

# Purpose-Inspired Brand Building

**Marc Pritchard**

Global Marketing & Brand Building Officer

**American Magazine Conference**

October 5, 2011

Presentation Script



## Good morning and thank you for having me.

I'm excited to be with you today because while P&G makes the products that improve everyday life, you are the industry that truly makes everyday connections with people. There's clearly a new world order shaping up, and it's leading to a shift of power away from the established institutions to everyday people. The good old days when advertising and communication was simple are gone. Today, there are forces at work that we must address.

## Purpose-Inspired Brand Building

Technology gives people 24/7, real-time information and the power to transform public opinion on just about anything including the direction of brands, companies and even countries. And we're just around the corner from mobile technology unleashing a new wave of power as every person on the planet will have transparent, always-on information, education, entertainment and connections.

## People are participating.

They're involved in the conversations about our brands and companies like never before. They're stepping up to make the world a better place through social and environmental movements, and they expect us to do the same. They are looking for companies driven to do good things for the world, and believe that doing good needs to be part of doing good business.

Today's heroes are everyday people because many icons and institutions have shattered trust and confidence. It's the everyday person whose actions are inspiring others to follow, and it's the everyday person whose stories and advocacy generate the most interest and trust.

Economic volatility is becoming the norm, and the everyday person is part of reshaping economics. The developed world keeps trying to get traction as people's confidence continues to wobble, while emerging markets have indeed emerged driven by the power of people's soaring creativity, innovation and confidence.



## Purpose-Inspired Brand Building

The power of everyday people are driving these forces to create constant and monumental change. But with more power in the hands of people, I'm optimistic about the future. I think "people power" favors industries like ours. We have trusted and authentic brands. We are part of everyday life. We are responsible and care about people and doing good. And we are genuinely committed to serving people to make their lives better every day.

That's why at P&G, our vision is to build our brands through lifelong, one-to-one personal connections that ultimately build relationships and fulfill our purpose of touching and improving everyday life for every person in the world.

I'm particularly optimistic about the Magazine industry, and our partnership in reaching our vision.

You are well-suited to benefit from the power of people. You have iconic brands that people love. You are deeply in touch with the people you serve. You have weathered the recession and come out leaner and stronger. And you are innovating. In fact, it feels odd to call this the Magazine industry because you are really multi-media companies that deliver great content, entertainment and connections through a variety of channels. More than most industries, I believe you are uniquely poised to grow through deep and lasting one-to-one personal connections with the people you serve.

But while I'm optimistic about the future, the forces we're facing require shifts in how we operate: It starts with being guided by the power of Purpose.



## Purpose-Inspired Brand Building

Building personal connections means establishing trust. People want to know what's behind a company and brand, what they stand for and what they value, and if they're interested in more than just making money. At P&G, our purpose is to touch and improve the lives of every person in the world. Every one of our brands has a purpose that uniquely defines how it touches and improves lives with its unique benefit. And purpose increasingly drives everything we do.

It helps us shift our mindset to think of who we serve as "people," not just "consumers." When we think of consumers, we think of what we want them to do, to "consume." When we think of people, we think of their whole lives and what different ways we can deliver benefits to make their whole lives better.

And when we think of people, it means shifting from shallow observations about habits and practices, to deep human insights that are the essence of meaning and human behavior.

Human insights represent universal truths, motivations and tensions that must be solved by the benefit of our brands.

These human insights drive a shift from products as the sole source of brand value, to creating value with a wide range of innovation. Not only truly disruptive and transformational products, but also services, knowledge, information, entertainment and community connections.



## Purpose-Inspired Brand Building

And these human insights inspire big ideas. Big ideas are the currency of our industry, and the need for ideas has never been more important. We need big ideas that build our entire brands, not just a new product. We need big ideas that are so heart and mind opening, they change the conversations about our brands. These ideas must be so engaging, they drive everyday participation in the brand, even movements.

When I talk about participation and movements, that means we must shift from static marketing campaigns that we launch and adjust infrequently, to real-time “always-on” brand building with active sensing of people’s sentiments.

And it means we must shift from “targeting” mass marketing audiences, to creating more one-to-one personal connections with individuals and the communities in which they’re active. Connections

that are so strong, people will not only be loyal friends with our brands for life, but passionate advocates and ambassadors.

I’d like to give you a few examples of where we’re starting to see this vision come to life and how you are helping us.

