

The Gillette 2008
MLB Rookie Reporter
Showdown Recap





During the summer of 2008, Comcast Spotlight teamed up with Procter & Gamble to promote the Gillette Megabrand — Body Wash, Clinical Strength Anti-Perspirant Deodorant, Shampoo & Conditioner, and Fusion Razor and Shave Prep.



OBJECTIVES

- ★ Increase awareness of Gillette brands.
- ★ Reach males 18-49.
- ★ Appeal to male grooming excellence and “the best a man can get”
- ★ Highlight core benefits of Gillette products within the Megabrand.



The Gillette 2008 MLB Rookie Reporter Showdown

In celebration of baseball reporter wannabees across the nation, Comcast Spotlight and Gillette teamed up to create a fully integrated, multi-market media promotion called the Gillette 2008 MLB Rookie Reporter Showdown.

With Gillette's sponsorship of MLB, Erin Andrews's participation and the ability to customize this nationwide search through a local, customized approach, this promotion went way beyond traditional advertising by converting target consumers into Gillette brand ambassadors.

The result was a fully interactive and engaging media promotion that combined all of the elements of great commercial innovation: **ONSITE**, **ON-AIR**, and **ONLINE**.

ONSITE

- ★ 12 Major League baseball teams.
- ★ 12 major markets
- ★ 5,000+ Gillette products distributed



ON-AIR

- ★ 12 DMAs featured localized, onsite footage
- ★ 288 customized spots
- ★ Spots featured an authentic sports anchor newsroom and shots from MLB ballparks.
- ★ :15 promo ran alongside 4 rotating, pre-existing brand spots on targeted network programming
- ★ GRRS host Erin Andrews (ESPN) appeared in every spot.



ONLINE

- ★ www.mlb.com/gillettereporter
- ★ Streaming video showcased contestant challenges
- ★ Consumers voted for their favorite GRRS reporter to determine the winner.
- ★ Visitors entered the GRRS Sweepstakes for a chance to win a trip for two to the 2008 World Series.
- ★ Comprehensive Gillette product information.
- ★ Performed data capture for sweepstakes entrants.





Market-by-market, this engaging, fast-paced promotion helped build the Gillette megabrand:

TACTICS

- ★ Leveraged the target demo's baseball enthusiasm.
- ★ Locally relevant promotion allowed consumers to root for and follow their hometown competitors.
- ★ Targeted demo-specific networks
 - Promo aired on TNT, ESPN/ESPN2, Comedy Central, FX, Spike, Comcast Sports Net, Sci Fi and Versus.
- ★ Utilized live MLB games to reach target audience
 - :30 spots aired during live MLB telecasts.
- ★ Incorporated product attributes throughout the on-air spots, communicating core benefits
- ★ 3 authentic baseball reporter challenges
 - Take the Toss
 - Trivia
 - Distraction Reaction



ERIN ANDREWS

- ★ Served as the campaign's host, adding star power to the GRRS:
- ★ ESPN Sportscaster added authenticity and sex appeal to the campaign.
- ★ Appeared in all On-Air spots (both promo and reporter challenges),
- ★ Featured prominently on the GRRS website (along with a ready-to-print baseball card)
- ★ Attended onsite interactive events at ballparks and MLB's Fan Fest
- ★ Conducted PR interviews with national sports personalities.



This targeted multi-media approach successfully generated consumer awareness for Gillette products.

MEDIA IMPACT

ON-AIR

- ★ 20,000,000 on-air impressions

ONLINE RESULTS

www.mlb.com/gillettereporter

- ★ 30,994 votes
- ★ 42,090 entries
- ★ 5,985 opt-in Gillette database contacts
- ★ 277,592,643 total online impressions

FINAL TALLY

- ★ Clay Duerson, representing the Chicago Cubs, was the top GRRS vote getter.
- ★ The campaign registered nearly 200 million media impressions.
- ★ More than 50,000 people entered the GRRS Sweepstakes.
- ★ More than 8,000 people voted for the GRRS semifinalists.





The numbers tell only part of the story, as challengers transformed themselves into brand ambassadors and promoted Gillette products.

VIRAL MARKETING

- ★ Email blasts
- ★ Youtube.com
- ★ Blogs

PR

- ★ PR efforts generated more than 2 million impressions through print, television, radio, and web segments.
- ★ Articles ran in dozens of print publications.
- ★ Television news segments featured local reporters.
- ★ Blogs and websites spread the GRRS word.

RECRUITMENT

- ★ Casting calls held at 12 Major League baseball stadiums and via online submission process.
- ★ Hundreds of aspiring reporters auditioned to be challengers.
- ★ Recruitment pool narrowed to 48 semifinalists, four per each of 12 teams.

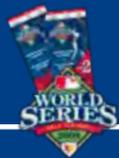


“ The competition was fun from the beginning. It was so exciting, after I had heard that I was a finalist and after I found out I won the competition. The atmosphere at the World Series was great, I got to meet sports anchors, baseball legends, and have fun with fans from both teams.

It is something I will remember for the rest of my life. ” -Clay Duerson
GRRS grand prize winner



GRRS grand prize winner Clay Duerson interviews former MLB All-Star Fred Lynn at the 2008 World Series.



THE COMCAST SPOTLIGHT ADVANTAGE

- ★ Secured ESPN's Erin Andrews as GRRS host at below market cost.
- ★ Arranged for Andrews to appear at onsite events and to participate in multiple PR media interviews.
- ★ Created a customized, privately-guided itinerary for GRRS winner Clay Duerson that exceeded his MLB.com World Series assignment. Sent a film crew to chronicle and produce a video diary of his experience.
- ★ Coordinated and managed creative and legal logistics among MLB, MLB.com, P&G, and four Gillette brands.
- ★ Produced all interactive elements, including 288 locally customized spots that were taped at 12 venues, within a challenging timeframe.
- ★ Produced and aired customized CVS-tagged spots exclusively for the Boston market



Recap DVD

Check out video highlights from this year's 2008 MLB Rookie Reporter Showdown. The enclosed DVD presents a comprehensive recap of the promotional and in-game spots, exclusive on-line features, and a summary of the campaign's media impact.





Comcast
SPOTLIGHT.

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