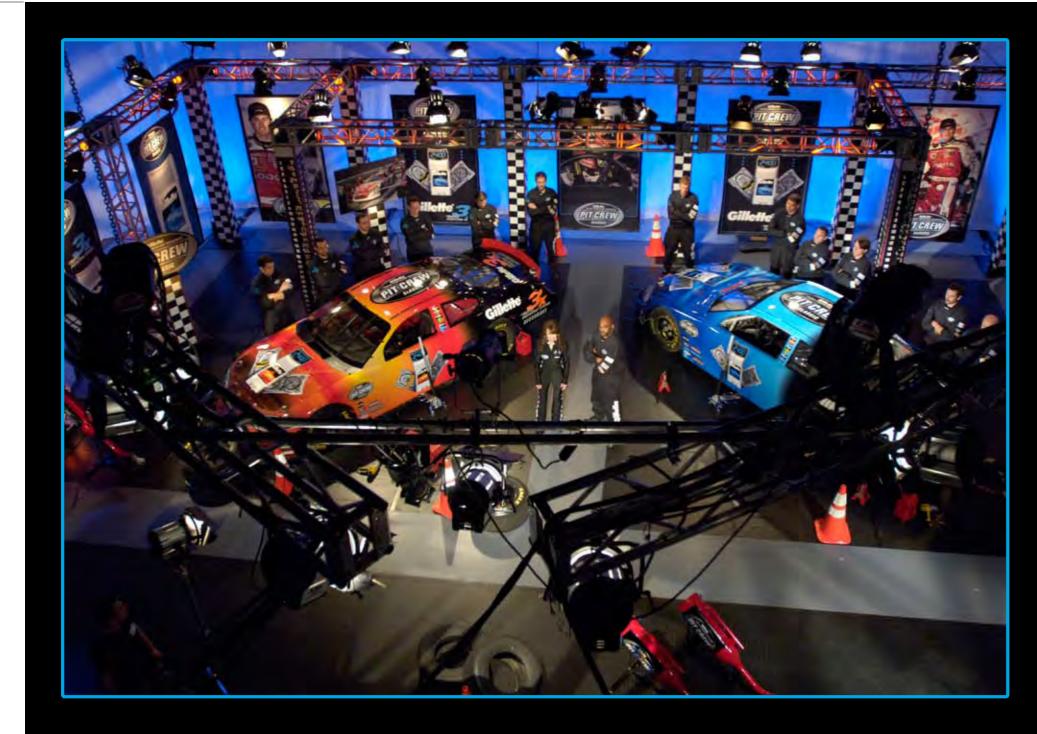


2007 RECAP Presented By: Nancy Newman Comcast Spotlight 312 327 5515







Overview

IN THE SPRING OF 2007, COMCAST SPOTLIGHT TEAMED UP WITH PROCTER & GAMBLE TO PROMOTE THE RELAUNCH OF GILLETTE "TRIPLE PROTECTION" DEODORANT WITH THE FOLLOWING OBJECTIVES:

LEVERAGING THE MASSIVE POPULARITY OF NASCAR, COMCAST SPOTLIGHT CREATED A MULTI-FACETED MEDIA PROMOTION TITLED THE GILLETTE "TRIPLE **PROTECTION" DEODORANT PIT CREW CLASSIC FEATURING NASCAR DRIVER** KASEY KAHNE.

• BUILD BRAND AWARENESS OF GILLETTE "TRIPLE PROTECTION" DEODORANT • TARGET 24-TO-34-YEAR-OLD PERFORMANCE-DRIVEN MALE PROFESSIONALS • REINFORCE THE "TRIPLE PROTECTION" THEME:

- INTEGRATE "TRIPLE PROTECTION" GADGET & THEME THROUGHOUT CAMPAIGN • INCREASE OVERALL SALES OF GILLETTE "TRIPLE PROTECTION" DEODORANT



