

Feminine Care Brand Organyc® Unveils First Ever Global Advertising Campaign



Italy, Milan, Mar 26, 2021 ([Issuewire.com](https://www.issuewire.com)) - Corman, S.p.A., the Milan headquartered manufacturer of feminine care brand Organyc® announced today the launch of its first-ever global advertising campaign. The campaign built upon the idea of “respect”, celebrates the triumph of women throughout the world as they command the “respect they deserve” through their achievement of success in their everyday life.

The campaign breaks with one long-format story ([view here](#)) and several shorter versions written, directed, and produced by acclaimed Italian director, Giacomo Gatti, filmed in Milan, Italy during the fall of 2020. The campaign will air in the U.S., France, Germany, China, and Austria through new media, earned and owned media beginning March 22 and will continue throughout the year.

Giorgio Mantovani, CEO of Corman Personal Care said of the new campaign, *“This campaign represents the essence of our 70-year old family-owned company. Respect is at the core of who we are. Respect for each other as colleagues, respect for our business partners, and most importantly respect for our consumers throughout the 50 countries in which we sell our Organyc® brand of 100% Certified Organic Cotton feminine care products.”*

Paola Stevan, Global Manager of Marketing added, *“Of course this campaign lets women know we recognize their struggle for respect and that as a brand they can Expect Respect® from Organyc®. But this is not an empty ad slogan. Organyc® was created to give women the choice to use healthy feminine care products, free of the offending materials and chemicals found in ordinary pads and tampons. As the first feminine care brand to conduct clinical research to prove our efficacy in resolving and protecting against skin irritation, and through the creation of patented processes that ensure our 100% organic cotton products offer unsurpassed absorbency, and by manufacturing Organyc using green energy, we feel we show women, their bodies, and their intelligence the respect they deserve.”*

Organyc® feminine care products were introduced in 2009 in Europe and quickly found a strong following among organic-minded shoppers. Women were also introduced to the brand through their gynecologists, who recommended the brand as a way to avoid skin irritation caused by the man-made products in ordinary pads and tampons, a problem that more than 1/3 of women worldwide claim to suffer from chronically or periodically. As the brand grew, so did its reputation as being authentic with all claims, transparent with ingredients (only 100% Certified Organic Cotton), and through a commitment to sustainability (Eco-kindness), particularly with the opening of a state-of-the-art manufacturing facility in Milan in 2018. This facility is powered by geothermal and solar energy and was built using sustainable materials.

The Organyc® brand expanded throughout the years to the U.S., Italy, France, Germany, China, Canada, Korea, Israel, Poland, the U.K., and over 40 other countries, and now can be found in retail giants such as CVS, Tmall, Amazon, DM, Rossman, Sam's Club, Naturalia and many others.

Rebecca Storricks, North American marketing manager remarked, *“In the U.S. Organyc competes against the giants in the feminine care category like P&G and Kimberly-Clark, and we hold our own. The new Expect Respect® campaign is designed to let consumers know who we are and to invite them to learn more about a challenger brand that has been willing to do more than just talk about how we respect women. Many of our competitors give free products to women in need in developing countries, which we applaud. But our consumers told us they wanted us to do more and stay closer to home. Last year we piloted a program with community food banks to make sure that women who were facing economic hardship had access to the best feminine care products, something that was almost never available to the women who used these services.”*

The Community Food Connection, a food pantry in Maryville, Tennessee, is one of the pilot sites for the Expect Respect® initiative. Store coordinator Ingrid Haun said, *“When I first met Rose Ebel (wife of Jim Ebel, Global Vice President of Marketing), she told me about how Organyc® stood for respect. A short time later a representative of Organyc® called to arrange monthly shipments of their product to our organization here in Tennessee. The Expect Respect initiative has meant that many of the women we serve can now receive quality personal care products, for which they are very grateful.”*

The first creative executions of the Expect Respect® campaign are noticeably western-centric but the universal message is designed to resonate with all women, something that is confirmed by Evian Qiu, Marketing Manager for Corman in Asia. *“Women all over the world understand that respect is still something we tend to give more than we receive. In China, for instance, women continue to emerge as a powerful force in society, but that doesn't mean they feel the struggle for respect differently than their western counterparts. In 2021 we will expand the campaign to include a more Asia-centric story, but we won't wait to unveil this compelling campaign to our Asian consumers. I believe that will easily connect to the stories.”*

Expect Respect® it's something you deserve, a message the Organyc® brand wants women across the world to hear, personalize, and act upon, is breaking via a first-to-the-world campaign in March. Marta Camuso, export sales managed summed it all up, "For decades ordinary brands have given women products designed by men and designed to generate maximum profit. The result was irritating materials, chemicals, and plastics that went in and on our bodies. Commercials with women in white pants, walking on the beach, with athletes and movie stars selling us on how "protected" we would be, was the norm. That's not an authentic way to communicate and doesn't show the respect we deserve. Let's just say, this new campaign is not your mother's advertising!"

For more information, please visit expectrespect.net.

Media Contact

Rebecca Storricks

storricks@corman.it

540-533-8797

Source : Corman S.p.A

[See on IssueWire](#)