

KIMBERLY CLARK CORP. TO CHANGE "QUIT THE QUILT" AD



The National Advertising Division Council of Better found that Kimberly Clark Corp. sent misleading messages about absorbency and thickness in their advertising as compared to Proctor & Gamble paper towels. Kimberly-Clark is denying the claims, saying that their ads, “merely encourage consumers, who are used to buying quilted towels, to consider trying Viva, a non-quilted alternative with important design and performance differences.” Judge for yourself: In the ad, character “Sandy” encourages viewers to “Quit the Quilt” (presumably a reference to Bounty’s quilted nature) after an exaggerated demonstration of a giant roll of Viva paper towels is rammed through a consumer’s house. Kimberly Clark will abide by the Council’s recommendations and alter the ads accordingly.

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