

LIBRA #BLOODNORMAL

Leading Feminine Care brand Libra launched #bloodnormal, the global award-winning campaign that tackles period stigma head on, to Australian and New Zealand audiences in August 2019.



When released, the audience response was overwhelmingly positive. But some found it confronting. So much so, it became this year's most complained about advertisement in Australia.

The advertisement sensitively portrays young women going about their daily lives while having their periods. It highlights that periods are normal and showing them should be too. In a first for a feminine care brand in this region, the typical blue liquid used to denote blood is replaced with a more realistic red to demonstrate a pad's absorbency.

Following a review, the Australian Advertising Standards Bureau dismissed all complaints, praised Libra for communicating an important social message, then nominated the campaign for a Kinder award to recognise socially progressive marketing communications.

Caitlin Patterson, Executive General Manager of Asaleo Care's Retail business, said: "As a leader in feminine care, manufacturing in Australia for more than 40 years, Libra has been challenging the stigma around periods for decades.

"Periods are a normal part of life, but largely ignored by mainstream media. They simply don't feature in the representation of female characters. We believe, that like any other taboo, the more people see it, the more normal the subject becomes."

Libra – positive growth and increased volumes

Libra, the only feminine care brand manufactured in Australia, continued to make positive progress in 2019 to grow sales by 1 per cent. The Company invested almost double the prior year's expenditure in advertising and promotion, and increased trade promotional spend.

For the Libra brand, 2019 was a year of many market firsts. The brand introduced the new product innovation, Libra Girl Tampons, specially designed for smaller bodies. Perfect for first-time users, the tampons are shorter, narrower but as

absorbent as regular tampons, giving girls total comfort and confidence.



Libra has been educating young girls and women about periods since the

brand was first introduced. This year, Libra refreshed its comprehensive Libra School Program resource kit with the assistance of experienced teachers. The teaching toolkit helps both teachers and students talk about puberty and menstruation in a positive and interactive way.

Libra's new website subscription, The Monthly, was launched during the year. Through The Monthly, women can subscribe online to get their Libra products delivered directly to their doorstep. The website saw an increase of more than 200 per cent in new subscribers and an increase in online sales of 130 per cent.

One of the major highlights for Libra was the launch of its new marketing campaign, #bloodnormal, to Australian and New Zealand markets. Bold, exciting and controversial, the campaign aimed to normalise the conversation around periods by breaking down taboos and reducing the stigma.

The Libra brand further benefited from the strong momentum during the year with an Australian-first announcement by the Victorian Government. The Government selected Libra as the exclusive supplier of Feminine Care products to be made available free-of-charge across Victoria's state schools. Commencing in the last quarter of the 2019 Victorian school year, the Government contract will run for a 4-year period until 2023.