The Concept

- •14 GUYS FROM ACROSS THE COUNTRY RACED THE CLOCK IN HEAD-TO-HEAD PIT CREW CHALLENGES
- THE COMPETITOR WITH THE FASTEST COMBINED TIME CAPTURED THE GRAND PRIZE
- THE COMPETITION UNFOLDED DURING 30-SECOND SPOTS THAT AIRED DURING BUSCH SERIES AND NEXTEL CUP SERIES RACES
- 3 ON DEMAND FEATURES PRESENTED ALL THE BEHIND-THE-SCENES ACTION
- OVER 3,000 ON-AIR PROMOTIONAL SPOTS DIRECTED VIEWERS TO THE PIT CREW CLASSIC WEBSITE, A SHOWCASE FOR THE CAMPAIGN AND SWEEPSTAKES ENTRY POINT

KASEY KAHNE, NASCAR DRIVER OF THE NO. 9 DODGE DEALERS/UAW DODGE CHARGER

- ONE OF NASCAR'S MOST POPULAR STARS
- COMCAST SPOTLIGHT'S KAHNE SPONSORSHIP ADDED A COST-EFFECTIVE STAR QUALITY TO THE CAMPAIGN
- APPEARED IN ALL PROMOTIONAL AND IN-RACE SPOTS

HOST BARBARA TERRY

• NATIONALLY KNOWN CAR EXPERT PROVIDED THE PERFECT COMBINATION OF GOOD LOOKS AND CAR SMARTS



The Set

- TWO GILLETTE "TRIPLE PROTECTION" DEODORANT-BRANDED STOCK CARS SERVED AS THE SET'S FOCAL POINT
- CONTESTANTS AND HOST WORE GILLETTE-BRANDED NASCAR REPLICA RACING SUITS
- PROFESSIONAL NASCAR EQUIPMENT PROJECTED AUTHENTIC RACING IMAGE
- RICHARD PETTY DRIVING EXPERIENCE STAFF PROVIDED HANDS-ON DEMONSTRATIONS AND INSTRUCTIONS TO COMPETITORS
- ON-SET PLASMA SCREEN INCORPORATED LOOK-LIVE REMOTE OF KASEY KAHNE





On-Air

THE GILLETTE "TRIPLE PROTECTION" DEODORANT PIT CREW CLASSIC REACHED OVER 15 MILLION VIEWERS DURING ITS SEVEN-WEEK CAMPAIGN.

- •74 REGIONALLY CUSTOMIZED SPOTS AIRED DURING EIGHT NATIONAL NASCAR RACES
- •13 DMAS SHOWCASED HOMETOWN COMPETITORS DURING IN-RACE SPOTS
- OVER 3,000 15-SECOND PROMOS RAN DURING TARGETED PROGRAMS
- ACCLAIMED DIRECTOR AND CREW CREATED A SOPHISTICATED AND POLISHED FINAL PRODUCT



ONAL *NASCAR* RACES Race spots Grams IND Polished Final Produc[.]



ONLINE (WWW.PITCREWCLASSIC.COM)

- CUSTOMIZED WEBSITE SERVED AS POINT OF ENTRY FOR THE GILLETTE "TRIPLE PROTECTION" DEODORANT PIT CREW CLASSIC SWEEPSTAKES
- WEBSITE ACTED AS THE CAMPAIGN HUB, WITH UPDATED DETAILS OF ALL OF THE COMPETITION'S ACTION
- A SUPERIMPOSED VIDEO OF KASEY KAHNE ON HOMEPAGE PRODUCED AN ENGAGING CALL-TO-ACTION
- INTERACTIVE VIDEO GAME ALLOWED CONSUMERS TO VIRTUALLY COMPETE AT ALL THREE PIT CREW TASKS FOR A CHANCE TO WIN ADDITIONAL GILLETTE-BRANDED PRIZES
- FEATURED COMPREHENSIVE GILLETTE "TRIPLE PROTECTION" DEODORANT PRODUCT INFORMATION





INSTRUCTIONS



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ON DEMAND

TASKS

THE GILLETTE "TRIPLE PROTECTION" DEODORANT PIT CREW CLASSIC REACHED X COMCAST ON DEMAND VIEWERS.

