

helping babies become big kids

Disposable training pants story

In the 1980s, Kimberly-Clark researchers discovered through several focus groups that parents were frustrated with the toilet training process. As researchers probed more they discovered that toilet training was a major life stage for children. It separated babies from big kids. At the time, parents were already nurturing and supporting that life stage by using cloth training pants, which pulled off and on like underwear. The children were happy, but the cloth training pants were quite messy, and that made the parents unhappy.



The researchers at K-C had an idea, but first they would need to validate their hunches. They began collaborating with pediatricians and child psychologists to better understand the life stage and emotional issues associated with potty training. More specific research was conducted with consumers. As an extra bonus, the researchers learned that by reducing the frustration felt by parents, it would

reduce a source of anxiety felt by kids.

The disposable training pants idea was validated. Parents wanted a product that a child entering this life stage would associate with "big kid" underwear, and that parents would also embrace as having the convenience, practicality and performance of a diaper. All the pieces were in place - K-C knew how to make, market and sell diapers. But, wait a minute! The market potential wasn't in diapers. Parents didn't want to perpetuate the diapering stage. How could they make this product different?

K-C Creates Disposable Training Pants Category

Through extensive research K-C knew that this could not be an extension of diapers. It had to be Big Kid pants - a phrase accepted from coast to coast to define, even in the minds of young two-year-olds, the positive emotions of this age.

New-found confidence and independence arising from pride in accomplishment are associated with 2-year olds so the name of this new product had to reflect these attributes. Since kids can pull training pants up and down by themselves, K-C created the name Pull-Ups. They also discovered that kids define their experience as "I'm a big kid now." So we trademarked the whole line and adopted it as the primary positioning of the new brand.

I'm a
big kid
now!®

National Roll Out and Educational Campaign

K-C knew it had a winner on its hands. They didn't want to simply introduce the category, they wanted to be the category. No test marketing on the innovative product was conducted for fear that it would tip competitors. In 1989, a national rollout was launched, blanketing one-third of the country over a three-year period.

As a supplemental strategy, K-C launched a consumer education campaign that reached out to parents by providing information and resources to use in toilet training their children. Additionally, K-C commissioned a pediatrician specializing in child development and a children's author to work jointly in developing a children's story book on the subject. Parents and physicians were provided this book free of charge.



Evolving to Meet Children's Needs

Pull-Ups Training Pants became one of K-C's greatest success stories. Never one to rest on its laurels, K-C continues to refine and develop the training pants category with improvements such as gender-specific products and Easy Open Sides for Mom...just in case! Based on the insight validated with thousands of Mom that no two kids train alike, Pull-Ups Training Pants offers options to help all toilet trainers succeed and feel like a Big Kid. Pull-Ups Training Pants with Learning Designs has designs that fade when wet - inside and out - while Pull-Ups Training Pants with Cool Alert has a special coolness zone inside of the pant that helps toddlers feel cool within seconds of becoming wet to help them learn to stay dry. Also available is Pull-Ups NightTime Training Pants with extra absorbency to help maintain potty training consistency at night. K-C also extended the category with products such as GoodNites Underpants, designed to preserve the dignity of older bedwetting children, and Little Swimmers Disposable Swimpants, which provides non-toilet trained children added absorbency and protection in a disposable pant while swimming or playing in the water. To learn more about Pull-Ups and its product innovations as well as toilet training tips, visit www.pullups.com.

