



# latest innovations

In preparation for the Sochi 2014 Olympic Winter Games, **Procter & Gamble** kicked off their **Thank You Mom** campaign with the launch of the “Raising an Olympian” film series. The film series has garnered nearly 20 million views, and plays to the heart of the P&G campaign, which honors the moms of Olympic athletes and moms everywhere who go the extra mile to raise good kids.

Now, P&G is introducing **“Pick Them Back Up,”** the latest installment in the Thank You Mom campaign. The film is a sequel to the groundbreaking **“Best Job”** film, which debuted at the London 2012 Olympic Games and garnered more than 21 million views. The new film:

- Celebrates how moms are there to pick their kids back up and encourage them to try again
- Depicts the stories of four moms of athletes from around the world
- Shows their journey to achieve their dreams, and the important role moms play along the way



**Part of P&G's worldwide sponsorship with the International Olympic Committee (IOC), the Thank You Mom campaign is the largest campaign in the Company's 175-year history:**

- As part of the campaign for the Sochi 2014 Olympic Winter Games, P&G brands such as Gillette®, Pantene®, Head & Shoulders®, Ariel®, Olay®, and Crest® have sponsored athletes from countries around the world.
- The brand campaigns come to life through a variety of media channels, athlete and mom partnerships, traditional and social media, and in-store.
- The "Raising an Olympian" film series showcases the journey of 28 world-class athletes, as seen through the eyes of their moms.
- P&G has made a \$25 million commitment to support Youth Sports, impacting those who matter most to moms – their kids. P&G brands and corporate offices around the world support youth sports programs and, as a result, P&G has already raised more than \$8 million for youth sports.

**More than 15 P&G brands will participate, featuring Olympic athletes in their campaigns in more than 2 million retail stores and 20 countries worldwide:**

- P&G Beauty will inspire women to "Look Winter Wonderful," and the Olay campaign will feature Lindsey Vonn (U.S. Olympic Gold Medalist, Alpine Skiing).
- Gillette's "Reveal Your Inner Steel" campaign will feature Alexander Ovechkin (Russian Olympian, Ice Hockey) and Sven Kramer (Dutch Olympic Gold Medalist, Speed Skating).

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**Follow P&G on:**

- Pantene's campaign will feature Elena Ilinykh (Russian Olympic Hopeful, Figure Skating) proving that hair can pass the winter torture test to "Win Over Winter and Shine!"
- Head & Shoulders will be washing out flakes and washing in Inner Confidence with Evgeni Malkin (Russian Olympian, Ice Hockey).
- Bounty's "Let the Spills Begin" campaign will feature Julie Chu (U.S. Olympic Medalist and National Team Forward, Women's Ice Hockey).
- Blend-a-Med's and Crest's "Be Prepared for Your Spotlight Moment" campaigns will feature Alena Leonova (Russian Olympic Hopeful, Figure Skating) and Evan Lysacek (U.S. Olympic Gold Medalist, Figure Skating).

**To date the Thank You Mom campaign and IOC sponsorship have achieved competitive, critical and commercial success:**

- At the London 2012 Olympic Games, P&G's Family of Sponsored Athletes set three World Records and won 42 Olympic Gold, 28 Olympic Silver and 15 Olympic Bronze medals.
- The London campaign received 55 internationally recognized industry awards including: Nine Cannes Lion Awards, Two Effie Awards and Five Sabre Awards.
- The "Best Job" commercial, the cornerstone of the Thank You Mom campaign, won the best primetime commercial Emmy in 2012 at the Creative Arts Emmy Award ceremony and garnered more than 21 million views.
- P&G's sponsorship of the Olympic Games delivered incremental sales at above-average return on investment levels in the U.K, Canada and Latin America.