

PRESS RELEASE

For Immediate Release

**P&G BLUE BOXES BRING POSITIVE CHANGE IN THE LIVES OF
ORDINARY JAPANESE**

JAPAN, Tokyo, 29 July 2013 – Procter & Gamble in partnership with Grey Tokyo recently launched The Pantene Effect: A Japan Story, a brand-focused video which demonstrates how Pantene products make everyday life better for ordinary Japanese.



The Pantene Effect video chronicles the stories of two female snowboard instructors at a ski resort in Gifu who are faced with daily hair woes: dry and damaged hair from UV rays and dry air. A P&G Blue Box containing Pantene products is delivered to their dorm to help them treat

damaged hair. 14 days later, the changes are visible not only to them, but also those around them, who observed that they were brighter and happier. Please view the video here: <http://www.youtube.com/watch?v=1bQcaLeoTos>

The Pantene Effect: A Japan Story is the third in a series of brand-focused videos developed by Grey Tokyo for the Japanese market. Earlier videos, The Ariel Effect: A Japan Story was about giving a boost of motivation to aspiring young chefs by keeping their white uniforms and aprons white and clean; and The Everyday Effect: A Japan Story focused on giving self-conscious homemakers and stay-home mothers a helping hand to build their confidence in inviting guests over to their homes.

The challenge in executing the series of before-and-after videos was the Japanese communication style itself, often epitomized by subtlety and nuances. Unlike their Western counterparts, the Japanese tend to be more reserved and hesitant when expressing their emotions. The tone of the campaign therefore could not be too overt and aggressive in relaying the campaign's message as it would not appeal to the local audience. So the team kept it authentic and relevant by highlighting issues ordinary Japanese face daily: relatable

situations such as dried and damaged hair, as well as hard-to-remove stains and odors on clothes.

“We’re proud to lead the creative execution for P&G’s “The Everyday Effect” in Japan,” said Kanji Miyagawa, Group Creative Director, Grey Tokyo. “The challenge was to translate the global message, make it relevant to our local audience and to encourage consumers to cross-brand trial. We’ve delivered the brief through our brand-focused videos which ultimately aim to build a stronger connection between consumer and P&G for further business growth,” he explained.

More information on the earlier campaign videos:

The Ariel Effect: A Japan Story



Client: P&G
Brand: Ariel
Agency: Grey Tokyo

Aspiring chefs in a restaurant in Kyoto, Japan, often face the problem of tough stains on their white cooking uniforms. In fact, with grease and dirt on it, they could not face the guests as

it would be a disgrace to the restaurant’s name. A P&G Blue Box arrives in their restaurant, containing Ariel products. When they use this detergent, it not only cleans all stains and dirt, but their clean, white uniform also helps to motivate them and focus better on cooking.

View the video here: <http://www.youtube.com/watch?v=Jl0kl4dzXzE>

The Everyday Effect: A Japan Story



Client: P&G
Brands: Lenor, Febreze, Joy
Agency: Grey Tokyo

Young mothers are often reluctant and hesitant in inviting other mommy-friends over as they are self-conscious about their homes. A P&G Blue Box is each delivered to their homes, containing products that give off

pleasant scents. They start to invite friends over and because of the compliments that they



are receiving, they feel good about themselves. View the video here:

<http://www.youtube.com/watch?v=hdQRcWYeRtw>

Credits

Agency: Grey Tokyo

Creative Director: Kanji Miyagawa

Art Director: Shiho Kurihara

Producer: Ha Jaeyoung

Account Directors: Yukiko Ochiai, Junko Igarashi

Account Supervisor: Sakiko Horikawa, Tai Kenneth

Director: Tsuguhito Fujioka

DOP: Kozo Natsumi

###

About Grey

Grey is the global advertising network of Grey Group. Grey Group ranks among the largest global communications companies. Its parent company is WPP (NASDAQ:WPPGY). Under the banner of "Grey Famously Effective Since 1917," the agency serves a blue-chip client roster of many of the world's best known companies: Procter & Gamble, GlaxoSmithKline, Diageo, Pfizer, Canon, 3M, Boehringer Ingelheim and Allianz. Grey was featured in *FAST COMPANY* magazine's "50 Most Innovative Companies in the World" issue in both 2010 and 2011. In Asia, Grey Group covers 28 cities in 16 countries and manages branding for some of the biggest brands: Mercedes-Benz, Dell, Volkswagen, Qatar Airways, Microsoft, Lenovo and Honda. For information on Grey Group Asia Pacific, please visit: www.grey.com/asiapacific.

Media Contact

Apriani Kartika

Executive

Regional corporate communications

Email: apriani.kartika@grey.com

Tel: (65) 6499-4217

Mobile: (65) 9879-7709

Rani Ramaya

Senior Manager

Regional corporate communications

Email: rani.ramaya@grey.com

Tel: (65) 6511-7654

Mobile: (65) 8223-6724