



2007 RECAP

PRESENTED BY: NANCY NEWMAN COMCAST SPOTLIGHT 312 327 5515

comcast
SPOTLIGHT



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:

- 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

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.



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



ON DEMAND

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 TASKS
- **PIT CREW COMPETITION:**
A COMPILATION OF ALL OF THE COMPETITION'S ACTION

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



TACTICS

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

- LEVERAGED THE TARGET DEMO'S NASCAR AND KASEY KAHNE ENTHUSIASM
- LOCALLY RELEVANT PROMOTION ALLOWED CONSUMERS TO ROOT FOR AND FOLLOW THEIR HOMETOWN COMPETITOR
- TARGETED DEMO-SPECIFIC NETWORKS
 - PROMO AIRED ON TNT, ESPN/ESPN2, COMEDY CENTRAL, FX, SPIKE, COMCAST SPORTS NET, SCI FI AND VERSUS
- UTILIZED LIVE NASCAR RACES TO REACH TARGET AUDIENCE
 - 30-SECOND SPOTS AIRED DURING BUSCH SERIES AND NEXTEL CUP SERIES RACES ON **TNT** AND **ESPN2**
- INCORPORATED VISUAL SHOWCASE OF PRODUCT ATTRIBUTES TO COMMUNICATE 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

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



A screenshot of the Gillette Pit Crew Classic website registration form. The top of the page features a blue race car with the Gillette logo and "PIT CREW CLASSIC" branding. Below the car, the text reads "GILLETTE WANTS TO PUT YOU IN THE WINNER'S CIRCLE (AND YOUR FACE ON TV)". The registration form includes fields for Name, Address, City, State and Zip (with a dropdown menu showing "AL"), Phone, Email, and Date of Birth (with a format of mm/dd/yyyy). A text area for "Why should we pick you? (max 100 words)" is also present. A paragraph of text below the form reads: "Then the Gillette Triple Protection Deodorant Pit Crew Classic is for YOU! This televised head-to-head challenge will test your agility and speed as you perform real pit-crew duties against competitors from across the country. Never heard of a jackman, tire changer, or gas man? Don't sweat it! If you're up for competing in pit-crew tasks against a motivated field of challengers for fame and great prizes, you're our guy!"

RECRUITMENT

- ONLINE RECRUITING EFFORT TARGETED POPULAR SOCIAL COMMUNITIES (MYSFACE.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
KAHNE. THANKS GILLETTE! **”**

*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.



