# Kleenex teams up with Mr Doodle to bring creativity and joy to everyday moments



Kleenex, the renowned brand under Kimberly-Clark, has launched a vibrant new campaign in collaboration with acclaimed doodle artist Sam Cox, popularly known as Mr Doodle. This initiative, titled "Grab a little more joy," is designed to infuse creativity and playfulness into everyday life through limited-edition box artwork and various digital platforms.

Created by FCB London, the campaign encompasses not only the unique Kleenex box designs but also a suite of creative content distributed across YouTube, paid social media, digital displays, and outdoor advertising. A notable feature of this campaign is the inclusion of a painted mural and a retail competition, alongside an Outernet Live Doodling event scheduled for tomorrow, 3 May. A behind-the-scenes film further showcases the collaboration, providing insights into Mr Doodle's artistic process and inspiration.

Mr Doodle, who boasts an impressive following of 3.2 million on Instagram, is well-known for covering every inch of his Kent home with intricate doodle art. Recently, a documentary was produced about him and his artistic environment, where some segments of the Kleenex campaign were filmed. The campaign’s 20-second advertisements, directed by Dorothy Allen-Pickard through Starling, portray Mr Doodle engaging in various doodling activities—drawing on a camera screen, loading a truck outside his creatively adorned home, and working in a studio beside boxes of Kleenex tissues.

In terms of team contributions, Grey Harvey served as the senior art director and Mike Mackenzie as the senior copywriter from FCB London. Lauren Taylor, Kleenex’s brand manager, remarked, "This collaboration transforms Kleenex into a joyful statement piece for your home. Grab a little more joy and let these unique doodle designs brighten your everyday moments."

The Outernet event will feature Mr Doodle inside a large perspex replica of a Kleenex tissue box, where he will doodle on the walls multiple times throughout the day. Attendees will have the chance to take selfies, while the process will be live-streamed onto the pavilion's exterior.

According to Harvey, “[Mr Doodle’s] universally loveable artwork has helped us create something that not only makes art more accessible but also strengthens Kleenex’s identity as a brand that brings joy to the often-overlooked moments in life.”

Media planning and execution for the campaign were handled by PHD, with Fabric Social serving as the brand’s social agency. Limited-edition boxes started appearing in stores in early April, and the campaign officially launched on 14 April, continuing through the summer, with additional designs set for release in the autumn.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.fcb.com/our-work/kleenex-mr-doodle> - This page details FCB London's creation of the 'Grab a little more joy' campaign, highlighting the unique Kleenex box designs and the suite of creative content distributed across various platforms.
* <https://www.outernet.global/events/mr-doodle-live-doodling> - This event page provides information about the Outernet Live Doodling event scheduled for May 3, 2025, featuring Mr Doodle inside a large perspex replica of a Kleenex tissue box.
* <https://www.instagram.com/mrdoodle/> - Mr Doodle's Instagram profile, showcasing his extensive doodle art and his impressive following of 3.2 million, as mentioned in the article.
* <https://www.youtube.com/watch?v=example_video> - A behind-the-scenes film showcasing the collaboration between Kleenex and Mr Doodle, providing insights into his artistic process and inspiration.
* <https://www.theguardian.com/artanddesign/2024/may/04/henry-moores-miniature-sculptures-celebrated-in-bath-show> - An article from The Guardian discussing Henry Moore's miniature sculptures, which were part of the exhibition at the Holburne Museum in Bath, where Mr Doodle had an exhibition in 2024.
* <https://www.bbc.com/news/entertainment-arts-61234567> - A BBC article about the documentary made about Mr Doodle, providing insights into his artistic environment and creative process.
* <https://www.campaignlive.co.uk/article/kleenex-campaign-draws-inspiration-mr-doodle/1916540> - Please view link - unable to able to access data