

# **Cannes Lions Festival of Creativity**

Remarks by

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## Opening Video: Olympic Ads – Gillette, CoverGirl, Ariel

Hello everyone and good afternoon.

You've just seen some fresh Olympics creative hot off the press.

Three iconic brands: Gillette, CoverGirl and Ariel, who take diametrically different approaches to greatness, united under the biggest and most ambitious campaign in P&G's 175-year history.

That's right. This year Procter & Gamble celebrates its 175th birthday.

We've been around longer than many of the countries in the world and most Fortune 500 companies.

And in Facebook years, that would be about five-thousand-three-hundred-and-eighty-seven.

But here's the secret to our longevity, and now more than ever, the key to our future: we try to approach every day with the freshness of an upstart. You see that in the work I just showed you, and it's how we run our brands every day. We're obsessed with innovating and staying fresh.

On my first day at P&G, my boss told me, "Young man, we don't believe in brand life cycles." We're constantly reinventing ourselves every decade, every year, every day. Because the people we serve really don't care how long we've been around, we need to make a fresh case for our products every single day.



You see, we don't make passion products with built-in excitement like cars, electronics or beer. We make soap and diapers, toothpaste and toilet paper. People don't think much about the things we make, except for the few minutes each day when they wash their hair, change a baby's diaper, brush their teeth, or wipe their...countertop!

Yet we're such an intimate part of their everyday lives that people notice when we change a fragrance ever so slightly, or if the shampoo suds don't lather quite as much, or if the razor misses a whisker. If we don't live up to our promises, people switch to another brand without a second thought, sometimes for the difference of a few pennies.

So people may not think about us much, but they are constantly judging us. That means we must always make our products better to meet their needs, and we must always rethink how to get people to look at our brands in a fresh new way.



For the record, there's a simple formula for winning in our business: invent noticeably superior products and then bring them to life with noticeably better fresh creative ideas.

My product development colleagues are relentlessly producing the next generation of superior product innovation.

My challenge is to work with all of you in the creative community to take products that are so familiar people hardly think about them, and entice them to look at those products in a completely fresh way. I'm trying to spark ideas that start with something so simple and true that it's obvious, and transforms it into something that is so unexpected that it feels like a revelation.

So you're probably thinking: "You know, he's from P&G so I'm sure they have testing for this." OK, I'll let you in on my top-secret proprietary testing methodology: how does it make me feel? You know, that physical feeling when you experience an idea that rocks you back on your heels and makes you see things in a whole new way? Maybe your heart pounds or your blood races. For me the test is this: Does it make my spine tingle? Does it make me spontaneously say "wow?"

So, the question is, how do you create an environment where heart-thumping, spine-tingling "wow" creativity can flourish? Here are a few ways that have worked for me:

Find the fruits in the roots

Fight for freedom

Remember, have the courage to say "yes"

## The Fruits in the Roots

"The fruits in the roots" is something I learned from author and marketing strategist Joey Reiman, who has inspired me to seek power in origins. The roots are where companies and brands started to grow, where the seeds of greatness were originally planted, and where there was unbridled passion from the inventors, founders, leaders and hero employees.

Whenever I get on a brand, the first thing I do is go back to the very beginning of the brand's life to understand everything about its heritage and DNA. What is its first benefit expression? What did its first ad look like? Its first selling line? Its first package, spokesperson, side-by-side comparison? Who founded the brand? Who screwed it up? When did it falter, and when did it flourish?

Finding the fruits in the roots also means discovering the most basic human insights - those universal truths, motivations and tensions that are the essence of human behavior.



Now that's fresh thinking, inspired by finding the fruits of creativity in the roots of the brand's DNA.

I love Old Spice too. It's won a lot of Lions the last couple of years, but the creative team needed to keep it fresh. So, they went back to the brand's roots which is all about manliness. They even rewrote the book on manhood. *The Official Old Spice Manbook* has many helpful tips like "Treat the ladies as you would treat a beautiful, but sharp, buck knife" or "Always have a delicious sandwich on hand."

