



SEVEN HABITS FOR MARKET GROWTH

Marc Pritchard
Chief Brand Officer

NABOB
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MARKET **GROWTH**



**MARKET
GROWTH**

CONSUMPTION

INNOVATION

WEALTH

PURCHASING POWER

PURCHASING POWER

CONSUMPTION

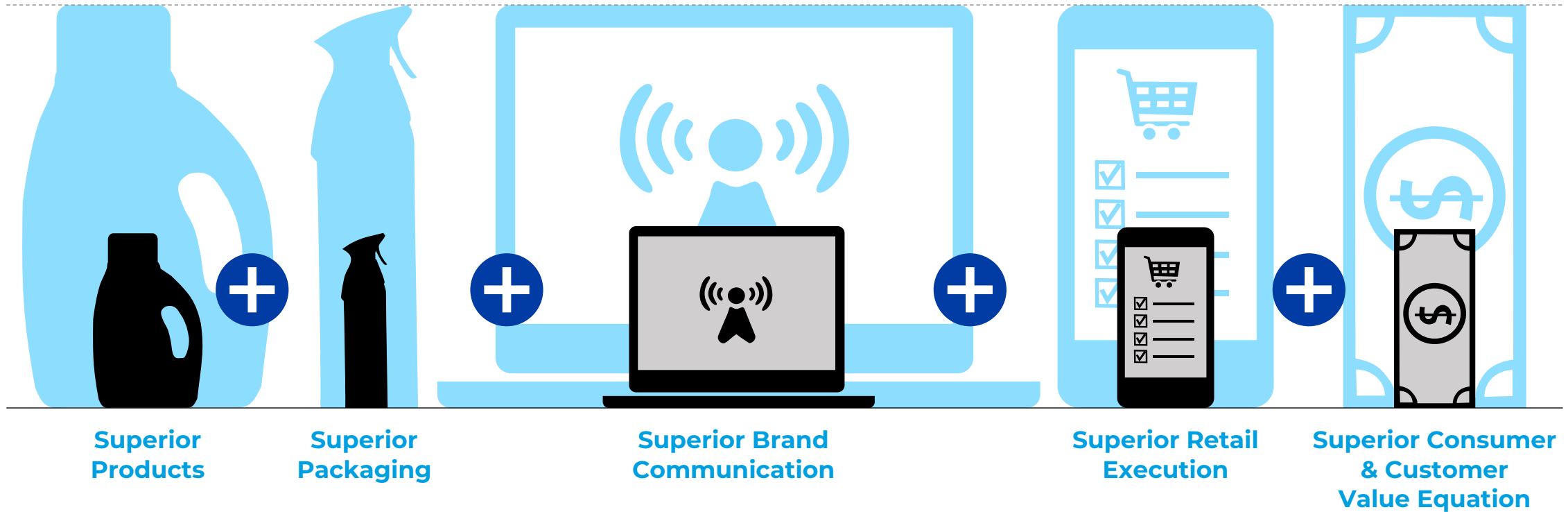
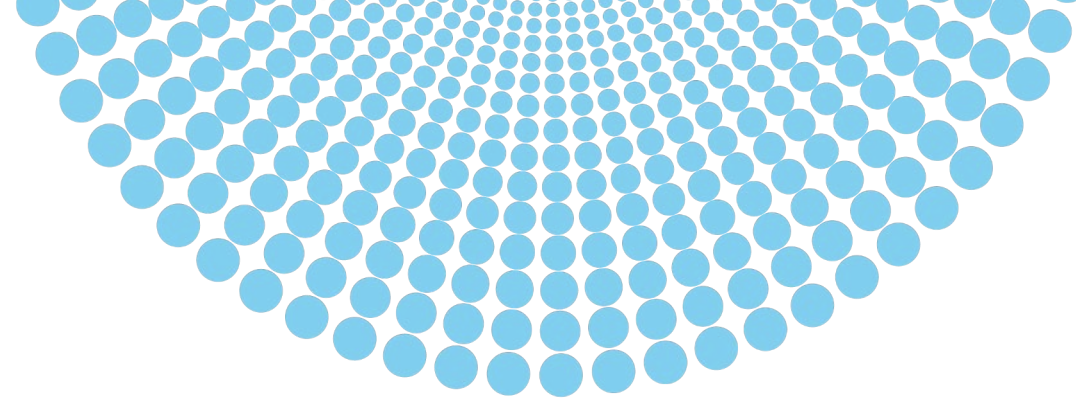
**MARKET
GROWTH**

WEALTH

INNOVATION



SUPERIORITY DRIVES MARKET GROWTH







100%

**OF POPULATION GROWTH
IN PAST 10 YEARS**

The background features several overlapping silhouettes of people's heads and shoulders in profile, facing right. The silhouettes are in various shades of blue, creating a sense of depth and diversity. The overall background is a solid, dark blue color.

