



RESETTING THE BAR ON BRAND BUILDING

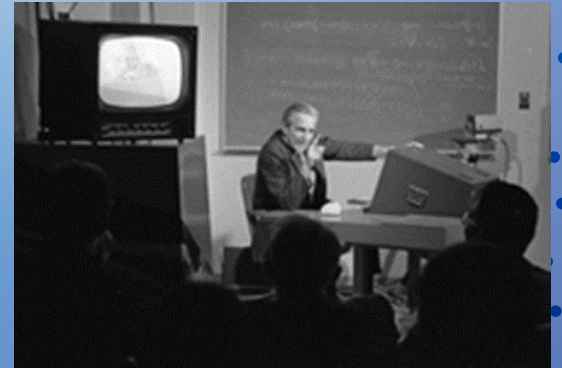
Taide Guajardo
Chief Marketing Officer
P&G Europe

INNOVATION IN OUR CULTURE



The cast of "Ma Perkins" produced by P&G

INNOVATION IN OUR CULTURE



RESETTING THE BAR ON

UNDERSTANDING THE CONSUMERS WE SERVE



Then

NOW

UNDERSTANDING THE CONSUMERS WE SERVE

I cook 6 days per week

Baby boomer



I shop online

I prefer Hand wash

Consumer Data

Consumer Research

Connected Home

NEW LEVEL OF UNDERSTANDING

Ahorra hasta el

50%

de energía que utilizas lavando a mano*

*Bajando la temperatura de 33°C a 23°C

¿Sabías que lavando en frío puedes ahorrar hasta



RESETTING THE BAR ON

MEDIA REACH & AD EFFECTIVENESS



THEN

NOW

MEDIA REACH & AD EFFECTIVENESS



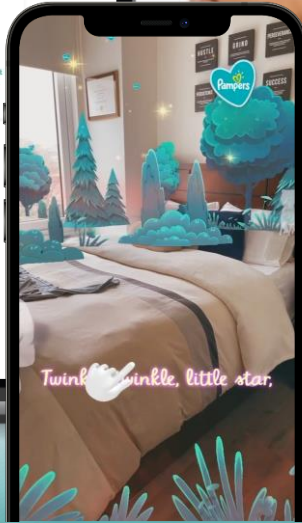
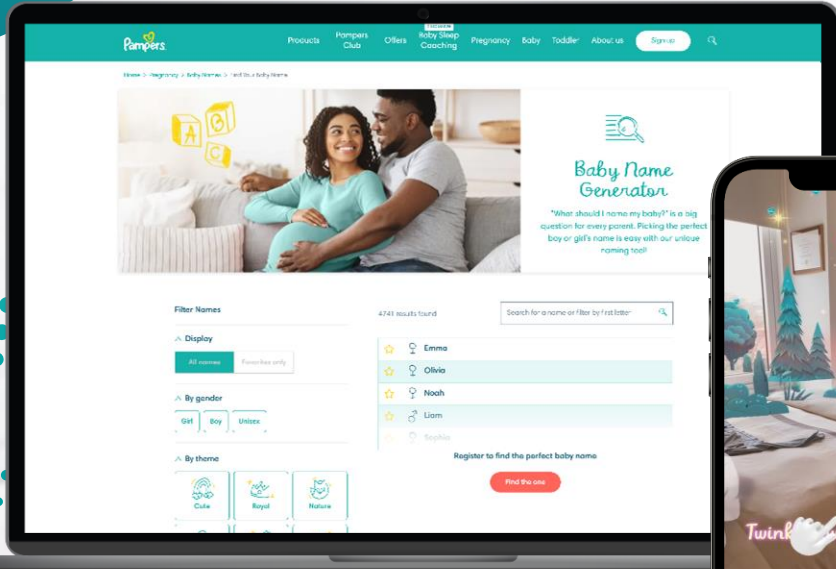
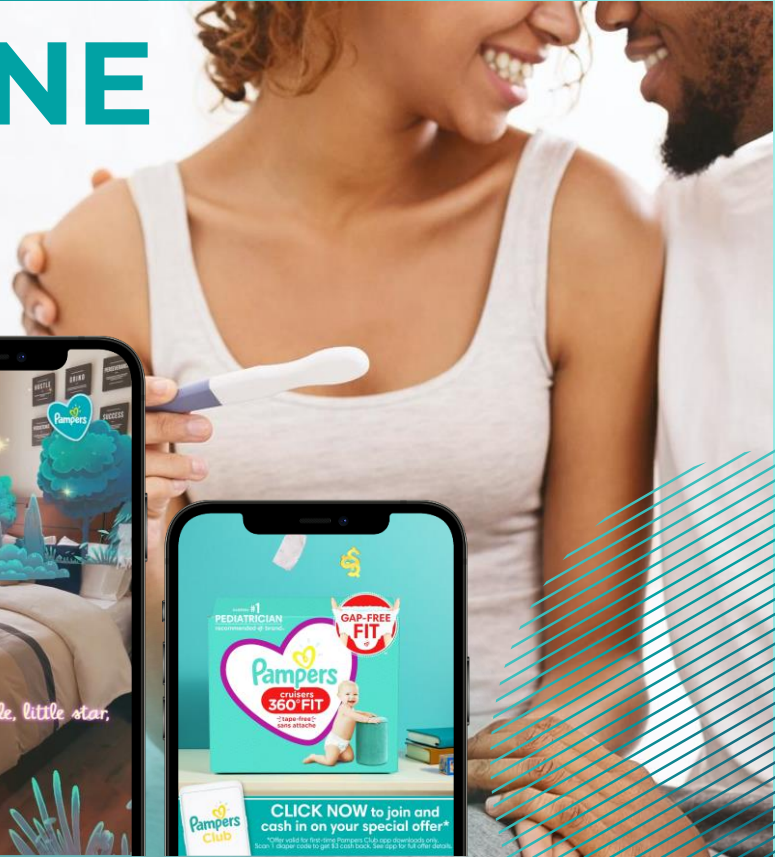
**HUMAN
CREATIVITY**

