Procter & Gamble’s Olympic Games “Thank You, Mom” campaign in developing markets is part of the largest multi-brand commercial initiative in the Company’s history. Launched as part of a global campaign in celebration of the London 2012 Olympic Games, “Thank You, Mom” spans more than 50 nations and 27 brands in developing markets, and we estimate the campaign will be activated in more than 3.5 million retail outlets. At its heart is the belief that behind every Olympic and Paralympic athlete is an equally amazing mom. P&G will thank those moms, as well as all moms everywhere, for the great work they do in raising healthy, happy kids.

The campaign will execute customized programs in partnership with key retailers and distribution channels in developing countries. It will honor moms, celebrate the London 2012 Olympic and Paralympic Games, and leverage the Company’s extensive global reach to drive retail displays and volume.

**Firsts in Emerging Markets**

This campaign is P&G’s first multi-brand initiative in the Central and Eastern Europe, Middle East and Africa region. It also is the Company’s first multi-brand initiative to include high frequency stores, such as kiosks and bodegas. The campaign is receiving unprecedented support from retailers in many countries.
Retailer-Specific Initiatives

In Central & Eastern Europe, the Middle East and Africa, P&G is:

• Activating high frequency store distribution channels in more than 15 countries.

• Gaining a high percentage of feature and display areas at key retailers. For example:
  – Two weeks of free merchandising in Hungary.
  – Three times the amount of typical display levels in Poland.
  – Twice the number of featured products in Turkey.

In Latin America:

• All top P&G retailers are participating in the “Thank You, Mom” campaign.

• P&G is sponsoring 25 Olympic athletes and their moms.

• In Mexico, P&G is receiving three times the level of in-store support than a typical top tier initiative.

In Asia:

• P&G is reaching consumers through more than 150,000 high frequency stores in India.

• P&G is partnering with 21 prominent Asian athletes representing 14 different nations.

• P&G has plans to reach consumers in almost one million stores with its “Thank You, Mom” message.

Our Olympic Games Program — Key Moments

• In July 2010, P&G announced a 10-year partnership with the International Olympic Committee and the Olympic movement.

• On January 12, 2012, P&G announced a commitment to help raise $5 million for youth sports at the first-ever Youth Olympic Winter Games in Innsbruck, Austria. The Company is reaching more than 35,000 developing-market students directly and hundreds of thousands indirectly through youth sports programs.

• On April 17, 2012, P&G launched the “Thank You, Mom” campaign worldwide, including its tribute film, “Best Job”. The short film became a No. 1 viral video, measuring two million views on YouTube in two days.

• In April, P&G launched an online “Thank You, Mom” app on Facebook that allows everyone to thank their own moms for their hard work and sacrifice.

• On May 8, 2012, in honor of Mother’s Day, P&G regions around the globe announced their “gift” to moms of Olympians.

• In May, June and July, in-store programs are expected to produce their highest results.

• On July 25, 2012, just before the Olympic Games begin, the P&G Global Family Home will open in London, providing a home-away-from-home for Olympians as well as their moms and families.

• Throughout the London 2012 Olympic Games, P&G will continue to celebrate athletes and honor moms with a series of new advertisements and in-market promotions.

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