THE COMCAST ON DEMAND EXECUTION EXTENDED GILLETTE'S PROMOTIONAL EXPOSURE FOR THREE MONTHS WHILE DELIVERING INTEGRATED CONTENT VIA THREE ENTERTAINING VIDEO SEGMENTS:

• MEET THE CONTESTANTS:

AN IN-DEPTH LOOK AT THE PERSONALITIES WHO BROUGHT THE PIT **CREW CLASSIC TO LIFE**

• PIT CREW CHALLENGES:

WITH THE HELP OF RICHARD PETTY DRIVING EXPERIENCE STAFF, OUR CONTESTANTS LEARNED THE INS AND OUTS OF REAL PIT CREW

• PIT CREW COMPETITION:

A COMPILATION OF ALL OF THE COMPETITION'S ACTION



TACTICS

MARKET-BY-MARKET, THIS FAST-PACED, EYE-CATCHING PROMOTION HELPED BUILD THE GILLETTE "TRIPLE PROTECTION" BRAND:

FOLLOW THEIR HOMETOWN COMPETITOR TARGETED DEMO-SPECIFIC NETWORKS SPORTS NET, SCI FI AND VERSUS RACES ON ᡞ AND ======== **CORE BENEFITS**

THIS TARGETED MULTI-MEDIA APPROACH SUCCESSFULLY EXPOSED AND REINFORCED THE BRAND TO CONSUMERS.



THE COMCAST ADVANTAGE

• LEVERAGED AN EXISTING COMCAST-KAHNE RELATIONSHIP TO ARRANGE AND EXECUTE A PRIVATE, ON-LOCATION COMMERCIAL SHOOT (SHOOT ALSO PROVIDED EXCLUSIVE, ONE-ON-ONE CLIENT CONTACT WITH KASEY) • COMCAST-EVERNHAM SPONSORSHIP ENABLED KAHNE'S PARTICIPATION AT A SUBSTANTIAL COST SAVINGS FOR CLIENT • COMCAST AIRED ADDITIONAL PROMOTIONAL SPOTS PROVIDING ADDED VALUE TO GILLETTE

• LEVERAGED THE TARGET DEMO'S NASCAR AND KASEY KAHNE ENTHUSIASM •LOCALLY RELEVANT PROMOTION ALLOWED CONSUMERS TO ROOT FOR AND - PROMO AIRED ON TNT, ESPN/ESPN2, COMEDY CENTRAL, FX, SPIKE, COMCAST • UTILIZED LIVE NASCAR RACES TO REACH TARGET AUDIENCE - 30-SECOND SPOTS AIRED DURING BUSCH SERIES AND NEXTEL CUP SERIES

• INCORPORATED VISUAL SHOWCASE OF PRODUCT ATTRIBUTES TO COMMUNICATE

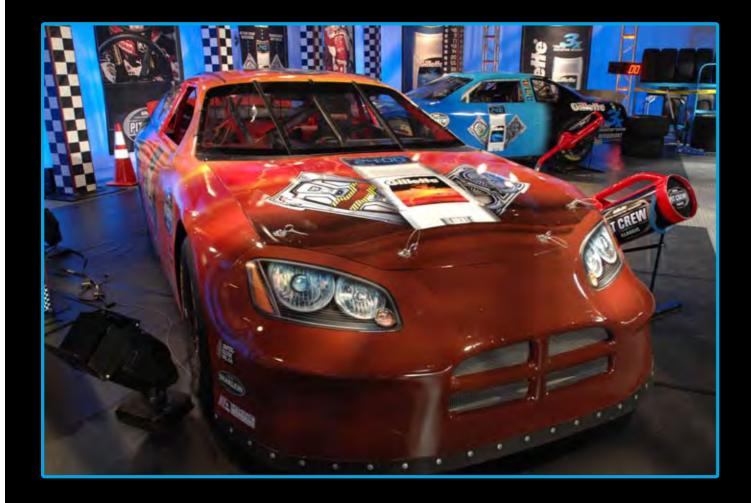
Reach

•THE GILLETTE "TRIPLE PROTECTION" DEODORANT PIT CREW CLASSIC REACHED MORE THAN X MILLION CONSUMERS WITHIN THE TARGET DEMOGRAPHIC •X MILLION IMPRESSIONS ON-AIR