## Purpose-Inspired Brand Building

Let's start with Secret in the US. Secret's brand purpose is to help women of all ages be more fearless. Secret helps women be more fearless with a benefit of superior odor protection. And there is no better deodorant brand that protects women to help them be fearless in their everyday life. But there are other ways that Secret can help women be more fearless.

How many of you have girls? Teenage girls? I have 3! They can be sugar and spice, right? But they can also be ruthless, and downright mean.

So based on this insight, Secret set off on a mission to take a stand against all things that stink – including bullying, with the big idea that **MEAN STINKS!**

Everything done to launch Secret Mean Stinks focused on building participation, empowering girls to deal with meanness, and creating deeper one-to-one everyday personal connections starting with their initial posting on their Facebook site that asked girls to "say something nice."



## Purpose-Inspired Brand Building



Secret partnered with relationship expert Rachel Simmons to deliver an expert point of view on bullying. She connected with Amber Riley from Glee to deliver a peer-to-peer view on bullying. And magazines are an important part of the program. They partnered with Teen Vogue to amplify editorial dealing with rumors.

They ran Digital i-Ads to invite more participation where girls can get advice from Amber, donate to the National Bullying Prevention Center, or send a shout out compliment to a friend for being nice.

The brand is also working with other partners such as Seventeen to create multi-platform content designed help women be confident and fearless.

The results of the campaign have been terrific. Secret jumped to 1.3 million Facebook fans with 300 thousand alone on its dedicated Mean Stinks hub. They get messages every day from people sharing their appreciation, asking for advice and offering support to each other. They have ongoing dialogue through multiple partners, including Rachel and Amber, and the National Bullying Prevention Center. And Secret recently delivered its 17th consecutive quarter of market share growth. Secret Mean Stinks is a purpose-inspired program that is truly creating one-to-one personal connections in real-time to help grow. And I'll let you in on a secret about Secret Mean Stinks...all of this was done with zero television advertising.



## Purpose-Inspired Brand Building

# DOLCE & GABBANA

Let's turn to men, and Dolce & Gabbana Fragrances.

Dolce & Gabbana Fragrances are the creative inspiration of two of the world's most celebrated fashion designers, Domenico Dolce and Stefano Gabbana. They are inviting men to be part of their modern take on luxury and Italian heritage in a very personal and sensory way through fragrance.

The human insight is simple: men want to be attractive to women and they know that being a gentleman is how the women in their lives want to see them. They want to stand out from the crowd and be "the ones."



This inspired the big idea of “the one gentleman” which redefines the traditional man as the “modern gentleman.” DG partnered with GQ to make very personal and exclusive connections with men. They kicked off the launch with GQ’s Men of the Year event, honoring the most notable and recognized men of the year – men who have distinguished themselves in sports, fashion, entertainment, politics, and philanthropy. It supported an online silent auction to benefit the Just Keep Living Foundation, started by Matthew McConaughey, to help teens lead active, healthy lives.

## Ultimately, GQ helped us build personal connections with the technologically savvy modern man.

“The One Gentleman” launch and partnership with GQ demonstrated the future of real-time, one-to-one brand building with extra services, information, education and even entertainment. It created one-to-one connections with men, connections we can continue to build. It generated exceptional results for the overall platform, including a top 10 launch for the holiday season and it has fueled growth for the entire Dolce and Gabbana fragrance business.



**P&G**



WORLDWIDE PARTNER

The last example I'd like to share with you is P&G's first Corporate campaign that debuted at the Vancouver Winter Olympic Games. We took this historic step because people want to know more about the Company behind the brands and what we stand for, what we care about and what we value. We found that when people discover what P&G stands for, they feel better about the Company and better about our brands.



We challenged ourselves to unite P&G's purpose of touching lives and improving life with the Olympic movement's purpose of "building a better world through sports." At first glance, we thought P&G and its brands have little to do with the Olympics, until we thought of this simple truth: every Olympic athlete has a Mom. Moms are with their children every day and every step of the way, helping them realize their dreams. And P&G is in the business of helping Moms every day. From changing diapers, to teeth brushing, to hair washing, to dish cleaning, to laundry to house cleaning and beyond, P&G is there for moms. They are the unsung heroes of the Olympics, and of life itself. So we decided to recognize mom, celebrate her and simply say

## "Thank you, Mom"

to every mom in the world. We started by providing a "Thank you Mom gift" to the moms of athletes to help them get to the games because we discovered that most moms can't afford to go to the games.