These manly truths helped us tap into other things that guys naturally love like girls, competition and power. And U.S. football star Terry Crews, showed that the Old Spice 16-hour Body Spray is so powerful it can't even stay in its own commercial! Here you go.

product that is literally reinventing the air freshener category because it doesn't just cover up bad smells, it literally consumes odors. It's a fairly young brand launched in 1998, but it has stayed true to its roots from the founding inventors. Febreze is about giving people a "breath of fresh air." The brand was slowing down recently and the creative team wanted a new campaign. They went back and rediscovered a fundamental, universal truth: "you can shut your eyes, but you can't ever shut your nose." A simple and obvious point, but they translated it into an unexpected creative experience to dramatize the "breath of fresh air" roots of the brand. Take a look:

One of my favorite examples is Febreze, an amazing

## VIDEO:

## Old Spice

So, my advice to you:

find the fruits in the roots to keep your brands fresh.  $\,$ 

#### **VIDEO:**

### Febreze and Azerbaijani Wrestlers

Now I ask you - can anything say stinky like a unitard? In fact, part of what makes this work so well is the veracity. Because this is the real Azerbaijani wrestling team, in all of their glorious grittiness, there's no doubt in your mind that that gym is a very smelly place.





## **Fight for Freedom**

Here's another way: fight for freedom.

I'm a believer that clients get the advertising they deserve. So we need to start by giving the freedom to create. That's why we're taking a hard look at one of the major freedom killers: the creative brief.

I asked several of our agency partners to tell me the truth about creative briefs; and well, we're a family company, so I'm afraid I can't repeat what they said. Then they divulged a dirty little secret. They ignored most of our creative briefs and asked the account people to translate them into something useful. I took a look at a few myself. Here's a typical excerpt on page four of a six-page brief for one of our cleaning products:

"Create awareness among occasional users to drive consumer value by telling them the benefit of winning the lime scale deposit battle, to get shiny surfaces, and long lasting shine every day."

Not very inspiring, is it?

So we've been trying something different. Kill the old brief and give the creatives the business challenge.

For example, let's look at Tide, one of our most iconic brands. Since the dawn of time, people have been trying to take less time doing laundry. A century ago, washing clothes was an all day affair. "Wash Day" was literally the day each week that you took to do the laundry. In 1950, Tide introduced the "Washday Miracle" that transformed washing with suds that took out dirt in an instant taking laundry from all day to a few hours. And recently, Tide created another breakthrough with a powerful product, Tide Pods. It cleans, bleaches and removes stains better than any product on the market in an instant with one tiny three-chambered pack.

It is a noticeably better wow product that needed a wow idea. And our leaders granted freedom by challenging the creatives to simply "Make this product irresistible." They returned with "Pop in. Stand out."

## VIDEO: Tide Pop In, Stand Out

Ok, I admit, I love a good side-by-side comparison. In fact, I'm kind of a "side-by-side-holic," but by granting freedom, the creative team gave us a simple and powerful way to show that one Tide Pod equals the power of six of the other brands combined!

Everything about it is irresistible - the colors of the product, the Tide Pods name, the package, the mobile app, the in-store execution, and we can't keep the product in stock.

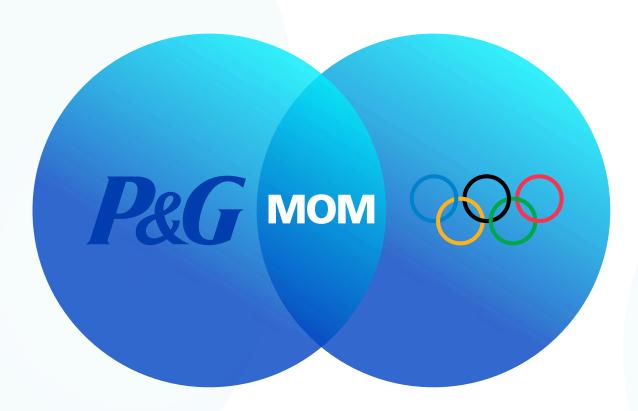
So my advice: set your people free, and be wowed by what they bring you.



