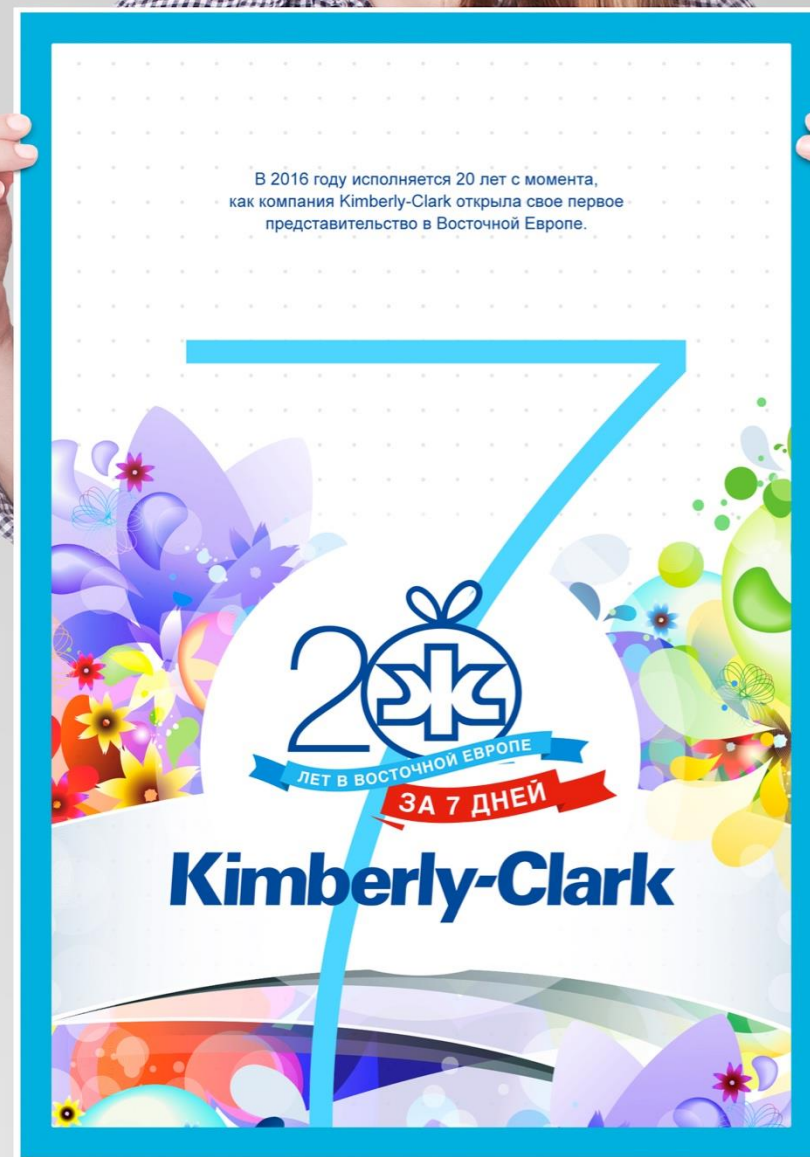


Kimberly-Clark



20 years in 1 week

Key visual



20 years in 1 week
Design



20 years in 1 week

Direct mail



Magnet



20 years in 1 week

Event Mechanics

*Office in Moscow
Office in Kyiv
Office in Kazakhstan
A plant for the production
of personal care products
in Stupino

Staff of four Kimberly-Clark enterprises in Eastern European Region* will have a chance to remember the most remarkable events in the history of the company (and not only them) in one week.

Five working days of the anniversary week will be divided into 3 topical units, and each of them will be devoted to a certain epoch:

- Monday and Tuesday will be marked with the slogan "**Glorious 90's**",
- Wednesday and Thursday – "**Active 2000's**",
- Friday will be devoted to "**Bright days of our time**".

Every day staff will witness topical activities and vivid decorations that will help them to make a real time travel.



20 years in 1 week

Announcement Campaign

*Postcards will contain consistent conceptual elements and intrigue slogans ("20 years is... 800 professionals).

**Could be implemented in the form of bumpers on the screens

The announcement campaign will let to involve staff of three countries into the process of preparing for anniversary events and will attract their attention to the forthcoming celebration.