BUYING POWER

+ \$5

TRILLION

>50%
OF SALES
GROWTH

#1 or #2
MARKET SHARE
POSITIONS



\$500MM SALES OPPORTUNITY



OLD HABITS



BREAK
OLD
HABITS



BUILD NEW HABITS



1

**CHANGE
MINDSET**







“GENERAL”
MARKET



“GENERAC”



**MULTICULTURAL
MARKETING
IS
MAINSTREAM
MARKETING**

2

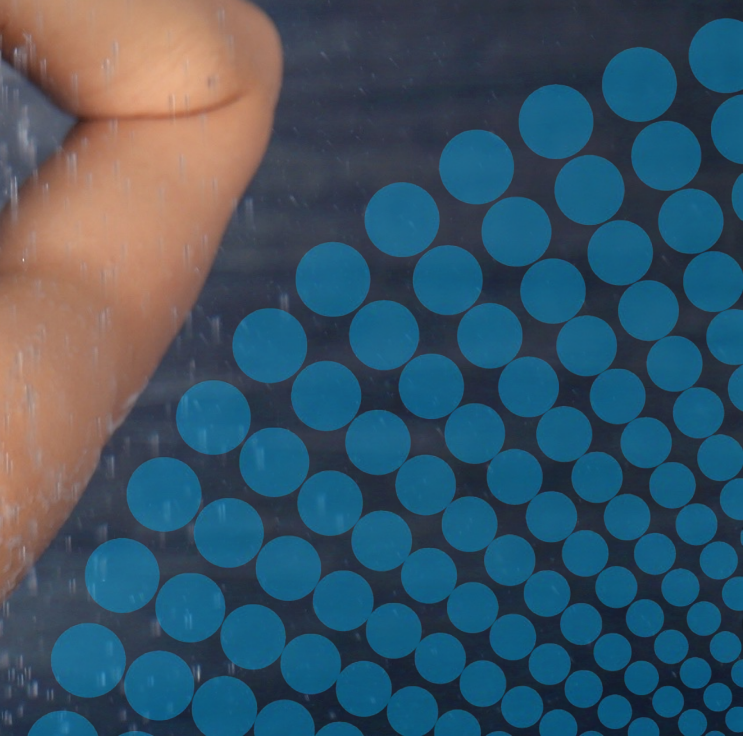
**INCLUSIVE
RESEARCH**





REP BASE
SKEWS CAUCASIAN

“LATHER-RINSE-
REPEAT”



“WASH DAY”