•2.6 MILLION IMPRESSIONS ONLINE

ONLINE RESULTS

- •52,000 SWEEPSTAKES SUBMISSIONS
- •1,200,000 HITS
- •300,000 PAGE VIEWS
- •100,000 VISITS
- •54,800 INDIVIDUALS SUBMITTED CONTACT INFORMATION
 •6,300 CONSUMERS REQUESTED FUTURE GILLETTE DEODORANT PRODUCT UPDATES

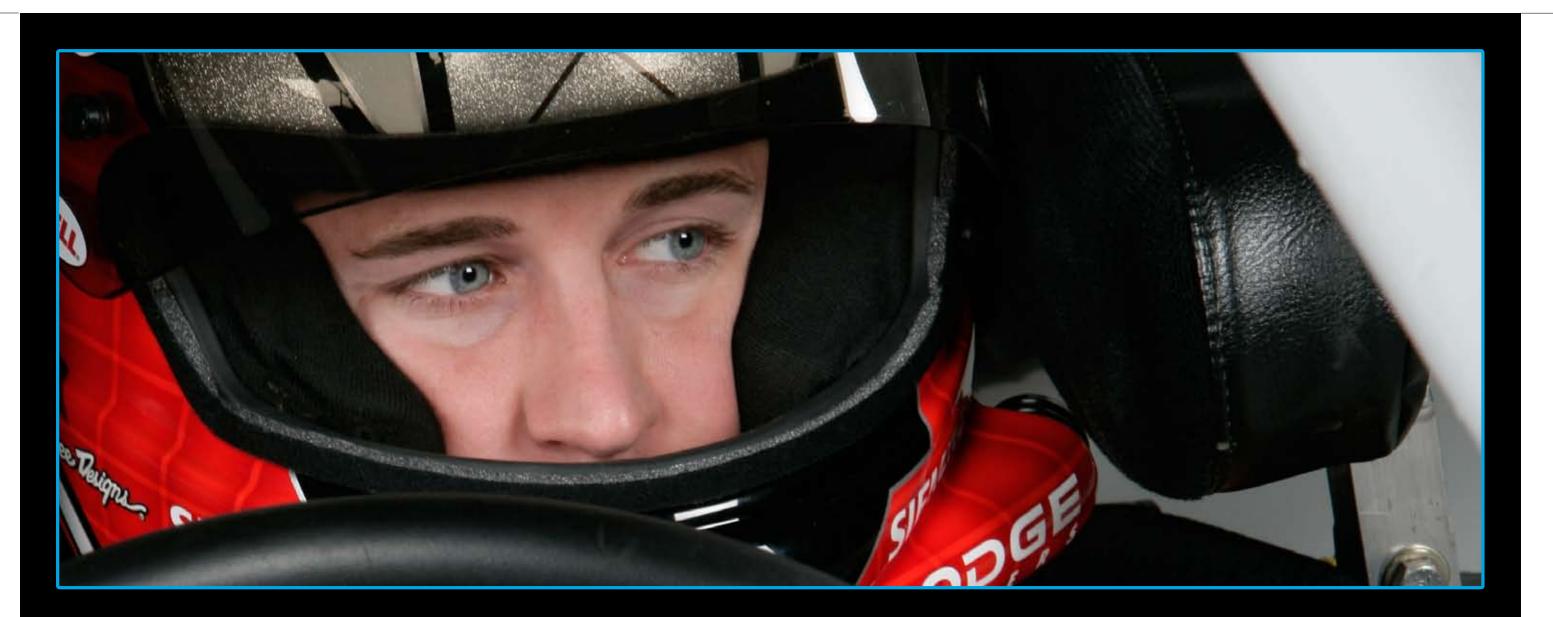




Recruitment

•ONLINE RECRUITING EFFORT TARGETED POPULAR SOCIAL COMMUNITIES (MYSPACE.COM AND FACEBOOK.COM), RACING FAN COMMUNITIES (KASEYKAHNE.COM), AND GENERAL-OPPORTUNITY SITES (CRAIGSLIST.ORG) •COMPETITORS COMPLETED AN ONLINE ESSAY AND UNDERWENT SEVERAL INTERVIEWS BEFORE THEY WERE SELECTED TO PARTICIPATE IN THE ON-AIR COMPETITION

•THE MOST ENTHUSIASTIC, DEMO-SPECIFIC GUYS WERE CHOSEN TO COMPETE AND SERVE AS GILLETTE BRAND AMBASSADORS



Prizing

- COMCAST SPOTLIGHT OFFERED A CREATIVE AND APPEALING GRAND PRIZE PACKAGE:
- TRIP FOR TWO TO CHARLOTTE, INCLUDING ROUNDTRIP AIR AND FIRST-CLASS ACCOMMODATIONS
- INTIMATE DINNER WITH KASEY KAHNE AT THE FOUR-STAR RESTAURANT WILDFIRE

PRIVATELY-GUIDED TOUR OF THE EVERNHAM MOTORSPORTS GARAGE, HOME TO KAHNE'S RACE TEAM
 THE ROOKIE EXPERIENCE AT RICHARD PETTY DRIVING EXPERIENCE, WHERE PARTICIPANTS TAKE THE WHEEL OF A 600-HORSEPOWER STOCK CAR AT LOWE'S MOTOR SPEEDWAY IN CONCORD, N.C.
