

Medaling In Media: P&G Proud Sponsor of Mom

Summary

P&G's aspiration to be the "***Proud Sponsor of Mom***" through creating a global "Thank You Mom" (TYM) movement required a holistic, business-driving communications plan to tell relevant brand stories that connected with Moms while generating brand linkage and sales across P&G's product portfolio.

The 100-day phased plan launched in social and digital first, rewarding P&G fans with exclusive content. Television spots then debuted on Mother's Day in key programming, followed quickly by the release of documentary-style films highlighting Olympic Moms journeys via Social, Digital and Mobile. Throughout The Games, we closely monitored Olympic telecasts to ensure brand spots aligned with events featuring P&G brand sponsored athletes – all content drove conversation to Twitter via *#Thankyoumom*.

Top Line Results:

- Most successful campaign in P&G's 175 year history delivering \$200MM+ incremental sales (USA) and record-setting ROI results
- Portfolio linkage increased 11%
- Familiarity, Favorability and Trust swelled by 22%, 13% and 10% respectively
- Advertising recall was +38% higher than other US sponsors
- Post-Olympics Equity was 8% higher than Pre-Olympics
- 33.6 Billion earned media impressions
- 17 Million YouTube views globally
- Social buzz for P&G's 3 largest brands increased on average by +66%

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Case Study Background

P&G, the largest Consumer Packaged Goods company in the world, boasts a portfolio of household brands that are among the most trusted and revered in the industry. In fact, P&G has the industry's largest lineup of leading brands with 22 generating over \$1 Billion in annual sales and another 19 earning over \$500 Million each year. While P&G's product breadth is unparalleled, with an estimated 98% of American households containing at least one of its products, very few consumers are actually aware that their favorite products are in fact P&G brands.

During the global recession CPG companies, including P&G, felt the impact as consumers tried to save money by turning to cost saving, value brands. Sales and market share diminished. P&G recognized the need to establish relevance with consumers both at a brand and corporate level. In order to regain market share, messaging needed to drive consumer loyalty and establish more effective cross-selling opportunities between the brands in their portfolio.

To accomplish this, P&G focused its halo strategy on establishing a "movement" that would enable a "transfer of trust" between P&G brands; all while underscoring and promoting the company's longstanding consumer promise: to provide trusted brands that make every day a little better for consumers.

Challenge

In 2010, P&G was a mid-tier sponsor of the Winter Olympic Games. This investment was so impactful that the company upgraded in 2012 to become an "Official Olympic Sponsor" of the Summer Games in London. This huge monetary commitment bought P&G the world's largest communication platform, but the real challenge was how to best utilize it to tell P&G's corporate halo story to an audience that did not see an obvious connection between the company, its brands and the Summer Games. Defining P&G's audience among the estimated hundreds of millions of Americans promising to tune in and watch the Games was going to be key. Too narrow an audience would mean lost impact, but too broad would mean lost relevance. This is where it gets exciting.

Insight & Strategy Development

Looking across P&G's brand portfolio (Bounty, Charmin, Pampers, Gillette, etc.), it was clear these products are NOT designed to enable athletes to become Olympians! This proved to be quite the hurdle given that messaging needed to be relevant at the world's largest sporting event. To decide how we would do that, we considered several factors:

Massive Reach:

With millions of Americans promising to tune in and watch the 2012 Summer Olympic Games, the campaign had to resonate with a diverse audience, especially Moms, P&G's core consumer.

Motivations For Viewing:

While the competitive element of The Games appeals to Moms, we unearthed a less obvious, yet more powerful insight. For Moms, the athletes they watched on TV were someone's sons and daughters. The more they knew about an athlete's Olympic journey, the more they emotionally connected to them and empathized with their Moms. This insight was critical because it allowed us to transform the Olympics into stories about children and the Moms who made their dreams possible. This was a brand message that P&G could own and it was an exciting twist differentiated from other sponsored advertisers.

"MOM" Insights:

Throughout their lives, all Moms play many roles, from teacher to friend, psychologist to chauffeur. It's a **universal truth** that no matter how old or accomplished children become, to Moms their children will always be just that, their children. Like any other child, behind every Olympic athlete, there was a mom whose love, support and sacrifice made that dream possible. Recognizing this powerful insight that *'Moms were the unsung heroes of the Olympic Games,'* it was time to say "Thank You" to moms everywhere for doing their part to help their child's dream become a reality.

