

P&G Beauty  
presents  
**Pantene Shine Awards**  
**- Global Launch of New Pantene -**



PR Campaign  
September – December 2006

## Objectives

- Create excitement around the launch of New Pantene and its New Shine philosophy
- Drive the brand's 'beauty' equity via high-profile & consumer relevant associations

## Target Audience

- Women 15-35 yrs, SEC ABC

## PR Strategy

- Leverage Beauty Influencers' associations to drive the Pantene 'Shine' philosophy
- Leverage personal shine stories of Pantene Shine Awardees, to bring Pantene's Philosophy "*Shine. I Believe I Can*" to life
- Announce Sushmita Sen as Pantene's New Brand Ambassador

# Leg 1: Announcement of Sushmita Sen as the New Pantene Brand Ambassador

## Key Message

Pantene signs on Sushmita Sen as its New Brand Ambassador

## PR Maximization

- **TV Maximization** via Electronic News Release (ENR) to target media in Mumbai

Contents of ENR:

- Making of the new Sushmita - Pantene Shine Ad Film
  - Q&A with Sushmita on her association with Pantene
  - P&G Spokesperson Soundbytes on Pantene and its New Ambassador, Sushmita
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- **Semi-Exclusives** with target print media on Sushmita, Pantene's new Brand Ambassador

## Leg 2: Global Re-Launch of Pantene & Shine Awards

### Key Messages

- Pantene is being re-launched globally with
  - New Logo – the golden *Shirra*
  - New Brand Ambassador – Sushmita Sen
  - New Brand philosophy – ‘Shine. I Believe I Can’
  - New premium white & gold Packaging
- Pantene celebrates its New Brand philosophy of ‘*Shine. I Believe I Can*’ by honoring India’s top Beauty Experts with Pantene Shine Awards for their personal shine journey and for helping other women shine



# Media Invitation

# Leg 2: Global Re-Launch of Pantene & Shine Awards



## Revelation of New Pantene

### • **Pantene History AV**

- Showcased the brand's glorious history of 60 years & how it has helped women around the world to shine to their true potential
- Revealed Pantene's New Shine Persona
  - New Visual Identity - Shirra Logo
  - New Brand Ambassador – Sushmita Sen
  - New Philosophy – “Shine. I Believe I Can.”
  - New Premium White & Gold Packaging

### • **Pantene Shine Ambassador, Sushmita Sen AV**

- Captured the essence of Sushmita Sen - India's biggest icon of beauty and self-belief
- Her shine journey from an unknown model to Miss Universe to a successful international model to a leading Bollywood Actor to the Perfect Mother
- Her “Life's Most Shining Moment”

### • **Photo-opp**

- Pantene's New Ambassador Sushmita Sen reveals the all-new shining Pantene!

# The 'Shining' Revelation of New Pantene



**Pantene Brand Ambassador Sushmita Sen & Sumeet Vohra, Marketing Director, P&G launch New Pantene & its Shine Philosophy**



**Pantene Ambassador Sushmita Sen at the launch of New Pantene's Shine Philosophy**

## Leg 2: Global Re-Launch of Pantene & Shine Awards

### Pantene Shine Awards... 1

To celebrate the Shine spirit, Pantene honored six of India's Top Beauty Experts, each of whom like Pantene, have helped women shine and be the best they can be.

- Dilshad Pastakia (hair stylist to India's top actors Shah Rukh, Preity & Rani)
  - Deepika Mehta (yoga expert to beauty icons Aishwarya, Bipasha & Yana)
  - Queenie Dhody (grooming expert)
  - Dr. Kalpana Sarangi (dermatologist)
  - Dr. Anjali Mukherjee (nutritionist)
  - Anita Dongre (fashion designer)
- Individual 'Shine' AV of each Pantene Shine Awardee
    - Captured her incredible shine journey – struggles, self-confidence, the will to perform better & celebrated the “*I Believe I Can*” spirit within her
    - Her “Life's Most Shining Moment”



## Leg 2: Global Re-Launch of Pantene & Shine Awards

### Pantene Shine Awards... 2

- Pantene Shine Award awarded by Sushmita Sen to each Women Achiever for her personal shine story & helping other women shine
- Chat Show:
  - Each Awardee shared her “*life’s most shining moment*” with the audience
  - Answered questions on her life’s shining journey
- The Pantene Shine Awards culminated with the “*woman to woman*” pinning of Shirra broaches and spreading of the Pantene “Shine. I Believe I Can” philosophy
- Other guests at the event included leading stylists from...
  - Hair India People, an association of India’s top hair stylists
  - Asha Hariharan - HIP Vice Chairperson & Beyond The Fringe
  - Other celebrity hairstylists like Coleen Khan, Lata & Yogi

# Pantene Shine Awards



**Pantene Brand Ambassador Sushmita Sen honors Dilshad Pastakia – India's Top Hairstylist**



**Sushmita Sen honors Queenie Dhody – Grooming Expert**



**Pantene Shine Awards: Brand Ambassador Sushmita Sen with Awardees – Nutritionist Dr. Anjali Mukherjee, Fitness & Yoga expert Deepika Mehta, Hairstylist Dilshad, Dermato-cosmetologist Dr. Kalpana Sarangi, Grooming expert Queenie Dhody, Fashion designer Anita Dongre**