## Purpose-Inspired Brand Building

In Vancouver, we discovered that moms can't go to the athlete village, so it's hard to connect with their children during the Games. So we created a Family Home that was a "home away from home" for families and athletes. We provided services like the Pampers playroom, Pringles gameroom, Pantene/Olay/Cover Girl beauty spa, and Tide laundry service. We created personal relationships with US athletes and their moms that we still have today.

And, we ran unique P&G advertising, recognizing the human insight that to their moms, they'll always be kids.

In total, we generated 6 billion impressions, half of those through editorial coverage, added +10 points to P&G favorability, and made a lot of friends.

Our success in Vancouver paved the way for the most far reaching partnership ever in the Olympic movement where we signed a 10-year commitment with the IOC in July last year. Now, we're on the



## Purpose-Inspired Brand Building

road to London, and although the Games are a year away, we've already started our campaign to create one-to-one personal connections with every mom in the world. This spring we leveraged Olympic fever for a UK Mother's Day program. We introduced P&G as the company behind the brands UK "mums" know and love—asking celebrities, editors and influential bloggers, like Julia Kaye, to experience a day before P&G products were invented and to tell their story about how P&G products improved their lives.

Then, as we did for Vancouver, we launched a campaign to thank Mums for all that they do recognizing that she's always there.

We teamed up with IPC Media to not only thank mums, but help P&G leave a lasting legacy in the community: the Champion Mums Foundation. We asked for submissions to answer this question: "If you could ask for something that would make a meaningful difference every day in your life, what would you ask for?" We're awarding a quarter of a million dollars to a few of the best stories, and we're already seeing great participation. This is engaging two-thirds of UK mums on a personal level through dialogue that will carry us up to and post the London games.

So far, this effort delivered more than 500 million impressions, built +7 points of P&G favorability, and added millions in sales.

But there's more to come. Our London program is shaping up to bring the P&G brand to life and achieve our dream of creating one-to-one personal connections with every mom in the world. We'll

continue our P&G "Thank you Mom" effort along with several of our top brands. And we're looking to partner with you in ways like never before, to tell the stories of our brands and our company, and to join us in our goal of thanking every mom in the world.

## Purpose-Inspired Brand Building

I trust these examples bring to life the shift we are making that reflects the power of the everyday person and the opportunities to build our brands through one-to-one connections.

It starts with a brand's purpose that springs from and reinforces the brand's unique benefit. It means viewing consumers as people to uncover deep human insights that represent the truths, motivations and tensions that only our brands can solve. And it's from those insights that create new sources of innovation to make life better and that create big ideas. Big Ideas that are so surprising and engaging they invite participation. Participation that is real-time and always on. And participation that creates one-to-one everyday person connections so powerful, that people become not only loyal to the brand, but become ambassadors and advocates.

But beyond these ingredients, I'd like to invite all of you to partner with P&G to help touch and improve the lives of every person on a truly one-to-one basis.

**MEAN  
STINKS** *Secret*

**DOLCE & GABBANA**



First, broaden what you offer us. You are innovative, multi-media content curators focused on improving life with useful content and services, not just magazines. You have so much more to offer to improve life and our brands are ready to take on services, knowledge, education and entertainment. I'd like to see more ideas on how to communicate content through video, for example. Think of who you serve as "people," not just "readers." What stories could you tell? What "apps" could you provide? How could the celebrities that you know entertain and educate?

Second, experiment with us. I'm telling our Brand Builders to have the courage to learn. Don't try to qualify everything. Just do and learn and adjust along the way. We live in a real-time, always-on world, so this is the future of brand building. I'd like to see more social media experiments, for example. How could we move our communities to participate? What could we co-create? What lightweight and fun games could we play? What ongoing dialogue could we start?

Third, grow globally with us. We are increasingly creating joint business plan partnerships with companies like yours on a global basis. P&G has 38 categories and more than 50 major brands, yet most countries around the world have fewer than half that have entered. There is business to be had. And as we focus on the power of purpose, people and human insights, we are seeing that big ideas can travel around the world. Our approach is to be as common as possible worldwide, but as different as needed locally. I think the same goes for your brands. What ideas could we apply around the world instantly? How can we move from a country-by-country approach, to a global approach in how we operate together?

I deeply appreciate your time and attention today. As I said at the outset, I am particularly optimistic about the future of the industry. You are innovating in ways that reflect the power of people. And I'm excited about working together with you to build meaningful, one-to-one personal connections that make everyday life better for every person in the world.

**Thank you.**

**AMC2011**  
MAGAZINE MEDIA CONFERENCE **NEW YORK CITY**

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