2027 YOUNG ONES STUDENT AWARDS
Pull Ups

Convince parents that Pull Ups will ***give kids the confidence they need to potty train like a Big Kid****.*

Shift the mindset of parents who are ready to potty train to view Pull Ups as essential training method, by conveying that Pull-Ups give them the confidence they need to start potty training like a Big Kid.

CHALLENGE

The Training Pants Category is declining in sales due to the challenged economy; money is tight for most families meaning consumers are spending less on anything their household does not absolutely need at the time. Families can delay potty training their child or try one of the alternate methods (3 Day, Naked, Child Led, Scheduled, etc.) that does not require a short-term incremental purchase (i.e. a disposable pant) to save some money.

These alternate methods are becoming more well known because influencers are advocating for them on social media and they are often talked about on places like Reddit. Pull Ups are often even portrayed by some of these influencers as 'the enemy to potty training' because they are viewed as too similar to a Diaper. We must be able to combat this narrative on social media and prove to potty training families why Pull Ups are an essential part of potty training.
.

AUDIENCE

Parents Ready to Potty Train:

- The most common point to start potty training is 2 years old; by 2.5 years 75% have started
    - About half of the kids between 2 and 3 years old are actively training

- Top two (2) reasons consumers start potty training:
    - When the child shows signs of readiness
    - When the parent prefers their child to be wearing underwear/out of diapers

- Length of time to potty train is on average 26 weeks

BACKGROUND

We must convey to potty training families why Pull Ups are essential to potty training, and a better (or more preferred) experience than alternative methods (3 Day, Naked, Child Led, Scheduled, etc...).

- **Product Benefit**: Pull Ups with Learning Layer (a technology innovation launched in April 2026 that teaches kids to feel the wetness when they pee in the Pull Up, and then the Pull Up quickly dries) are designed to help kids learn wet from dry, with the protection of Pull Ups

- **Reasons to Believe**
  - **Qualified Claims**:
    - Helps kids learn wet from dry
    - Helps turn accidents into progress without the stress of mess
  - **Not Qualified Claims:**
    - Less stress for both parent and child
    - Less mess (whether it be repeated laundry when potty training in underwear or less mess on the floor when training naked)

- **Market Competition:**
  - **Target for this Brief**: Families not using the category when starting potty training
  - **Other Brands in the Category**: Easy Ups, Millie Moon, Rascal & Friends, Private Label

- **Points of Difference vs Other Brands in the Category:**
  - **Learning Layer** (a technology innovation launched in April 2026 that helps kids feel the wetness when they pee in the Pull Up, and then the Pull Up quickly dries)
  - **Refastenable Sides** (can detach and re-attach the sides of the Pull Up)
  - **Toddler Loved Disney Designs**
    - Kimberly Clark has a licensing agreement with Disney in which Disney does not allow any other competitive brand to have Disney on their products. The character designs on Training Pants are critical to help kids' motivation to want to potty train.
  - **Targeted Absorption** where boys and girls need it most

ADDITIONAL RESOURCES/INSIGHTS

Brand Guidelines / Playbook



PROMISE

We exist to build Big Kid confidence.

PURPOSE

Superior potty-training success with less stress (for child, parent & family)

WE BELIEVE

The most important factor in potty training is the child's' well-being
That potty training doesn't have to feel so hard for families.
That by reducing parents' frustration, we reduce kids' anxiety.
In celebrating the wins; not punishing the mistakes.
In getting results without going to extremes.

