

There's nothing quite like the thrill of NASCAR ...

So when Procter & Gamble re-launched Gillette's "Triple Protection" Deodorant in the spring of 2007, Comcast Spotlight channeled the energy of America's NASCAR craze and directed it at this exciting product's target demographic.

The result? The Gillette Triple Protection Deodorant Pit Crew Classic – a multi-faceted, nationwide media promotion that captured the attention of the coveted 24-to-34 performance-driven male professional ...

From a nationwide casting call searching for the top pit crew competitor, the Pit Crew Classic attracted applicants from coast-to-coast. Would-be competitors completed an on-line essay and underwent several interviews. Comcast Spotlight eventually selected 14 regionally exclusive demo-specific guys to compete ON-AIR and serve as Gillette brand ambassadors.

These fourteen qualifiers flew to Chicago and donned custom Gillette "Triple Protection"-branded racing suits. Nationally known car expert Barbara Terry added the perfect combination of car smarts and good looks as she mentored the contestants through the three pit crew tasks.

The action unfolded across a customized racing set. Huge branded banners maximized product exposure, and professional NASCAR equipment produced an authentic racing environment. Two Gillette "Triple Protection" Deodorant replica NASCAR racecars, courtesy of the Richard Petty Driving Experience, served as the set's focal point, as contestants raced full throttle, competing in the Jackman, the Gasman and the Tire Changer ...

More than six-dozen regionally customized 30-second spots showcased the competition during NASCAR races that aired on ESPN 2 and TNT. The customizations enabled race fans to watch and cheer on their local competitor throughout the campaign. Comcast Spotlight added NASCAR star power by leveraging its relationship with Kasey Kahne, one of auto racing's most popular figures, who appeared in every on-air spot with a message to viewers ...

Kahne also starred in a fifteen-second promo that introduced the campaign and aired on targeted demographic-specific networks, including TNT, ESPN, Comedy Central, Comcast Sports Net, Versus and more. This promo ran alongside Gillette's "Triple Protection" deodorant spot, reinforcing brand awareness while driving viewers to the campaign's website, [www.pitcrewclassic.com](http://www.pitcrewclassic.com).

The website served as a sweepstakes entry point and campaign hub, featuring competitor profiles, an on-air schedule, competition standings, and Kasey Kahne and Barbara Terry photo galleries. 3-D and Flash applications generated a dynamic look, and interactive pit crew video games stimulated consumer interest by offering Pit Crew Classic-branded prizes to online competitors.

Comcast Spotlight built a creative and appealing prize package that rewarded both an on-air competitor and an on-line sweepstakes winner. Each won a trip for two to Charlotte that included deluxe accommodations; an exclusive dinner with Kasey Kahne at a four-star restaurant; a privately guided tour of the Evernham Motorsports garage – home to Kahne’s racing team; and the Rookie Experience at Richard Petty Driving Experience.

The Comcast ON Demand platform provided an inside look into the Gillette “Triple Protection” Deodorant Pit Crew Classic with three entertaining and interactive video features. “Meet the contestants” gave an in-depth look at the personalities who brought the Pit Crew Classic to life. “Pit Crew Challenges” showed the ins and outs of performing real pit crew tasks, with instruction and guidance provided by Richard Petty Driving Experience staff. And “Pit Crew Competition” presented a behind the scenes look at the Gillette Pit Crew Classic head-to-head competitions. Each month a new feature debuted enabling Comcast viewers to pause, fast forward and watch the features at the click of their ON Demand remote.

Market-by-market, Comcast Spotlight revved up “Triple Protection” Deodorant brand awareness with an engaging, fast-paced promotion that spoke directly to Gillette’s performance-driven male 24-34 demographic. The numbers tell the story:

#### STATS GO HERE

- Gillette “Triple Protection” Deodorant Pit Crew Classic reached X Comcast On Demand viewers.
- ?The proved highly successful, as millions of consumers were exposed to the brand through a variety of media.
- This multi-faceted approach reached more than X million consumers, through X million impressions on-air and X million impressions on-line.
- Pit Crew Classic dot com garnered X million sweepstakes entries and Y million page views.