

CottonSofts accessorise

She's "a little bit smarter, a bit cool, a bit trendy." Meet the new woman in CottonSofts life.

Three years ago the CottonSofts range of toilet paper was launched and consumers were introduced to a new brand icon - "a toilet roll with a difference...Ahhh, bless my little...CottonSofts." On June 27 this character was revamped and "brought to life" with a series of funky accessories.

"What we've done is further build on his personality, opened his eyes, given him various facial expressions and dressed him differently," CottonSoft Ltd brand manager Tracey Fookes said.

While CottonSoft undergoes a physical makeover, his personal life undergoes change as well with the introduction of 3-ply tissue CottonPosh.

"She's basically CottonSofts' girlfriend. That is how she's introduced to the New Zealand consumer on television. She's the new girl on the block, a little bit smarter, a little bit cool. She's a bit trendy and basically in toilet tissue terms she's luxury."

Cottonsoft Ltd had 5.5 % market share with its two mid market toilet tissue brands Harmony and Extra prior to the CottonSofts launch.



"With the introduction of CottonSofts we deleted Harmony and Extra, which was a pretty gutsy move," Fookes said.

"Now, three years later we have

11.2% with one brand, so it's been exceptionally successful."

Fookes expects the new look character - with its unique variant "identifiers" - to appeal to the whole family, including children.

"No parent really wants to buy a premium toilet tissue for their kids and so we decided that we should develop a mid-market, fun kid's variant that will really work within the CottonSofts stable, Kids Stuff.

"We've fragranced it as well with what smells like vanilla blueberry, so it's very much a smell for kids.

"Now parents can buy a pack of toilet tissue for their bathroom and one for the kids', so CottonSofts is catering for the entire family and their specific needs."

Other variants joining CottonPosh (3-Ply) are Marine Splash, Softly White, Xmas Fun, Summer Fresh, Kids Stuff, Kiwiana Fun (all in 2-ply) and new Marine Splash 12-pack.

Information provided by CottonSoft

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