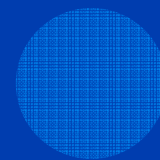
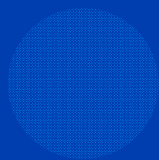
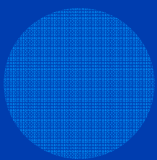
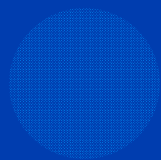
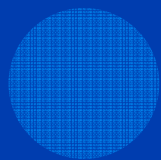


# CREATIVE MARKETING IN A FAST MOVING WORLD

Paris Kafantaris  
P&G Marketing Vice President Western Europe



# MARKETING INNOVATION & PURPOSE AT P&G



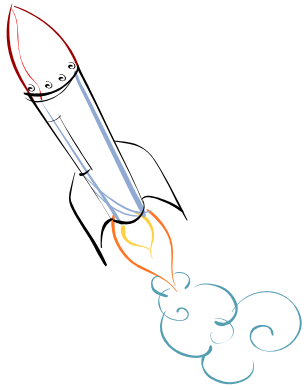


**JUST HOW  
FAST IS IT?**

**THE MARKETING  
NIGHTMARE...**

The average person gets more  
than 3000 messages per day.

London Economist



**HOW DO YOU BREAK THRU?**

Touching and Improving  
More Consumers' Lives in  
More Parts of the World ...  
More Completely.







**Purpose  
will result in break thru  
& higher levels of  
involvement.**

Pampers needed  
to stand for  
something bigger

Helping  
mothers in the  
happy, healthy  
development of  
babies







You can help give  
babies a brighter  
tomorrow. 1 pack\* = 1 vaccine

We're halfway  
to our goal  
of 45 million  
vaccines!

Salma Hayek  
Mother, Actress  
and Pampers®/UNICEF  
Supporter

For more information, visit [Pampers.com/Unicef](http://Pampers.com/Unicef)

\*For specially marked packs of Pampers® diapers and wipes purchased in the U.S. and Canada, Pampers will donate US\$ 0.50 to the U.S. Fund for UNICEF to help provide safe birthing facilities to pregnant women in developing countries. Visit [www.pampers.com](http://www.pampers.com), [www.unicefusa.org/pampers](http://www.unicefusa.org/pampers) or [www.unicef.ca](http://www.unicef.ca).

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Photo courtesy of Digitalart.com

Live, Learn  
and Thrive  
Nursing from, Improving Life. **P&G**

MANUFACTURER COUPON EXPIRES 07/31/08

**SAVE!**  
**\$1.50** on ONE any size Pampers® Wipes 60 count or larger when you buy ONE any size Pampers® Diapers Jumbo pack or larger

**P&G brandSAVER**

CONSUMER: Redeem ONLY by purchasing the brand name(s) indicated. May not be reproduced. Void if transferred to any person, firm, or group prior to store redemption. You may pay any sales tax. Any other use constitutes fraud. LIMIT ONE COUPON PER PURCHASER.

DEALER: Sending to Procter & Gamble, 2155 Barrybrook Drive, Cincinnati, OH 45227, signifies compliance with requirements for Proper Coupon Redemption.\* Copy available by writing to the above address. Cash Value 1700 of 1¢. PRCTER & GAMBLE 090706

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MANUFACTURER COUPON EXPIRES 07/31/08

**SAVE!**  
**\$1.50** on ONE any size Pampers® Softcare Swipes Pack\*

**P&G brandSAVER**

CONSUMER: Redeem ONLY by purchasing the brand name(s) indicated. May not be reproduced. Void if transferred to any person, firm, or group prior to store redemption. You may pay any sales tax. Any other use constitutes fraud. LIMIT ONE COUPON PER PURCHASER.

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# Results

Markets Shares +5% ppts

300 Million Vaccinations

100 Million Lives Saved

# Old Spice – (Was old!)

- How to make the Brand part of today...
- How to help young men...
- How to create a movement (via digital), a Brand guys love!

# Old Spice

**Our purpose:** help young men navigate the seas of manhood.

# WHO INSIGHTS

- ★ Online, many of them are “digital couch potatoes” who are looking for social currency
- ★ The shopper (mom/wife/girlfriend) is making the decision on what product to buy 60% of the time.



## ROUND 2

★ We wanted to continue the story, but on a more intimate level.

★ How could we leverage the Old Spice Guy have a more *engaging* conversation with the brand's fan base?

★ “Response” social engagement campaign

## HOW DID IT WORK?

- ★ We put the Old Spice guy on camera filming “live” response videos to questions from fans online.
- ★ Open forum for consumers to personally engage with brand.
- ★ Responses were prioritized by *influence* and by creative potential (a mix of celebs and every day people).

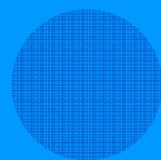
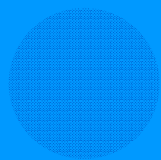
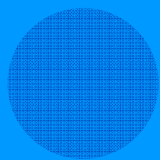
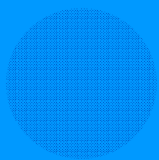
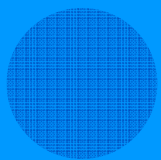


And Brand is now on its way  
➔ to market leadership.

# Corporately it Can Work as Well..

## **P&G Purpose:**

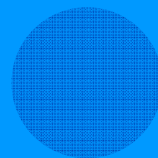
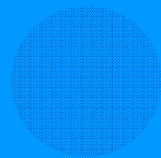
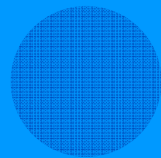
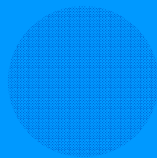
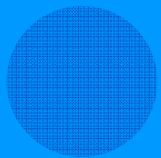
To Touch & Improve Consumers  
Lives, in More Parts of the World,  
More Completely...



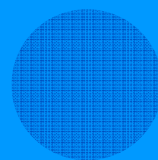
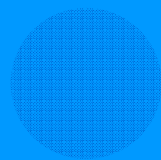
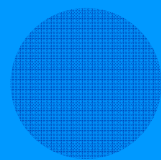
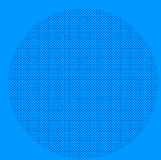
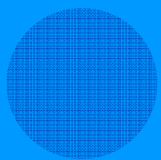
# A very Important Target Group

→ Mom's with Children

We are in the business of helping improve  
Mom's lives every day!!



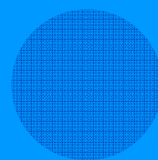
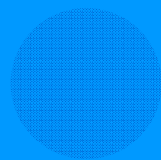
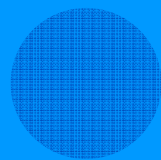
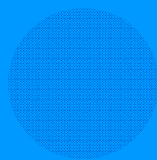
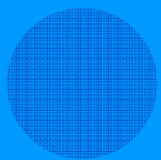
Olympics: “Proud Sponsors of Mom’s”  
Instead of only Athletes!





**GREAT IDEAS**

**BEHIND PURPOSE BREAK THRU!!**



Touching lives, improving life. **P&G™**