POINTS OF DISTINCTION

Helps kids learn wet from dry
The most motivating way to learn
Disney

WE VALUE

Well-Being
Ease
Learning
Confidence
Optimism

TONE OF VOICE

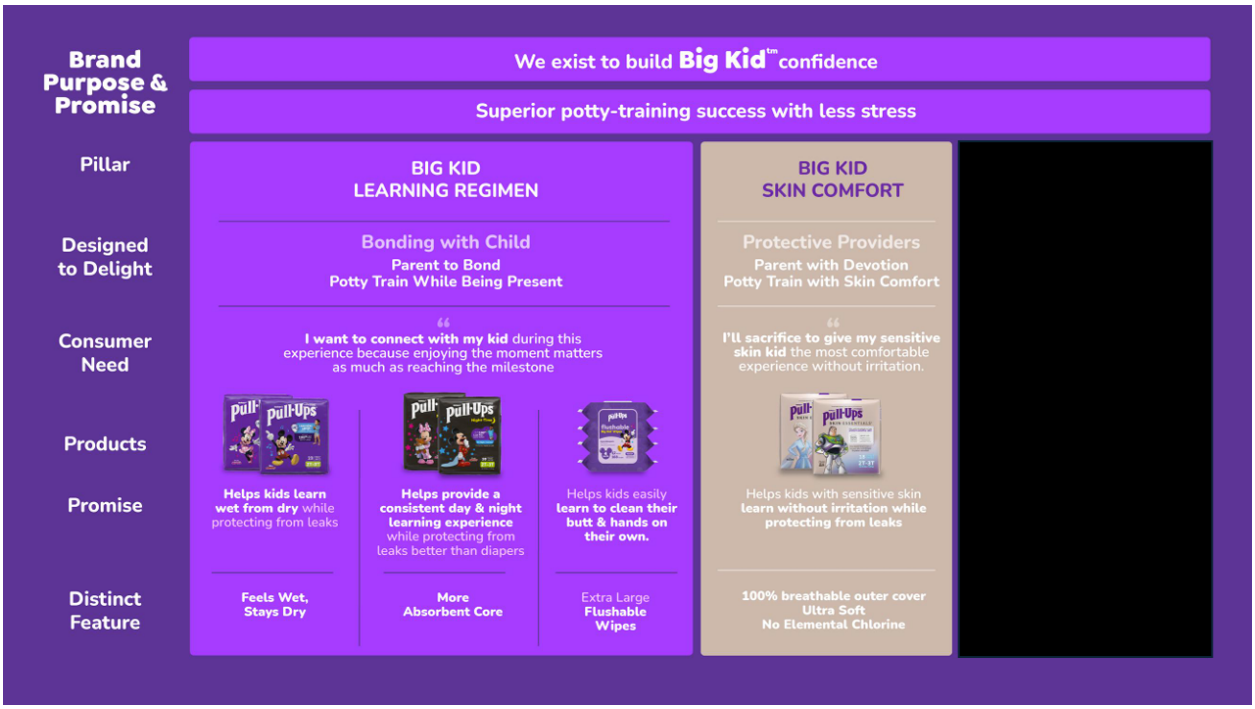
(Loveably) good humored, with a wink & a smile

DISTINCTIVE ASSETS

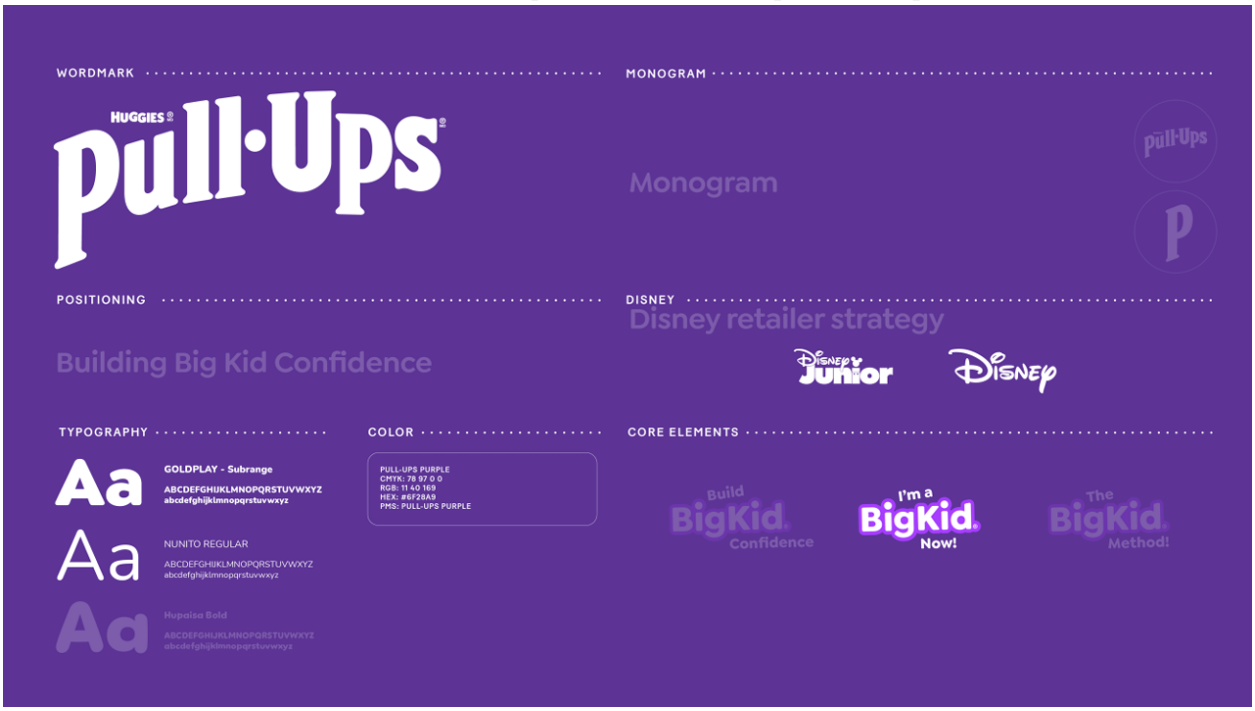
Pull-Ups LOGO

PULL-UPS PURPLE

I'm a Big Kid now. BIG KID AUDIO



ADDITIONAL RESOURCES/INSIGHTS (CONT.)





ADDITIONAL RESOURCES/INSIGHTS (CONT.)



ADDITIONAL RESOURCES/INSIGHTS (CONT.)

Pull Ups Learning Layer



ADDITIONAL RESOURCES/INSIGHTS (CONT.)

By default, each brief will be open to entries in the following categories/disciplines, however, Pull Ups has noted specific interest in responses for an **Interactive & Online Campaign** or **Creator Content & Social Media Campaign**.