 EXCLUSIVE KASEY KAHNE PRIZE PACKAGE, INCLUDING A DIECAST #9 CAR AND MORE



COMPETITION WINNER PARTICIPATING IN THE GILLETTE "TRIPLE PROTECTION" [DEODORANT] PIT CREW CLASSIC WAS THE EXPERIENCE OF A LIFETIME. I HAD A BLAST MIMICKING THE ACTIVITIES OF A REAL PIT CREW AND COMPETING AGAINST GUYS I NOW CONSIDER FRIENDS. IT COULD NOT HAVE BEEN BETTER, AND NOW – I'M OFF TO CHARLOTTE TO DINE WITH KASEY

SCOTT - GILLETTE "TRIPLE PROTECTION" DEODORANT PIT CREW CLASSIC WINNER





By the Numbers

• COMCAST SPOTLIGHT "ZEROED IN" ON GILLETTE'S TARGET AUDIENCE

 EVEN AFTER THE ON-AIR CAMPAIGN ENDED, THE CAMPAIGN'S DMA'S RETAINED 94% OF THEIR COLLECTIVE SHARE OF MEASURABLE WEB HITS
 COMCAST SPOTLIGHT'S INTEGRATED MARKETING APPROACH PRODUCED A VIRAL EFFECT FAR BEYOND THE 13 TARGETED DMA'S: CONSUMERS FROM ALL 50 US STATES AND THE DISTRICT OF COLUMBIA VISITED WWW.PITCREWCLASSIC.COM

(FIGURES CURRENT AS OF PRINT DATE)



Recap DVD

CHECK OUT VIDEO HIGHLIGHTS FROM THIS YEAR'S GILLETTE "TRIPLE PROTECTION" DEODORANT PIT CREW CLASSIC CAMPAIGN. THE ENCLOSED DVD PRESENTS A COMPREHENSIVE RECAP OF THE PROMOTIONAL AND IN-RACE SPOTS, ALL THREE VIDEO-ON-DEMAND SEGMENTS, EXCLUSIVE ONLINE FEATURES AND A SUMMARY OF THE CAMPAIGN'S MEDIA IMPACT.



