



Kleenex contest: *Cultura* on a tissue box  
by Abelardo de la Peña Jr. | 12.10.08

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PUT THIS OBSERVATION IN CONTEXT

**WHAT'S HAPPENING**

- Since it's never too early to start planning for Hispanic Heritage Month, Kleenex is calling for consumers to submit artwork to decorate tissue boxes in time for 2009's festivities.
- The goal of the competition, entitled "*Con Kleenex, Expresa tu Hispanidad*" ("With Kleenex, Express Your Hispanic Culture"), is to find up to three artists who'll provide Latino-themed motifs on a Kleenex package, specifically the small one known as the "upright" (PromoMagazine.com 12.3.08).
- Entrants will submit paintings, photographs, weaving, metal crafting or sculpture, along with an essay and a personal photo. 12 finalists will be selected, their artwork posted on a contest website. Winners, who'll each receive \$5,000, will be selected by popular vote.

**WHAT THIS MEANS TO BUSINESS**

- Using retail packaging, like the ubiquitous tissue box, to express a link to Latino culture can resonate with consumers, particularly during a period like Hispanic Heritage Month, when Latino contributions are already being recognized.
- Artists who create work reflecting their Latino culture find a new "canvas" to express their creativity.

**RESOURCES**

[Con Kleenex, Expresa tu Hispanidad](#)

PUT THIS OBSERVATION IN CONTEXT

**SEE ALSO**

Observation  
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Trend

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MACROTREND



CULTURAL  
CORAZÓN

The active recognition and celebration of Latino culture, blending disparate facets from across national and generational touchpoints to form a new, heartfelt aesthetic.

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VALUES

- [authenticity](#)
- [competition](#)
- [creativity](#)
- [heritage](#)
- [tradition](#)

Highlight a value to see its definition.

AGE RANGES

- Post-High School (18 - 20)
- Young Adults (21 - 34)
- Midlifers (35 - 59)
- Seniors (60 - 125)

CATEGORIES

- Home
- Advertising and Marketing
- Arts