- 2 months before the week all staff will start receiving **teaser postcards** – the first one will be designed in the style of an insert to "Love is..." bubble gum which was popular in the 90's, the second – in the style of MTV logo, and the third – in the shape of an iPhone screen*.
- A few times a week staff will be sent short **video clips with memories of their colleagues** about their work in the company (for example, memories of specialists of the Stupino plant about their first working day, or the most lively recollection of the head of Kyiv office).
- A month before the week conceptual **informational posters**** will appear in the offices not only to inform staff about the forthcoming event, but to create an appropriate atmosphere too.
- A week before the event staff will receive **letters with general programme of the anniversary week**. We'll also ask them to send their photos made in 1990's and 2000's (they will be required for staging activities).



20 years in 1 week

Office Décor: *Glorious 90's*

*Postcards will contain consistent conceptual elements and intrigue slogans ("20 years is... 800 professionals).

**Could be implemented in the form of bumpers on the screens

The atmosphere of every epoch during the anniversary week will be created by conceptual decoration of Kimberly-Clark offices.

- **Office-managers at the reception** will meet staff with bright images of that epoch – multicolored plastic beads, bandanas, and T-shirts with prints of rock groups of that time.
- **Promo videos** of products of the 90's will be shown on the screens all day.
- In the morning, during the lunch hour and in the end of the working day **hits** of 20 years ago will be heard and **videos** of popular musicians of that epoch will be shown.
- There's a "**moodboard of the epoch**" – a magnetic (or pin) board with photos of symbols of the 90's. Staff will be able to add their associations to the collection.



20 years in 1 week

Office Décor: *Glorious 90's*



20 years in 1 week

Office Décor: *Active 2000's*

Decoration of the offices will be changed on Wednesday, and Kimberly-Clark staff will move to the new epoch:

- At the reception office managers wearing **plush sport suits** will remind about the main trend of the early 2000's.
- **Promo videos** of Kimberly-Clark production and slide show with prints of the 2000's will be shown on the screens of the offices.
- **Videos and songs** by Spice Girls and Igor Nikolayev will give way to Britney Spears and Glukoza.
- **"Moodboard of the epoch"** will be designed in the form of a TV-screen where MTV channel will be broadcasted, and images of the main symbols of the 90's will be replaced by playbills of Harry Potter films and nostalgic photos of old Nokia mobile phones.



Lab tested
for cushiony softness




20 years in 1 week

Office Décor: *Bright days of our time*

On Friday the offices will transform again, and Kimberly-Clark staff will be back to our time.

- Office managers at the reception will appear in **fashionable modern images** – they will hold **monopods** in their hands to make selfies with all the volunteers.
- **Modern promo videos and Kimberly-Clark prints** will be shown on the screens.
- **Hits of our days** (from Santa Lucia to Chandelier) will be heard from loudspeakers.
- **“Moodboard of the epoch”** will change again and will be filled with photos of Lady Gaga, Gorky Park and views of today’s Moscow, Kyiv and Almaty.





Concept 1

Twenty years in one week

Anniversary Week Activities

20 years in 1 week

Anniversary Week Activities

During the whole week staff will be able to take part in different activities. They will receive points for participation and victory in competitions and quizzes. At the end of the week the winners will be defined, and their names will be announced at the final event. The winners will receive thematic prizes.



Selfie competition

Accessories and vivid properties for making photo in accordance with every epoch (colorful wigs, club shutter glasses, false moustache and so on) will appear in the offices. During the day staff will be able to make selfie in a conceptual image. Then all the selfies will be published on Kimberly-Clark internal resource, and staff will vote to choose the best photo.



Online quiz for knowledge of the epoch

Staff will have to answer a few questions about the history of the company and the global events.

*Where did the Olympic Games take place in the year when a Kimberly-Clark plant in Moscow-area Stupino was opened?
The answer: Vancouver*



20 years in 1 week

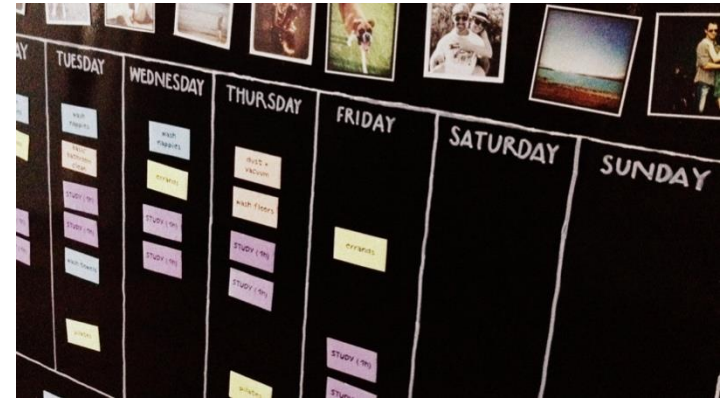
Anniversary Week Activities

*Or thematic accessories



Costume competition

Staff can show their fantasy and come to the office wearing thematic costumes*. There'll be announced a voting for the best image on the internal resource – staff will choose the winner of every epoch themselves.



