



latest innovations

This fall, **Procter & Gamble** will enter its second year as an official sponsor of the National Football League (NFL) by introducing the new “Take it to the House” campaign. The double-meaning theme not only ties to the NFL phrase for when a player scores a touchdown (arguably the most exciting part of the game), but is also a direct call-to-action for consumers to purchase and take P&G’s official NFL products to their house.

P&G will amplify its NFL sponsorship with a fully integrated, multi-brand campaign that focuses on engaging consumers, building loyalty and driving purchases:

- By far America’s favorite sport, the NFL connects P&G brands with 181 million passionate, devoted football fans. P&G will leverage the appeal of the NFL to draw meaningful connections between brands, creating new reasons for consumers to choose multiple P&G products.
- The sponsorship delivers increased value by giving consumers unique opportunities to engage with the NFL just for choosing P&G brands. NFL-inspired incentives will be offered by retailers for the purchase of P&G products, as well as a reward for engaging in the multi-brand consumer enhancement program.
- Consumers will have an opportunity to give back through NFL’s Play 60, a national youth health and fitness campaign focused on fighting childhood obesity and increasing the wellness of kids by encouraging them to be active at least 60 minutes a day.

About P&G's NFL Sponsorship Campaign:

- Participating brands include Old Spice, Gillette, Head & Shoulders, Febreze, Prilosec OTC, Vicks, Tide, Gain, Charmin, Bounty, Cascade, Oral B and Crest. In addition to the multi-brand program, the individual brands will bring the campaign to life in a variety of ways.
- A key campaign element is a Facebook page featuring a photo contest which will encourage consumers to submit photos that capture the essence of NFL Sunday at their house with their "football family."
- Twelve top sports bloggers will compete against each other in the P&G Blogger Fantasy League, while sharing "Take it to the House" programming and branded messaging throughout the season.
- A "Take it to the House Text-to-Win" mobile program will engage fans by encouraging them to text predictions for the player who will have the longest play from scrimmage each week.

NFL Sponsorship Implementation:

The "Take it to the House" NFL Sponsorship Campaign will launch August 3 with a media day featuring former NFL great Jerry Rice. Retailers will begin implementing the program in September with the start of the NFL season.

Visit www.facebook.com/takeittothehouse

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