

Breakdown your favorite or least favorite advertisement / campaign. Discuss its execution and strategy. Did the message come across fluidly? How might you improve it?

On March 16, 2010, the Kimberly-Clark Corporation launched the U by Kotex campaign that redesigned feminine products forever. According to the press release, U by Kotex is “an innovative feminine care solution that offers bold new packaging, feminine product design and empowers women to change the conversation surrounding women’s health.” The campaign has worked throughout the last couple of years to normalize the topic of menstruation. U by Kotex is a brand-loyal business and focuses on informing the population of women between 14-22 years old through a sarcastic tone that draws a line between humor and sounding educational (2013).

U by Kotex includes several installments that air on television and YouTube in order to discuss the issues that surround the taboos of vaginas and menstruation. The brand’s very interactive website allows consumers not only to explore, purchase, and sample their products, but also to participate in conversations that humanize menstruation. The campaign welcomes women to speak freely through their forum and ask questions that range from, “Why is menstruation deemed “gross” and “disgusting”? Why is something is natural and healthy looked down upon?” to “Do tampons hurt?”

The most effective part of the campaign is the social action motivation that it has instilled within women. Through *The Generation Know* effort, women are working on projects that “address ‘vaginal health myths’ such as the idea that using tampons means girls lose their virginity, or that the products can get lost in their bodies” (2013). To add to this very thorough campaign, it would be interesting to discover male perspective and opinions on menstruation. The social action component of the campaign should explore more about the misconceptions about periods that men have and where some of their views stem from to add more depth to the conversation.