

Experience the Release.



Feeling a little emotional? Need someone to listen or just need to vent? Its okay, just “Let It Out™.” Go to the **redesigned Kleenex web site** and let out your joy, your laughter, your tears, your frustration – and then grab a Kleenex® tissue and let out your snot. You’ll feel better.

Kleenex® was looking for a way to further engage consumers with the brand. Fullhouse worked to **merge multiple brand web sites**, creating one integrated site where consumers could both learn about the Kleenex® brand and participate in the Let It Out™ brand campaign. The campaign centers on the belief that emotional release helps people feel better.

The redesign was based on **thorough research** and feedback collected from target consumers. Improving the user experience was the main objective and by all measures we succeeded, providing site visitors with fun and easy ways to release their emotions and learn about the Kleenex® brand.

User generated content provides the foundation for the site. On Kleenex.com, visitors can explore stories shared by others, “Give a virtual Kleenex® tissue” to encourage and show support for emotions other site visitors have shared, or release their own emotions by uploading photos and text to share with other community members.

To **reduce barriers to participation**, Fullhouse devised a “Quick Release” function, allowing visitors to quickly submit content without having to share all kinds of personal information.

Kleenex® product information, including product assortment, package designs, product benefits, brand history and brand promotions, is sprinkled in to satisfy the consumers need for more product information.

A combination of an **enhanced user experience** and an avenue to “Let It Out™” has left Kleenex.com visitors feeling better.