Post conundrums

Every day staff members are sent codified messages with a task. For example, a phrase "bring a plush toy to the office tomorrow" codified with the help of the Morse alphabet. Those who think the message out and fulfill the task will get thematic prizes. All the messages are codified differently.



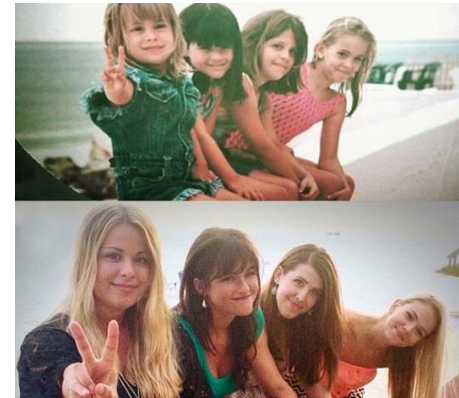
20 years in 1 week

Anniversary Week Activities



Virtual card

Staff of all the offices will have a chance to congratulate their colleagues from other cities. Therefore they will make a collective card, i.e. make a group photo (or a video), write congratulations and send them to their colleagues from another office. The card will be sent to all the staff of this office and then will appear on the screens.



"Me 20 years ago" competition

The competition of photos of different epochs sent by staff within the announcing campaign will be held in the offices (or on the online resource). The task of participants is to guess all the colleagues by their photos.



20 years in 1 week

Anniversary Week Activities



City evolution

Staff members of every office will be able to take part in a creative relay: on Monday they will be sent 20 year old photos of several city objects. Their task is to find these objects now and to make pictures of them.



True or false

The online quiz for true experts of Kimberly-Clark history. A fact about the company appears on the screen. The participants are suggested to guess whether it's true or false.

Pull up diapers for children were invented by Kimberly-Clark.

True

False



20 years in 1 week

Anniversary Week Activities

*The form of online meetings will let involve maximum staff from all the Kimberly-Clark offices



Online meetings* with representatives of the “golden fund”

Every day all the offices will hold online meetings with the staff of Kimberly-Clark that have been working for 20 years already. They will share their memories with colleagues, will tell how the company changed during these years and answer the questions of those who haven't worked in the company that long, but aim at it.



Master classes with the directorship

How to improve efficiency of the personnel? How do corporate values help staff? How to learn to listen to the customer? All those willing will have a chance to learn the answers for these and many other questions from the directorship of the company during online master classes held in the end or in the beginning of the working day.



20 years in 1 week

Final Event

In the last working day of Kimberly-Clark anniversary week the **final meeting of all the offices** will be held.

The meeting will be organized in the form of an **online conference**: all the offices will gather in their meeting rooms so that they'll be able to see each other on the screens in real-time mode.

A **celebratory buffet dinner** that will combine significant products of all three epochs – from Coca-Cola and Dr. Pepper to sushi and pizza – will be organized for the participants of the final event .

The executives of the company will congratulate everybody with the anniversary of Kimberly-Clark once more, sum up the previous week and award the winners of the competitions and quizzes.

The arrival of similar **cakes** with Kimberly-Clark logo and twenty candles to every office will be a high point. Staff will simultaneously blow the candles and congratulate each other one more time.

20 years – it's just the beginning!



20 years in 1 week

*Promotions for the clients of the company

*Optional

The clients of the company can also take part in celebrating the anniversary of Kimberly-Clark.

- Office guests that come for meetings during the anniversary week will get keepsakes – branded **pens in velvet cases**.
- The clients of the company will have a chance to leave their mark in its history and share their memories about their cooperation with Kimberly-Clark – they will write **congratulation notes to the offices** that will be sent to every employee.
- One day of the anniversary week the game **“What? Where? When?”** devoted to the last 20 years will be held in the offices. The questions for staff will be prepared by the clients of Kimberly-Clark.