**Sushmita Sen honors Deepika Mehta – Fitness & Yoga Expert**



**Sushmita Sen honors Dr. Kalpana Sarangi – Dermato-Cosmetologist**



**Sushmita Sen honors Anita Dongre – Fashion Designer**

# Pantene Shine – Global Re-launch & Shine Awards



## Leg III: National Press Release Dissemination with Key Message-led visuals...

- Brand Ambassador Sushmita Sen honours India's Top Six Beauty Experts with Pantene Shine Awards
- New Pantene unveiled by New Brand Ambassador Sushmita Sen

## Leg IV: National TV maximization through Electronic News Release (ENR) in key markets

### Contents of ENR:

- Pantene History AV showcasing the brand's journey and its global relaunch – *Shirra* logo, new Ambassador, new Shine Philosophy & new Packaging
- Footage of Pantene Shine Awards
- Making of the New Sushmita - Pantene Shine Ad Film
- Q&A with Sushmita Sen on Pantene, shine journey, beauty, hair and life
- Soundbytes by Pantene Shine Awardees on winning the award and their personal shine story
- New Sushmita-Pantene Shine Ad Film

## Highlights of the Pantene Shine Campaign

- **Creating a unique "PR property" with Pantene Shine Awards** got us one of our strongest-ever media exposures via viewer-friendly content and drove the "beauty & shine" equity of Pantene among consumers and key stakeholders
- **Targeted Target Audience Reach via Media Planning approach** led us to focus on Media with Highest Reach amongst Pantene's TA, which helped drive more consumer-focused measures vs. only # of media exposures /space-driven measures
- **First-ever Exclusive Editorial Tie up with Aaj Tak, India's #1 C&S Channel** (with the highest reach of 25% amongst Pantene TA) for a **"Branded Chat Show with Sushmita Sen"**
  - Content: Sushmita's belief in the Pantene shine philosophy, her personal shine story, Pantene endorsement, Pantene Shine Awards
  - Breakthru' content led to *total FREE airtime of 2 hours (1/2 hour show repeated 4 times) on Aaj Tak!!*
- **Customized and ready-to-use content for TV and Press Media** like shine stories of Sushmita and Pantene Shine Awardees, History of Pantene globally and in India, Making of the TV copy etc. led to exponential air and print space

## Highlights of the Pantene Shine Campaign

- **Relationship-building with Beauty Influencers**
  - Madison PR agency's sustained networking with beauty influencers helped us to rope in six women achievers (awardees) at *zero cost*, helping bring alive the "Shine" equity & messaging
  - Incredible non-paid positive endorsement in media and association of six influencers with Pantene, via the awards
- **Pantene Shine Elements at the Event**
  - Specially-created gold **Pantene Shine Trophy** for the Awardees' inspiring Shine Journeys
  - **Shirra Broaches** which the Pantene Shine Awardees pinned on all women audience in support of the "I Believe I Can" campaign
  - **Pantene Shine Wall** depicting the brand's historic 60 years of helping women shine!
- **Best-In-Class Media Exposure**
  - Over 8+ hours of Unpaid , credible TV news reaching over 67MM Pantene TA
  - Whopping 300+ print exposures including India's Top media
- All this led to the **Highest-ever Pantene Value Share** in two years!

## Feedback from Pantene Stakeholders

- *"It was a great event, very classy, & lots of hard work. Thanks for everything."* - Dilshad Pastakia (India's Top Hairstylist & Pantene Shine Awardee)
- *"That was a lovely event. Am glad i could make it. Great job."* - Marie Claire magazine
- *"My personal compliments to the team who came up with the concept and put it together. This is also the best media management I've seen ever ...even versus what we've experienced at the Delhi Fashion Week ."* - Anita Dongre (Leading Fashion Designer & Pantene Shine Awardee)
- *"What a sleek concept and event - outstanding Pantene!"* - Molshree, CNBC
- *"After a long time I saw a brand launch done so well. Having these Women's Shine stories was a great idea."* - Dainik Jagran - India's #1 Hindi daily (Highest Reach Amongst TA in Press)

# PR Results Evaluation

## QUANTITATIVE REPORT

### No. of Exposures

- TV = 8 Hrs. via 158 Exposures on 45 channels
- Press = 313 Exposures (7 Magazines, 15 websites, 291 dailies)

**Reach** = 79 MM across metros & small towns

**PR Value** = US\$512M = Rs. 4.92 crores

## QUALITATIVE REPORT

### Key Message / Benefit Delivery

- 100% exposures captured KM#1 of Pantene's Global Relaunch
- 89% exposures captured KM#2 – Pantene Shine Awards

### Visuals / Photos

- 78% of exposures carried New Pantene visuals
- 75% of exposures carried Pantene Shine Awards event pictures

### Efficiency of Pantene Shine Campaign

**ROI = 1: 25** (\$25 worth of credible media space for every \$ 1 spent )