**MORE
EFFECTIVE**

**DATA &
ANALYTICS**



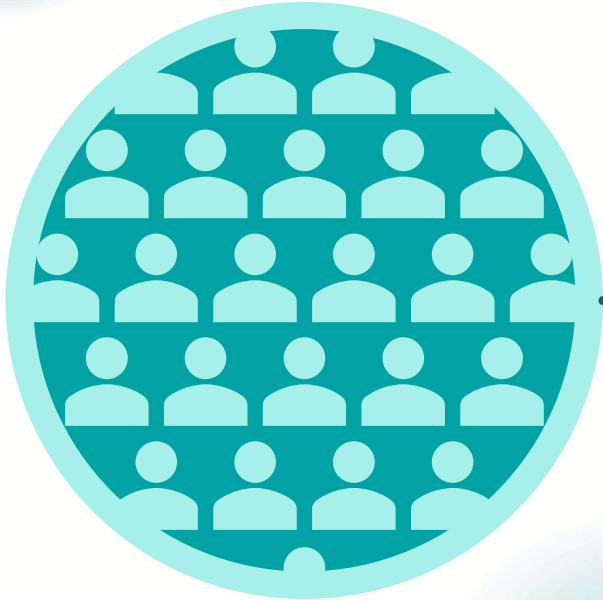
ONE-TO-ONE





MASS REACH WITH PRECISION

DATABASE



SMART AUDIENCES



New Parents



Crawling

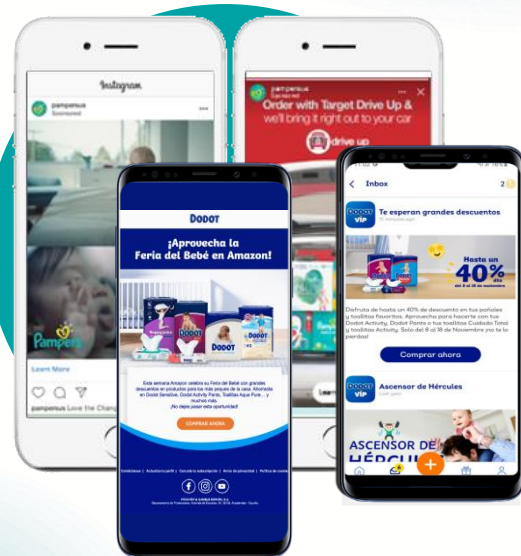


Potty Training



Bed Wetting

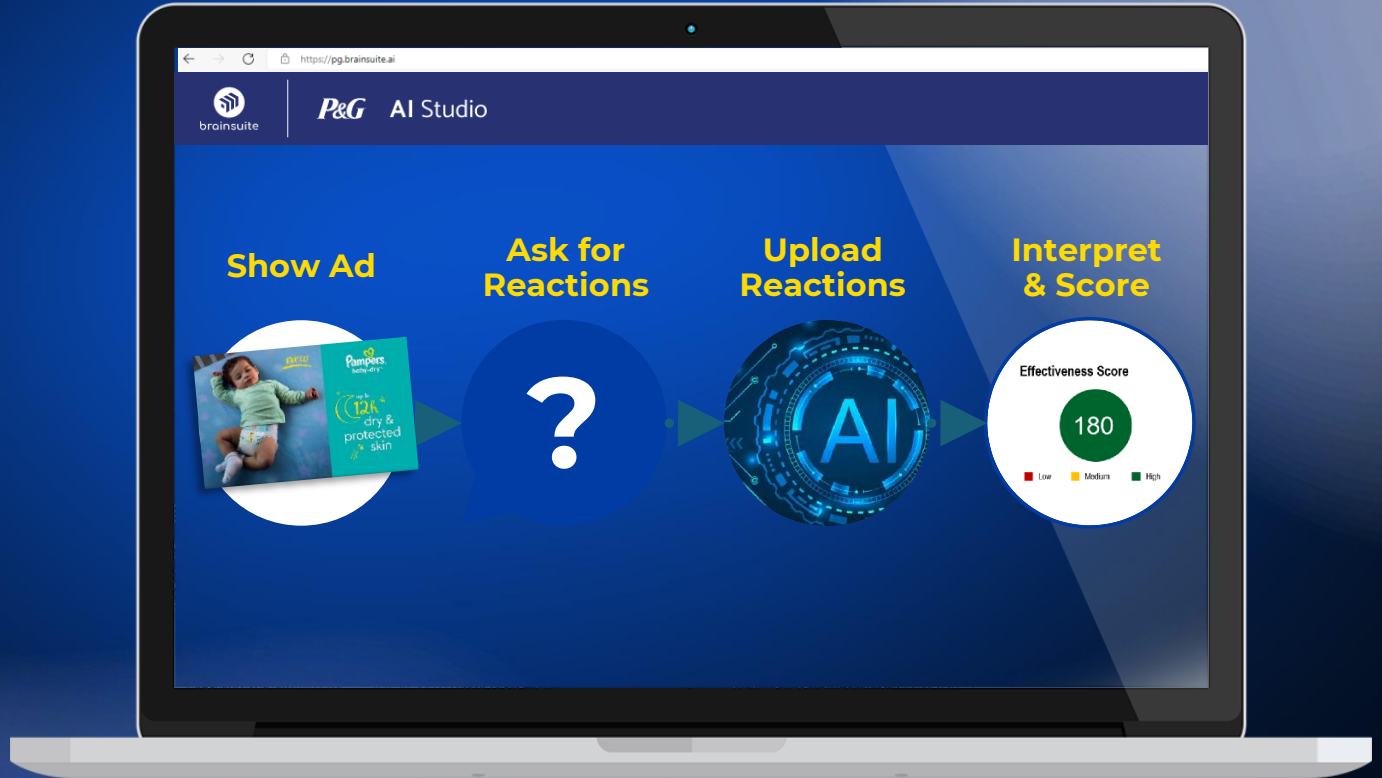
PROGRAMMATIC MEDIA



DODOT [👑]**VIP**



IMPROVE AD EFFECTIVENESS



A woman with voluminous blonde curly hair is seen from behind, wearing a two-piece pink sequined outfit and bright green high-heeled shoes. She stands in a studio with a white background and a complex gold metal frame. To her left is a white vanity with a mirror and a wooden chair. To her right is another vanity with a mirror and a white table. The word "PANTENE" is overlaid in large black letters across the center of the image.

