

# CASE STUDY : Procter & Gamble Co., Europe

## CHRISTMAS GIFT: BRACELET & CHARMS

### > Initial situation

P&G was looking for a special giveaway to offer to their senior management and their most valuable staff in Europe for Christmas.

The only specifications were: high end feel and elegant design so aeptis performed a campaign analysis to better understand not only the end user of the giveaways but also to understand the core messages which P&G wanted to communicate by offering this specific giveaway.

### > Solution/ implementation by aeptis

aeptis designed silver and gold plated bracelets as well as several matching charms associated with the bracelets, Christmas spirit as well as all the values of P&G. A special package was also designed to incorporate one bracelet and one charm.

The bracelets and Charms were produced in China and delivered to Germany on schedule to be sent to the lucky winners.

Since the main goal of the giveaway was to reward employees who made a special contribution to P&G, aeptis initiated a redemption program in which each member receiving a bracelet can collect the different charms throughout the year by reaching different performance targets defined by P&G.



### > Client benefits

P&G was able offer to its senior management and valuable staff an elegant and high valued giveaway which represented its core values. The bracelets were acclaimed throughout the company.

In addition to the basic need of a giveaway for Christmas, P&G benefited from a redemption program which became very popular in the region.

P&G decided to conduct the same redemption program in other regions of the world and to keep the same principal for other giveaways in the future.



## PARTNER INFO

### > Procter & Gamble Co., Europe

Procter & Gamble Co., is a multinational consumer goods company headquartered in Cincinnati, USA and founded by William Procter and James Gamble. Its products include foods and beverages, cleaning agents, and personal care products. P&G has brands portfolio including Pantene, SK-II, Head & shoulders, Ariel, Gillette, Duracell, Pampers, D&G, Hugo Boss and Escada Perfumes and many more.

### > Industry Consumer goods

> Sales US\$ 84.17 billion worldwide (2013)

> Staff 121,000 worldwide (2013)

> USP Multi brands group diversified in all consumer goods product categories

## aeptis SERVICES

- > Consultancy
- > Advertising media design
- > Advertising media development
- > Advertising media packaging
- > Production management
- > Quality control
- > Logistic management