20 years in 1 week

Thematic presents



"Taste of the Epoch" set

The winners of the competitions will get branded sets with symbols of one of three epochs: "Glorious 90's" – "Love is..." bubble gum, Dr. Pepper, a "Rainbow" toy, a bandana and Tetris; "Active 2000's" – a book about Harry Potter and a disc with the best songs of the decade; or "Bright days of our time" – an eco bag for shopping, a monopod and a thermocup for coffee.



Set of cards with advertisement of Kimberly-Clark production

A set of beautiful postcards with classic images and the best promo prints of the last 20 years.



Kimberly-Clark Photo album

A branded photo album already containing a few photos made during the anniversary week, so the one who gets such a present will just continue their photo story.



20 years in 1 week

Thematic presents



Table clock

Stylish clock with the logo of the company will always remind that Kimberly-Clark production changes every day and every minute for the better.



Plush pillow

A soft pillow in the form of one of the main Kimberly-Clark symbols will give you true comfort.



Artist built dispenser for napkins

A stylish present for those who appreciate modern design.





Concept 2

Kimberly-Clark Record Week

Kimberly-Clark Record Week

Idea



20 years of Kimberly-Clark's presence in Eastern Europe is a history of records and achievements, that can be sensed by every staff member of the company. It's what our project "Kimberly-Clark Record Week" held under the slogan "Leave your mark in the history of Kimberly-Clark" targets. This project should not only make the 20th anniversary of the company bright and unforgettable, but also encourage cooperation of staff from different countries in achieving their common goals.



Kimberly-Clark Record Week

The title and the logo



Kimberly-Clark Record Week

Event Mechanics

*Office in Moscow
Office in Kyiv
Office in Kazakhstan
A plant for the production
of personal care products
in Stupino

During all the Kimberly-Clark Record Week staff members of all the offices* will benefit from the programme enriched by interesting competitions and quizzes.

- Monday. Day 1. The opening of the Record Week. Workshops on relevant topics with the directorship.
- Tuesday. Day 2. Social promotion.
- Wednesday. Day 3. Meetings with the "old stagers" of the company.
- Thursday. Day 4. Welcome Day in the company.
- Friday. Day 5. Closing of the "Record Week". – Winners Award ceremony.



Kimberly-Clark Record Week

Announcement Campaign

The announcement campaign starts two months before the "Record Week".

During these two months staff of all the offices are regularly sent colorfully designed art drawings within the project "100 facts about Kimberly-Clark".

A series of creative competitions and quizzes forming celebrative mood and united by the topic of the company's history is simultaneously held in all the offices of the region.

All the events are covered in the intranet and corporate mail.

The events may start and close regardless of the end of the previous one.



Kimberly-Clark Record Week

Announcement Campaign

Competition for the title of “The best”

A voting among the staff for the title of “The best” starts up in the intranet – a corporate network – in the following nominations:

- The most experienced
- The smartest
- The most responsible
- The most active
- The most efficient
- The most creative
- The most compassionate
- The kindest
- The most quick-witted
- The most cheerful

The competition for the title of “The best” lasts 3 weeks.



Kimberly-Clark Record Week Announcement Campaign

“The most creative department” competition.



*The most creative department gets a present from the company – a deposit for 20 thousand rubles in one of the restaurants.

“The most creative department” competition consists of 3 stages:

1. The best picture on the topic “Kimberly-Clark is 20” which is destined to decorate the official printed publications of the company.
2. The best photo on the topic “Kimberly-Clark is 20” which is destined to decorate the official printed publications of the company.
3. The best video on the topic “Kimberly-Clark is 20” which is destined to be uploaded to the homepage of the corporate network.

Both staff and their children can take part in the competition.

The winners are decided by public (online) voting and by the expert (the company’s executives).

“The most creative department” competition lasts 3 weeks.



Kimberly-Clark Record Week

Announcement Campaign

“The best poem” competition.

*The best poem will be published on Kimberly-Clark website . Besides, the winner is awarded a special prize – an adventure gift.

That is the contest on the most creative installation of an anniversary logo of Kimberly-Clark company (using number 20).

Photos or videos are uploaded to the corporate network – the intranet.

The winners are decided by public (online) voting and by the expert jury (the company’s executives).

“The most creative logo” competition lasts 1 week.