@cocoandclick



TRULY
REPRESENTATIVE
RESEARCH
IS
INCLUSIVE
RESEARCH

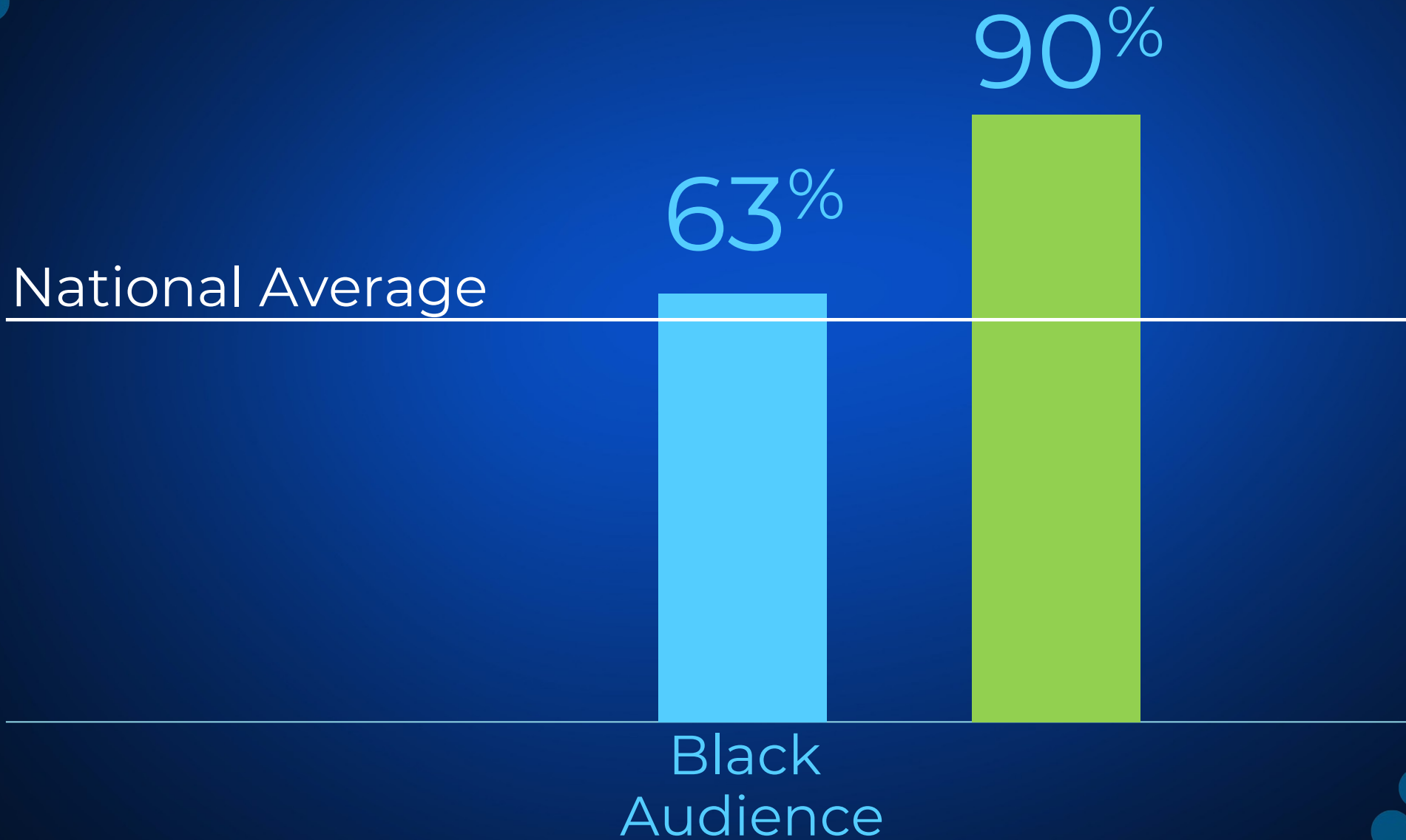


3

**DIVERSE
MEDIA REACH**



MEDIA REACH



**ALWAYS
LIKE NEVER
BEFORE**

Always

©2021 P&G

**FLEXFOAM
PROTECTION
GENTLE
ON SKIN**

sensitive always flexfoam

©2021 P&G

**360°
COVERAGE
for worry-free
nights**

©2021 P&G

**SECURELY
FITS**

©2021 P&G

**OVER 30 MILLION
PADS DONATED***

#ENDPERIODPOVERTY

*IN 2018/2019 IN THE US

©2021 P&G

**UP TO
100%
LEAK-FREE
COMFORT**

©2021 P&G

**SIZE UP
FOR UP TO
20% MORE
COVERAGE**

©2021 P&G

**mightiest
protection
for your tightest
styles**

**UP TO 100%
LEAK & ODOR-FREE**

wear what you want

TAMPAX radiance always

©2021 P&G

©2021 P&G

**UP TO
100%
LEAK &
ODOR FREE**

**WEAR WHAT MOVES YOU
GET YOUR radiant ON**

©2021 P&G

**END
PERIOD POVERTY**

©2021 P&G

**PROTECTED
NO MATTER
HOW YOU SLEEP**

©2021 P&G

**KEEP GOING STRONG
WITH PROTECTION THAT DOES THE SAME**

always INFINITY

©2021 P&G

**60% OF WOMEN ARE
WEARING THE WRONG SIZE PAD.
ALL OF THEM CAN CHANGE THAT.**

Discover Always My Fit™, a range of five different pad sizes.
Try the next size up for up to
20% better coverage day or night.

always

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**UP TO
100%
LEAK
FREE
COMFORT**