# Have the Courage to Say "Yes"

But even after finding the fruits in the roots, and setting people free, there is one more step required that I think may be the single most important ingredient to wow creativity and that's having the courage to say "yes." As a client, it's easier to say no, or what we often do which is to "polite you to death" by comments such as: "Well, I really think this is terrific, but there's just a few things that I need you to change" or the dreaded "I think we should test it and see how it does." That leads to the worst possible outcome for clients. Creatives who stop bringing their best ideas and, understandably, give us what they think we'll buy.

I like to tell people you need to inspire creative work that is so brilliant you're willing to bet your career on it.



This happened to me a couple of years ago with the Olympics. We said "yes" when the United States Olympic Committee asked us to sponsor the Vancouver Olympics. Then we asked our lead creative agency to bring us an idea that would, for the first time, unite all of our brands under the P&G umbrella, an unprecedented step of advertising the P&G Company itself.

I'll always remember the first time I heard the essence of the idea.

P&G brands sponsor Olympic athletes, but at first glance, P&G and its brands have little to do with the Olympics. Except this: behind every winning athlete is an even more amazing mom and P&G is in the business of helping moms. So let's use our voice to simply say "thank you mom."

Now that was a major spine tingle. It was a simple human truth that punches you in the gut because it's such an unexpected revelation, a truly wow idea, and I couldn't wait to show it to everyone I knew.

After success in Vancouver, we said "yes" again, this time to a historic 10-year Olympic sponsorship and the most far reaching and ambitious campaign in our 175-year history. It's coming to life in London through 34 brands, 150 athletes in 73 countries and 4 million stores with campaigns like the ones I showed you at the top of this presentation. And I just can't resist. Here's a couple more.

#### **VIDEO:**

**Pampers and Bounty Advertising** 



But we're going way beyond advertising. After one of our creative meetings, our Design Officer came to me and said, "Hey Marc, this is all really great and I hate to be a buzz-kill, but I'm afraid this is going to look like a pig's breakfast in store. Let me give you a design element that will unify our brands and inspire great packaging and in-store brilliance. Trust me." He came back with this inspiration.

## VIDEO: Road to Glory



We call this our Road to Glory Medallion design, and it has inspired some amazing creativity in packaging on 600 different products and in the stores including a 106-meter display in Turkey, a 40-meter high structure in China and a Tower of London display in Mexico.

Our Public Relations agencies are setting world records. Halfway through the campaign, they've already achieved a record 30 billion impressions. And they're teaming up with our lead agencies, digital and broadcast partners around the world to create content based on the simple storyline that behind every amazing athlete is an even more amazing mom. We call them "momumentaries."

## VIDEO: Lolo Jones Momumentary

And if that wasn't compelling enough, we asked our creative agency to surprise us and give us a new way to thank moms. They did so and it included a request to film on four continents. So, I swallowed hard and said "yes" to this...



### VIDEO: Best Job

More than 25 million people have watched this film online and an unprecedented number of them have shared it. Millions of people around the world have said: "Watch this. I think it will move you like it moved me." With that simple act they are helping us reinvent people's relationship with P&G and our brands. The creativity of this campaign has also inspired an explosion of creativity across our 175-year-old company. It has touched our brands, our retailers, agency and media partners...all of us. And it was driven by the courage to just say "yes."

I want to close by thanking you for your attention, and for all of your creative genius. We love coming to Cannes. It's where we come every year to renew the spark that helps us reinvent our 175-year-old company every day. And if you'll have us, we'll keep coming back for the next 175 years.

Thank you.

