



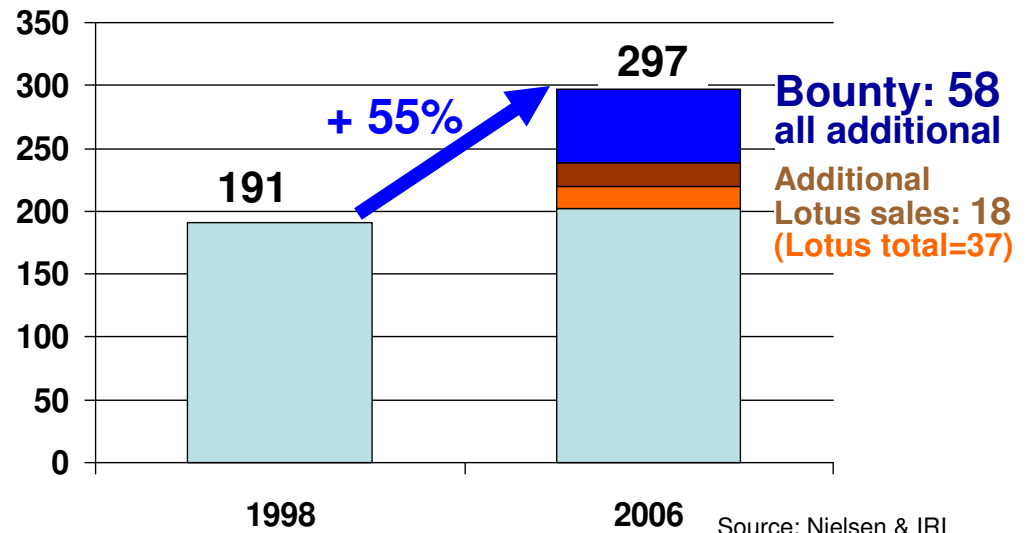
# How Bounty Step-Changed Paper Towel Category in the UK



# Overview Bounty UK Effect

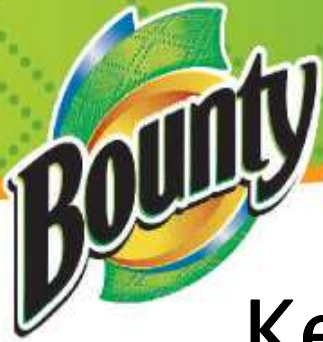
- Since the introduction of Bounty in the UK in 1999, the category has grown by more than 55% (1998 to 2006)
- All turnover from Bounty came on top of the existing category

UK Towels category value (M£)



	<u>At Bounty Launch</u>	<u>Past 12 months</u>
Category Value	191 M£	297 M £
Bounty Value	0	58 M £

Source: Nielsen & IRI



## Key success Drivers Bounty UK

- Superior product technology that allows for additional usage occasions (task expansion)
- Strong TV campaign with heavy support
  - Bounty's Tough Housewives creative execution has won the IPA award for Advertising Effectiveness.



## The Results

- Paper Towels today are used much broader than in the 90's.
- The percentage of Paper Towel usage for specific tasks like cleaning inside oven, cleaning appliance surface, cleaning bathroom Sink/Tub increased between 60% and 900%



## The Results (ctd)

- Additional turnover of 127MM £ for the trade