

# newsworthy trends

## Famous Icon Gets Facelift To Go With Product Improvements

(NAPSA)—There's a new man in town! Many brand icons, like Tony the Tiger, Mr. Clean or Aunt Jemima, are beloved, familiar household faces.

However, it's essential that such characters change with the times—to maintain their “hip” quotient and reflect any improvements in the products they stand for.

After three years' worth of intense research and in-depth strategic planning, the Brawny® Man has a new look. In addition, his new appearance is accompanied by massively improved paper towels.

“We are excited at the prospect of bringing the Brawny Man into the modern day and of launching a technologically advanced and superior paper towel at the same time,” states Michael Burandt, Executive Vice President and President—North American consumer products of Georgia-Pacific Corp., maker of Brawny® paper towels.

Since the company first set its sights on changing the look of its affable lumberjack, ideas about what constitutes the ideal Brawny man poured in from consumers. In addition to the prerequisite focus groups and marketing surveys, Georgia-Pacific sponsored the “Do You Know a Brawny Man?” contest in 2002.

“What we discovered during this contest was how clearly women identify the Brawny man as someone who is strong in body



**For a popular icon, a new look accompanies an improved product beneath the packaging.**

and character—tough and dependable yet also sensitive,” states Burandt. “To give new life to such a beloved iconic figure was a real challenge and something we handled strategically and with consumers' input.”

The result is a bold new package that not only packs a visual punch but also lets the consumer know that the product inside is as massively improved as the image outside. A unique technology system delivers higher performance through an exclusive two-ply construction, so the new Brawny paper towels offer two discrete technologies in one towel.

To learn more, visit the Web site at [www.brawnyman.com](http://www.brawnyman.com).