

Huggies® Love the Joyride marketing campaign



Over the recent years Huggies® has worked on better connecting and truly understanding moms through their communication and superior product offerings. As a result they are closing the gap to market leadership in the disposable diaper category with only 2.9 %* difference between them and the category's leading brand. Huggies® does not expect anything different this year because in August; they embark on their new marketing campaign, Love the Joyride.

The Huggies® Love the Joyride communication idea was conceptualised through the global Kimberly Clark Integrated Marketing Process (IMP). This is a process that ensures consistency of messages and the complementary use of media. The communication idea of Love the Joyride was used to bring the Huggies® marketing idea to life.