Kimberly-Clark Record Week

Announcement Campaign

“The most creative logo” competition.

*The best work will appear on the official website for a week. Besides, the winners will get an additional keepsake – a Labrador statuette.

The competition on the best poem about what and how Kimberly-Clark changed for the better in lives of every person and in the region in general for 20 years.

Both staff themselves and their children can take part in the competition.

The poems are uploaded to the corporate network – the intranet.

The winners are decided by public (online) voting and by the expert jury (the company’s executives).

“The best poem” competition lasts 3 weeks.



Kimberly-Clark Record Week

Announcement Campaign

“Product of the future” competition.

*The winning department gets the X-box, 2 joysticks and a TV set as a present.



There starts a competition between the departments of all the offices on creating some absolutely new product or advancing already existing one, including its design.

“The product of the future” (concept) could be presented either as an outline or a finished model.

Photos or videos are uploaded to the corporate network – the intranet. The winners are decided by public (online) voting and by the expert jury (the company’s executives).

“The product of the future” competition starts at the beginning of the campaign and lasts 2 months.



Kimberly-Clark Record Week Announcement Campaign "The most creative logo" competition.

*The winners get an additional day off that they can use whenever they want. The only condition is that the days off should not coincide.

Before the quest starts the number of players from every office is defined.

Then every participant gets logical tasks online. For example, to find something in the office or outside. Every task is logically connected with the previous one and leads to the solution. It is obligatory that number 20 figures in everyday tasks. In every city there're its own sights which could be connected with one of the tasks.

Optionally the detective could be organized so that staff from different cities cooperate. For example, they could put their tasks together and solve the case. In the end of the last task staff get a key code for a safe where the prize – a present from the company – lies.

"Searching for a key" quest lasts 2 weeks.



Kimberly-Clark Record Week

Announcement Campaign

Closing



Kimberly-Clark



In the end of the announcement campaign, after two months, the "Kimberly-Clark Record Book" is published on the base of the collected material (and the content of "100 facts about Kimberly-Clark").

The book of records also contains the best photos, videos, pictures, poems, the most remarkable facts about the company and visiting cards of the staff who won in the nominations.



Kimberly-Clark Record Week

T-shirt promo



Kimberly-Clark Record Week

Design



Kimberly-Clark Record Week

Design



Kimberly-Clark Record Week

Design





Concept 2

Kimberly-Clark Record Week

Anniversary Week Activities

Kimberly-Clark Record Week

Day 1. Opening.

The first day will start with the online broadcasting of a speech by Aaron Powell. He will congratulate all the staff with the 20th anniversary and announce the opening of the “Kimberly-Clark Record Week”.

Then he’ll give the floor to heads of every office of the Eastern European region.

Afterwards, in time remaining, the heads will hold **workshops** for their staff on relevant topics – leadership, time management, art of persuasion, art of sales, and so on.

It is optional for managers to hold workshops not for their office but for the “neighboring” one. It will let unite staff from different countries even better.



Kimberly-Clark Record Week

Day 2. Social promotion.

The second day of the "Kimberly-Clark Record Week" will be devoted to corporate social responsibility.

Staff will set trees or take part in building a playground for an orphan home within this social promotion.

All the events will be uploaded to the intranet in the form of photos and videos.



Kimberly-Clark Record Week

Day 3. "Old stagers" of the company.

The third day of the "Kimberly-Clark Record Week" will be devoted to meetings with "old stagers" of the company.

"Old stagers" will share their memories about their first day in the company, the most interesting, the most unusual or just the funniest thing that happened to them while working with the staff.

The most interesting meetings with "legends" of the company could be broadcasted to other offices as well.



Kimberly-Clark Record Week

Day 4. A Welcome Day.

* The presenter asks questions with answers given during the whole event. The winners of the quiz get keepsakes from the company.

The fourth day of the “Kimberly-Clark Record Week” will be a Welcome Day where the clients of the company and students of profession-oriented universities are invited.

Guests of a Welcome Day will have several hours to visit some useful and educational events devoted to various dimensions of the company’s activities.

The invited guests will have a chance not only to learn a lot of new and interesting facts about Kimberly-Clark, its prospects of development and usage of new technologies, but to observe the process of manufacturing (a plant in Stupino) itself. After the trip around the company guests will be able to take part in a quiz*.

In the end the head of the office will address a meeting. He will tell what qualities an applicant should possess to complete an internship successfully (for students) and to get to the staff of the company.