Celebrating Moms was our breakthrough communication strategy. We focused our message on this universal thread which connects ALL Olympic athletes whether (historical, current and future) – mothers who inspired, sacrificed and supported each athlete in their quest for Olympic glory. P&G would be the **"Proud Sponsor of Mom"** and create a global "Thank You Mom" movement. This platform would allow P&G to tell a variety of unique, relevant brand stories that tied directly to Olympic audiences while achieving the company's goal of establishing a corporate halo movement.

Idea Execution

P&G set out to Champion the Moms of Olympic Champions, while highlighting the role that its brands played in helping her be the best mom she could be. As we began designing activation tactics, it was critical that we reconciled two conflicting issues: the need to properly seed our campaign before the start of The Games and the fact that consumer interest in the Olympics isn't really significant until a week before Opening Ceremony.

To solve for this, we developed a '100-day phased plan' across creative, media, PR, and shopper marketing outlets. The plan allowed us to control the level of connection to the Olympics, growing more prominent as the Games drew nearer. We chose to use social media to debut the emotionally powerful *"Best Job"* video that introduced "Thank You, Mom" and "Proud Sponsor of Mom" messaging. The ability to leverage peer-to-peer sharing was amplified with overlaid video syndication and high-impact units to generate more reach and views. Within three weeks, *"Best Job"* became a digital sensation, and that was just the beginning!

As Mother's Day approached (two months prior to The Games), we further leveraged "*Best Job*" through live television integration within NBC's *The Today Show*. Throughout the broadcast, the cast referenced the online popularity of "Best Job," aired the full 2-minute version within programming and additionally aired the :60 version in the "A" position during the commercial break. The *pièce de résistance* was a P&G executive appearing on the show to surprise moms of Olympians with a financial gift to help them get to London (based on the insight that many families couldn't afford the trip).

Adding to the TV launch were :60 placements in other NBC shows such as *The Voice* and Fox's *American Idol*, which were strategically selected due to the high social media element associated with the Grand Finals of those programs. Next we launched a "Thank You, Mom" social app, giving fans a turnkey way to express gratitude to their Moms in a highly visible forum.

We further strengthened the campaign's Olympic connection by launching a series of documentary-style short films, featuring Olympic athletes and their mothers, called "*Raising an Olympian*." New films were released every few days via our social channels and within digital content hubs (YouTube, Yahoo and NBC) to keep engagement levels high. Releases were scheduled around the Olympic Trials schedule to drive relevance.

As the Opening Ceremony drew closer, a new video asset called "*Kids*" was released online. This video cast children in Olympics situations normally reserved for older competitors; a nod to the way moms forever romanticize their children's childhoods. "*Kids*" made its television debut as a :60 unit during the Opening Ceremony precisely adjacent to Team USA's introduction.

During the Games, we adjusted our social conversation daily based on our sponsored athletes' competition schedules to maximize relevance. Once USA athletes began winning medals, we used opportunistic funds to boost appropriate "*Raising An Olympian*" stories to garner higher levels of views and shares.

Concurrently, footage of athletes' moms watching their children compete was captured by NBC as part of our presenting Games sponsorship. This content was quickly edited into a heart-warming spot called "*Reactions*," which in the final closing days of the Olympics became the focus within our NBC Olympics inventory.

The campaign's eCommerce program was active throughout July and August. Amazon featured custom storefronts where the product assortment was dynamically assembled based on an individual user's browsing and purchasing history, maximizing conversion and revenue.

P&G's legacy brandSAVER coupon booklet took on an Olympics theme as well, reaching more than half of US households and providing another avenue to link "Thank You Mom" equities to incentive sales.

Results

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- Brand recall of ads were +38% higher than other US Olympic sponsors
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- 33.6 Billion Earned media impressions
- 17 Million views on YouTube
- Social media buzz for P&G's 3 largest brands increased on average +66% during the Olympics
- Increased "Mom" equity from 15% to 20%, taking share from J&J
- Built Facebook fans during the campaign by 65% (over 300MM fans gained)
- Increased Twitter following by 20x (over 33MM fans gained)
- 6.2 Million US views of "Best Job" video
- 8.8+ Million views of "Raising An Olympian" series
- 2.8 Million US views of "Kids" video (9 million globally)
- Most shared videos of the Olympics <http://www.adweek.com/news/advertising-branding/infographic-olympic-sponsors-race-viral-advertising-gold-141944>)