PANTENE

Styling

RESETTING THE BAR ON

BRANDS FOR GROWTH AND GOOD

IMBATIBLES



81% of Consumers more likely to choose a brand with sustainability approach



THEN

NOW



There's no pride like Tide pride

I THOUGHT I KNEW WHAT WHITENESS WAS, BUT I'VE NEVER SEEN SHEETS AS WHITE AS THIS. FROSTY! ALMOST BLINDING!

Do you know this?

Washing problems are not all the same. Their remedies vary. Tide and generations have the cleanest wash because Tide has more power to get clothes clean than any other product. That's a fact - a fact you can prove by testing Tide against any other washing powder.

WHITES
Tide's effectiveness is recognized. Nothing else bleaches so clean as Tide. Nothing else gives that "whiter-than-white" effect.

WOOLLENS
Most people don't realize that wool clothes can be washed at home. Tide makes it all the difference.

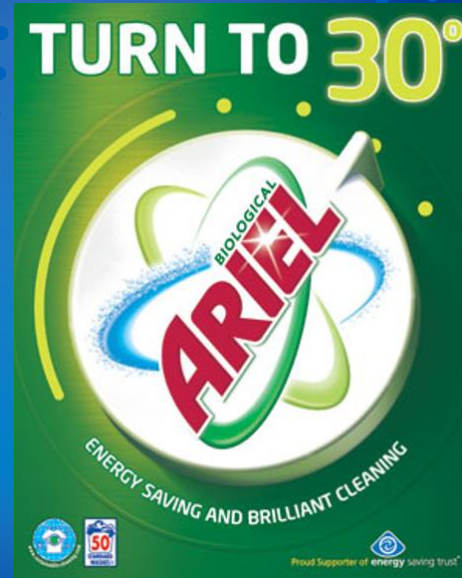
COLOURED
Tide's special ingredients are the difference between a faded, discoloured garment and a bright, clean one. Tide can't make a mistake.

More facts!
1. Tide is the only washing powder that's gentle on clothes.
2. It's the only powder you can use in a washing machine.
3. It's the only powder you can use in a hot water wash.

Tide
TIDE
CLEANEST

FACT!
TIDE WASHES CLEANEST

For real pride at every stage of your weekly wash, use Washday as Tide!



TURN TO 30°

BIOLOGICAL
ARIEL

ENERGY SAVING AND BRILLIANT CLEANING

Proud Supporter of energy saving trust



TURN TO 30°

ONE WAY TO HELP KEEP THE WORLD'S TEMPERATURE DOWN.

www.doregoodturn.co.uk

ARIEL



**ΤΟ 92% ΤΩΝ ΑΝΘΡΩΠΩΝ
ΘΕΛΕΙ ΝΑ ΖΕΙ ΒΙΩΣΙΜΑ...**

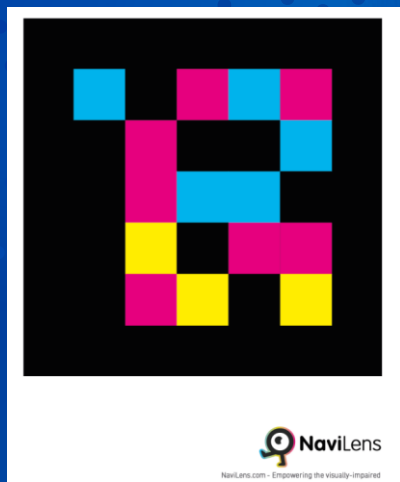




**BRAND
COMMUNICATION
THAT IS
ACCESSIBLE
TO ALL**

RESETTING THE BAR ON

ACCESSIBILITY



RESETTING THE BAR ON

AD ACCESSIBILITY

**Ambition to
progress towards
100% advertising
accessibility
across Europe**



**BRAND
COMMUNICATION
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RESETTING THE BAR ON



UNDERSTANDING CONSUMERS

MEDIA REACH & AD EFFECTIVENESS

BRANDS FOR GROWTH AND GOOD

RESETTING THE BAR ON

SUPERIOR BRAND
BUILDING
TO DRIVE GROWTH
& VALUE CREATION





Thank you