©2021 P&G

**UP TO
100%
LEAK-FREE
COMFORT**

©2021 P&G

80-90%
REACH

52 WEEKS
A YEAR



4

REPRESENTATION IN ADS



REPRESENTATION
PROPORTIONATE TO
% OF POPULATION



5

**RELEVANCE
IN ADS**



ACCURATE PORTRAYAL



STEREOTYPES



OBJECTIFICATION



DIMINISHING





Old Spice







REPRESENTATION
WITH
RELEVANCE
MATTERS

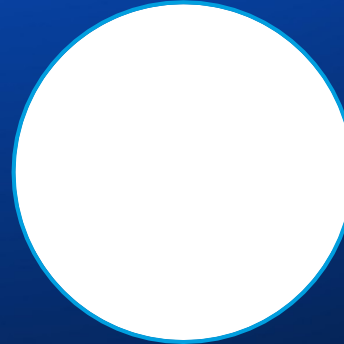


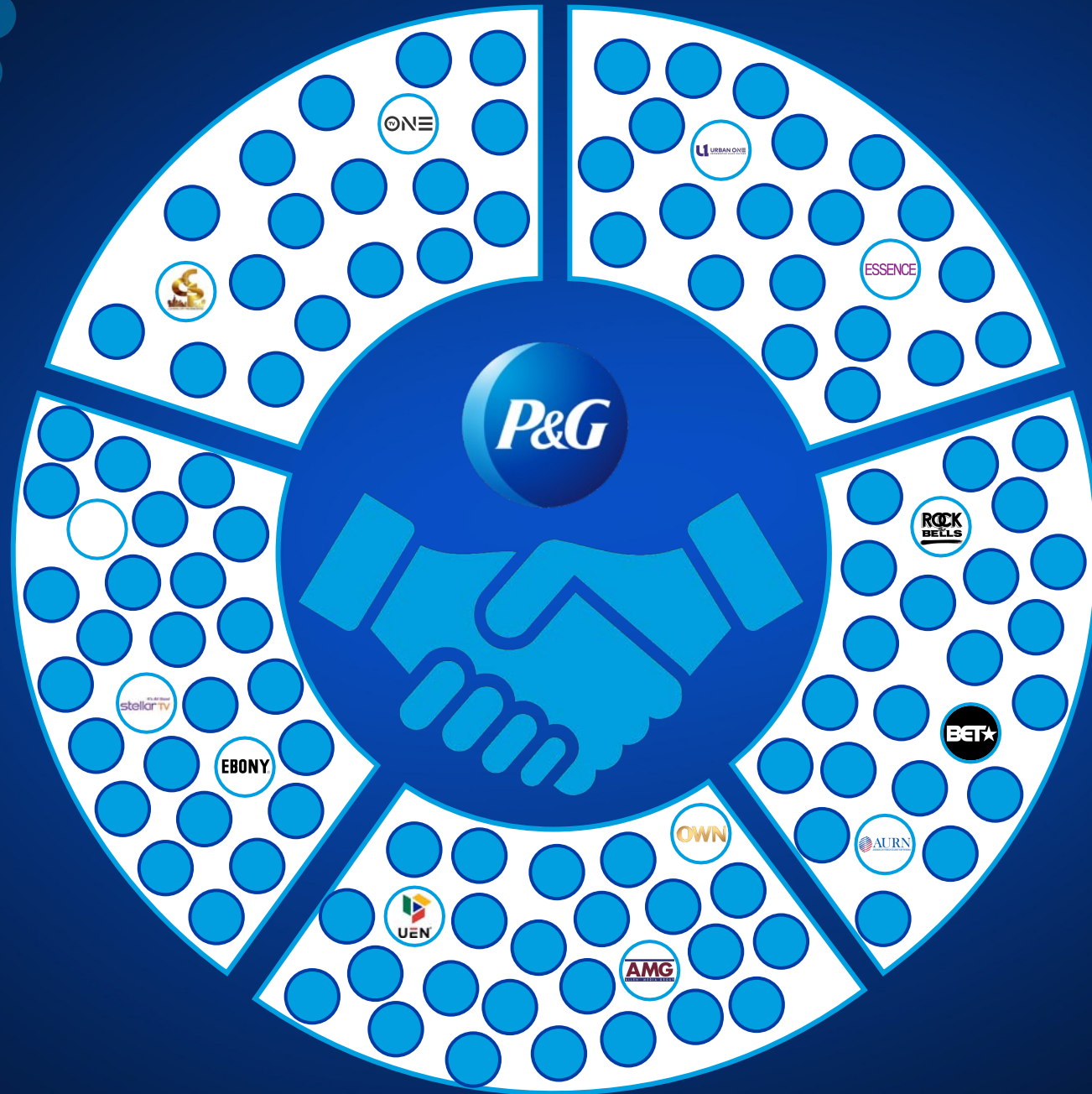
6

**RESONANCE
IN MEDIA
PROGRAMMING**

