

# Tempo tissue essay



Tempo Tissue use emotional view in the advertisement. Tempo is supported by Procter & Gamble (P&G), which has been established for more than 18 years, brand is come from Germany. The color used on packaging, which have not changed since the tissues have been launched in the market. This time Tempo cross over with the local younger iconographer-“ Carrie Chau”, using her famous “ Blind fly magic paradise design” limited edition package substitute classic blue and transparent formal Tempo packaging. Carrie Chau has creates special blind fly iconography design for Tempo.

The blind fly cartoon character is taking Tempo tissue paper in the outlook package. Moreover special blind fly printing in each tissue paper attractive to the consumer to buy. The outstanding and sharp blind fly packaging would attract customer’s attention in the advertisement. Tempo provides petit packs and box package tissue. The advertisement layout color in soft blue, easy for everyone acceptable, and the cartoon full of colorful and fairy tale feeling. Bring a lot of dreaming and fantasy impressiveness to the consumer. In addition, Tempo emphasized to support the local designed, this advertisement arouses the reader’s sympathy.

Kleenex use cognitive view to represent their product. Kleenex is one of famous tissue brand in the worldwide, they produce by Kimberly-Clark, in the early 1924, was beginning exploration of tissues product substitute handkerchief, spirit for over 80 years. In the advertisement they mention that their tissues had added some moisture lotion on the tissues can protect consumer tender skin. And soft, quilted wipes contain natural fibers and provide a gentle face every day. In the advertisement they emphasis their

tissues do not have any bleach and chlorine harmful substance inside the tissues paper.

Kleenex tissues are suitable for all kinds of skin, even for sensitive skin. In the advertisement, it mentions that in the survey comparison with seven tissue brands; Kleenex is No. 1 of the most softness box tissues in HK. After using Kleenex tissue, it can protect dry and hurt the nose, eyes and face. They have a lot of information and bring a new concept to the consumer, most of tough tissue made by coarse fibers. However, Kleenex tissue uses soft material that feels like cotton texture. Kleenex provides pocket, petit tissue and box package tissue, bringing gentle care to the consumer. Tempo has a common image of high quality tissue in people's mind.

And it is a convenient product and people will buy it habitually. Tempo can be purchased in supermarkets and convenience stores such as PARKnSHOP, WELLCOME supermarket and pharmacy. Comparing with other tissue brands, Tempo Tissue is a little bit expensive, most consumers think that the quality is better than others because the tissue is durable. Tempo emphasizes 4-ply, which is made with specially bonded fibers. In addition, recently Tempo provides more flavor choices for customers. Most consumers, especially well-educated and younger people, will be concerned about hygiene issues, good quality. Well-educated and young people also regard it as a target segment.

Tempo Tissues already have a group of stable customers. Packaging continues using traditional packages, most consumers, especially younger consumers, like something new and something special, so Tempo wants to change their packaging to attract new consumers and sustain the existing brand loyal

customer for repeat purchase of their product. In the advertisement, same as their always used in TVC and magazine advertisements, full of humor, make consumer chuckling and meaningful. They are strong specially bonded fibers really very well-known and deeply touched to consumer, in this advertisement they no need to express their 4-ply again.

Use cartoon humor skill to fix position and promote the brand value, communicate to consumer. Besides, Tempo most well-known tissue paper in Hong Kong market, so they use local designer Kleenex has various kinds of products. Tempo use strong fibers and durable tissue, Kleenex represent they have long-established history and their tissue quality soft and care about consumer avoid skin will be harmed. Kleenex bring out the new concept, other brand did not concern. Tissue too firm and thick may hurt consumer skin and skin get wrinkle by using firm tissue. Kleenex is well known in the worldwide, in other country Kleenex is best seller.

The advertisements bring Kleenex more professional and authoritative. Nowadays, well-education increase, most of consumer before purchase they like to evaluate more information and want the product benefit to them. In the advertisement, Kleenex reminds consumer that tissue except firm not easy to worn out, soft and added lotions integrate also important when the weather get cold. In the past Kleenex promote their tissues with the extensive use of color, cartoon and pictures on their packaging. This time with the changes in the weather start to become cold, Kleenex provide information to consumer timeliness.

The advertisement emphasis, good treat to ourselves and their family skin start from choosing a softer tissue. Their target segment except well education, they also care about family and household consumer. Q3. I am been using Tempo Tissues, from the pocket petit tissues to the box tissues at home and office. After reading Tempo and Kleenex advertisements, I perceive that tissue too firm may be not suitable for the Winter. In the Winter even Spring season I aware when I got flu running nose or nasal allergy, cannot use too strong texture tissue, use tempo tissue may be hurt my nose and hurt skin.

Tempo becomes actual state types. Even Tempo tissue texture more strong and durable, to give the best care possible this cold and flu season, but most of people will not to be carefully use tissue to be softly. After using too hard tissues always make the skin become red and dry under flu and Winter season. Tempo new design package failed to attract me. In this moment Kleenex become desire state they added lotion into the tissues paper attentive to me and customer, especially for the ladies customer. Although the tissues are too soft, thinner than Tempo, maybe need to use a few pieces.

It is possible that the texture can give consumer a soother feeling. Usually, people would need to use tissues after meals, to wipe off sweat and after sneezing. The tissues direct to wipe on the face and nose, must use softer and gentle tissue to protect our skin, good for everyday use. Besides, I do not like to use any flavor of smell in the tissue, so Kleenex suitable for me and some consumer also sensitive to scent. And Kleenex Tissues are cheaper than Tempo Tissue around 8-10%. In the economic recession situation, most

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of consumer will consider to buy a product in lower price but quality same as or close to the product they have used.

Basically, tissue paper is daily used product, although I will consider use handkerchief, protect environmental friendly and reusable. However, it is not user friendly and I cannot be shared with others. So tissue is a necessity product, must choose a suitable brand to use. Although, Tempo quality is an outcome of market, and success as leader in tissue market. But some of consumer including me, will start to consider what are the Tempo tissue made by, why the texture so strong, wondering have any harmful substance insides, the material whether good for environment.