2027 Clio Health + Kotex Women's Health Emerging Creative Brief Competition

BACKGROUND

Kotex created the category, spent generations leading it, broke down period stigmas, and was honest & real about how it sucked. But today, we're at risk of becoming irrelevant in the category we built and *invisible* to the generation that will define its future.

Driven by 4 interconnected factors:

1. **Lost Identity** → Kotex lacks a sharp, distinctive brand point of view that gives the brand cultural edge and emotional magnetism.
2. **Perception Deficit** → Brand trust in the category is driven by *functional* performance. She doesn't understand (or believe) what's better or different about Kotex products, limiting motivation to switch – especially with the super-premium lines of Bamboo & BioCare.
3. **Affinity Erosion** → Young women aren't seeing themselves in Kotex, leading to the fundamental question: "Is this brand for me?"
4. **Challenger Squeeze** →Kotex lacks the cultural cache of indie N&O brands like Cora, L., and August, and it doesn't have the dollars or scale to outmuscle Always. We're getting eaten from both sides.

THE BRAND

In 2026, Kotex launched a new Global Platform *Own Your Flow* based on the idea of celebrating and empowering young women in their journey to self-discovery and transformation. In a world where everyone tells them to fit in, their voice is what makes them stand out. Kotex's role is to support her as she evolves her day-to-day to make sure nothing, not even her period, gets in the way of who she wants to be. Own Your Flow is a call to action to follow your own path and an invitation to be comfortable in your own skin.

DESIGN TARGET

Our creative design target are women and girls 16-22, a time when she's navigating a time of major change and self-discovery. We vie for those early adaptors, opinion leaders and trend setters within their peer groups. They are the heaviest social media users, drive trends in content, fashion, make-up and music. They are known to be highly inclusive and social leaders. They take on societal issues and expect more from brands to do the same. They are a coveted group and need to see our values at work to
connect with our brand.

As it pertains to periods they have grown up in a world where period stigmas are broadly acknowledged but there is still a lack of conversation around periods amongst their family and stigmas still ring true. They want to change it, but they are still gaining confidence and continue to believe a leak is a personal failure, not that of the product. Mom may influence her first period product, but over time peers, culture, and personal preferences shape her choice.

- Although many girls switch from their mom's brand to making an independent brand decision, **70% stick to their first purchase**.

- Consumers make lasting choices about products and brands at first purchase**. Winning at first purchase will ensure a larger share of category dollars through consumer lifetime – about 3x higher**.

- First independent purchase is hard; the category is confusing and frustrating to shop. There are more than 50 avg selling items in Fem Care aisle (vs average 8 selling items in CPG category), and shoppers spend an average of 60 seconds at Fem Care shelf.

THE CHALLENGE

Breathe new life into the brand that started it all - Help us turn a fading icon into the most relevant brand in period care the category has ever seen by making Kotex impossible to ignore for a generation that has learned to tune out mass brands, scrolls past ads, and only gravitates to what sparks meaningful connection

THE ASK

Create a social-first campaign that:

- **Wins her feed, owns her search and earns a place in culture** by showing up in the moments, conversations and behaviors that matter to her.
- We need to go beyond just period content and **make Kotex relevant to her life, not just her period.**

THE GOAL

Ultimately, make Kotex impossible to ignore—and more relevant than ever.

We're **not looking for product focused** work but rather ideas that demonstrate a POV for the brand that drive relevancy.

BRAND FOUNDATIONS

- **Brand Purpose:** Bleeding is real! We make period care real so you never have to fake it.
- **Brand Values:** Authenticity, Adaptability, Conscious Care
- **Brand Character:** The Confidant: An unfazed realist who you trust, because she tells it like it is.
- **Brand Benefit:** The comforting confidence to get her through her period.

MANDATORIES

- Black as distinctive color
- Brand Tone: bold, challenger-esque
- Platforms to Win: TikTok, IG

CONSIDERATIONS & ADDITIONAL RESOURCES

- **Relevant Seasonal Tentpoles**: music festivals and back-to-school
- **Non-Profit Partner:** Kotex has donated 50 million+ period products to the Alliance for Period Supplies since 2018 to help women and girls experiencing period poverty gain access to period supplies. As a founding sponsor of the organization, Kotex raises awareness of the consequences that a lack of access to period products can have on the lives of individuals living in poverty, and inspiring individuals and communities to act.

ELIGIBILITY

- This Challenge is open to individuals between eighteen (18) and twenty-nine (29) years of age who are either students or creative professionals with five (5) years or less of professional experience.

Entry Media Requirements

- Entries Must Include at least One Strategic Media Asset - Photo, video, audio, or other to illustrate and support the creative idea.
- Supporting PDF - Providing additional background on the idea.
- Cover Image of the Idea/Creative Work — This will be used as the thumbnail on the Winners' Gallery on the Clio website.

THE PRIZE

- Clio Health Specialty Award, presented by Kimberly Cark - The Emerging Creative Winner will be presented with a Specialty Clio Health Award on stage at the 2026 Clio Health Awards on a select date in June 2027 in New York City.
- Hotel and Travel for Challenge Winner - Kimberly-Clark will cover economy round-trip flight(s) and one (1) night hotel accommodations for up to two (2) people if the Clio Health Emerging Creative Winner does not reside in the New York Tri-State Area up to $5,000.