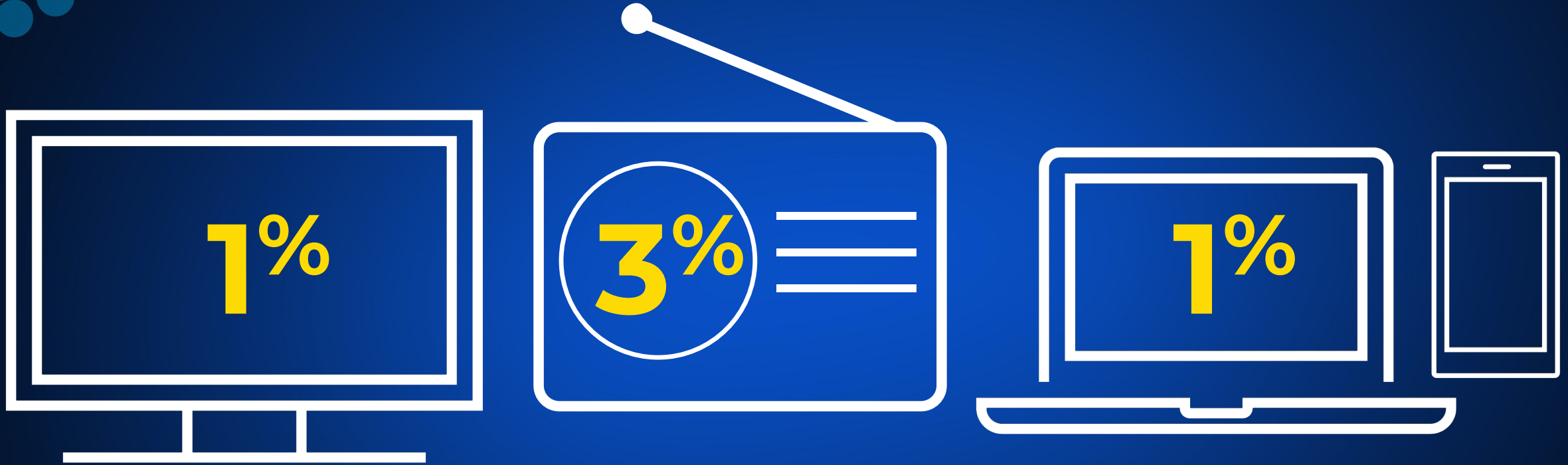


PARTNERSHIPS





PROGRAMMING



~1% OF ALL MEDIA AD UNITS



Widen The Screen
To Widen Our View





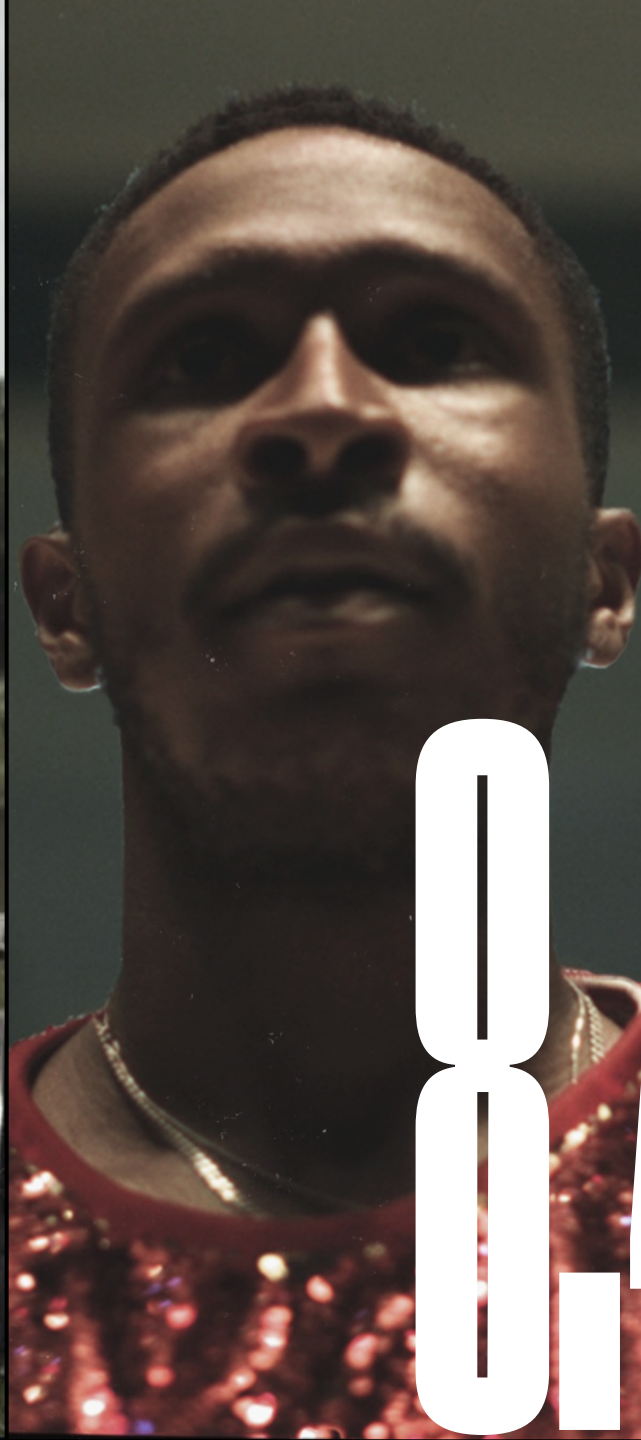
Widen The Screen



Widen The Screen
To Widen Our View



Queen Collective

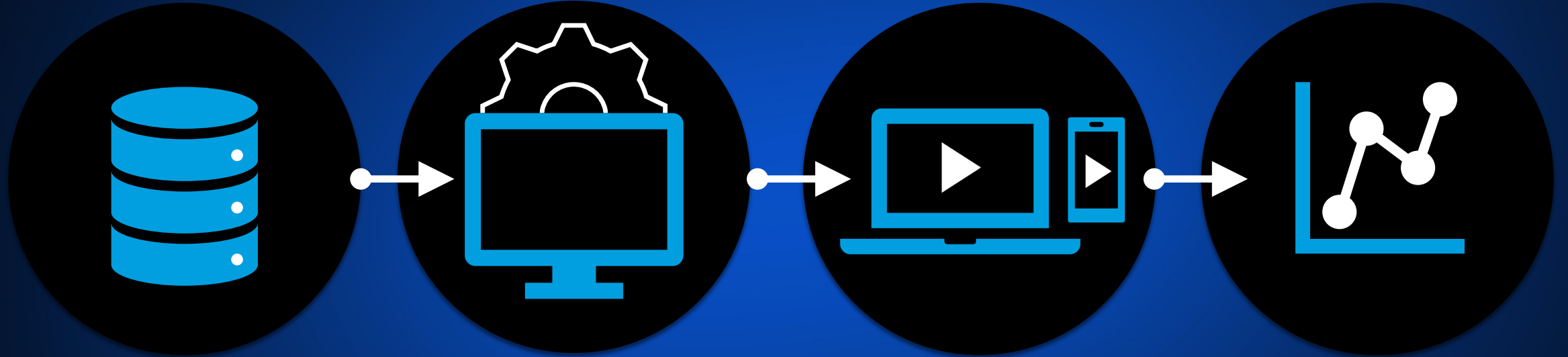


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TECHNOLOGY



DATA

DSP

PROGRAMMATIC

MEASUREMENT



RESONANT PROGRAMMING

PARTNERSHIPS

PROGRAMMING

TECHNOLOGY



7

**ACCELERATE
INVESTMENT IN
BLACK-OWNED
& OPERATED
MEDIA**





#1
MEDIA SPENDER





#1
MEDIA SPENDER





#1

MEDIA SPENDER





#1

MEDIA SPENDER



SEVEN HABITS FOR MARKET GROWTH

1

**CHANGE
MINDSET**

2

**INCLUSIVE
RESEARCH**

3

**DIVERSE
MEDIA REACH**

4

**REPRESENTATION
IN ADS**

5

**RELEVANCE
IN ADS**

6

**RESONANCE
IN MEDIA
PROGRAMMING**

7

**ACCELERATE
INVESTMENT IN
BLACK-OWNED
& OPERATED
MEDIA**





Thank You