Kimberly-Clark Record Week

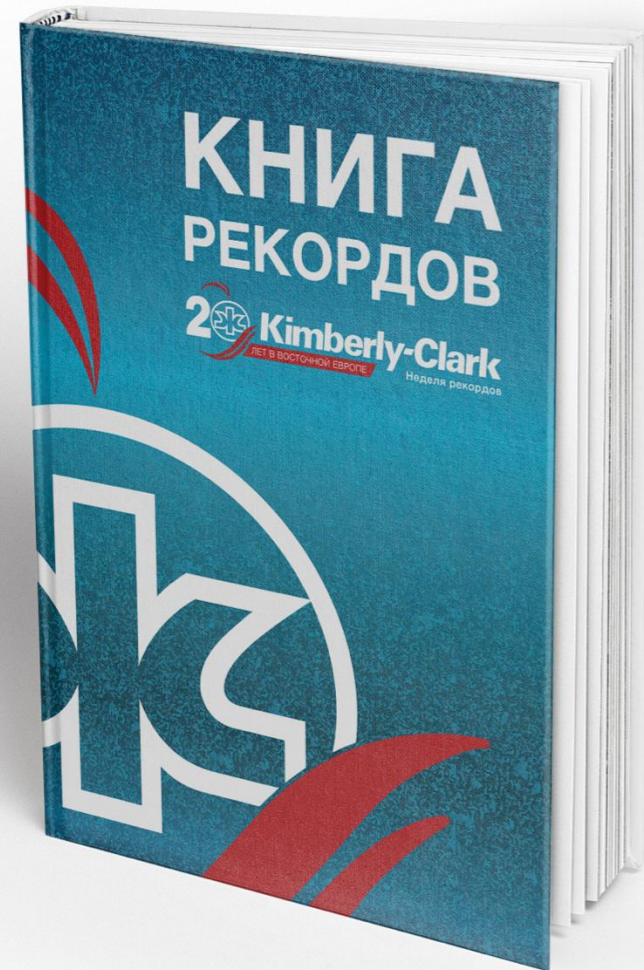
Day 5. Closing.

The fifth day of the “Kimberly-Clark Record Week” becomes a logical final of all the previous activities.

Names of the best staff are announced, the authors of the most impressive works and poems are awarded, and the “Kimberly-Clark Record Book” is presented.

Aaron Powell will congratulate everybody with the 20th anniversary in the form of the online broadcast, he will give a ceremonial speech about solidarity of a big staff of the company and will announce the end of the “Kimberly-Clark Record Week”.

In the end every office will present a music band that will play a song of their own composition about the company in the form of the online conference.



Kimberly-Clark Record Week

Additional competitions and quizzes.

* Pattern questions for the quiz:

- The longest toilet roll (metres)?

4.20 / 1.60 / 2.96 / 3.20

- Which year was the first stone of the plant in Stupino laid?

2008 2007

2009 2010

- Cut out brands not included in KC

Kotex/Kleenex/Libero/Depe

nd
Huggies/Scott/Libresse/Pois

e/
Andrex/Pull-ups

** Patterns of proverbs:

- Health is secure where life is pure

- The one who's neat is nice to meet

- Purity is the best beauty

Apart from the activities held during the period of the events mentioned above (including the announcing campaign) carrying additional competitions and quizzes is possible:

Online blitz quiz* "100 facts about Kimberly-Clark" is held between the offices.

A creative competition on making **motivating proverbs**** about hygiene and health.



Kimberly-Clark Record Week

Thematic Gifts



Deposit for 20 thousand rubles

The most creative department gets a present from the company – a deposit in one of the restaurants.



Adventure gift

It will leave an unforgettable experience that you'll recall all your life.



Labrador statuette

The main symbol of the company will remind you about your victory and will become a presentable decoration of the desk.



Kimberly-Clark Record Week

Thematic Gifts



Play Station

The one who can work hard should know how to rest.



Additional Day-off

It's always a holiday. You can spend this day with your family and do something you've been putting off for a long time.



Design dispenser for napkins

A stylish present for those who appreciate modern design.



Kimberly-Clark Record Week

Thematic Gifts



Chocolate mug

Sweet teeth also take part in competitions.



Bottle of wine aged 20 years

A prize for those who like something stiff.



A set of 20 wineglasses

A present for the entire department.





Thank you
For your attention!