



---

PROCTER & GAMBLE

DEFINING THE VISUAL VOCABULARY  
FOR THE WORLD'S MOST RECOGNIZED  
HOUSEHOLD BRANDS

---



---

## OVERVIEW

**Procter & Gamble is one of the largest consumer goods manufacturers in the world.** Because of the diversity of their portfolio, they faced the challenge of creating visual cohesion across 65+ personal care and household and institutional cleaning products. We know, in order to create lasting, meaningful audience connections, you need to focus on behaviors – that feeling you create when someone uses and trusts your products. These images are less about the products themselves and more about the healthy, vibrant life they help you lead.

### CLIENT

Procter & Gamble

### SERVICES

Conceptual Design, Photography,  
Corporate Image Library, Video

### PARTNERS

Interbrand  
Zave Smith Photography



























































“Xhilarate went out of their way to make a very difficult and demanding shoot...look easy.”

**JEN VORHEES** / CREATIVE DIRECTOR - INTERBRAND



FEATURED CLIENTS





## ACCOLADES

We can help your business grow and evolve through the combination of beauty, clarity of purpose...and all of the wonderful analytical tools of our digital age. Our work has been featured in Print Magazine, FWA, Communication Arts, Graphic Design USA and many others. But more important than the accolades that we have received...are the thanks we get from our clients whose businesses have grown in part due to our creative work. We would love the opportunity to talk with you and see what we can do to help you achieve your company's goals.

**PRINT**

**GD  
USA**



**logolounge**

AMERICAN  
**ADVERTISING**  
AWARDS

**ca** Communication Arts



 **THE  
WEBBY  
AWARDS**

**FWA**







---

We create visual brand  
experiences that engage people,  
excite the senses and inspire  
our inner awesome.

---

**RUSS NAPOLITANO**  
RUSS @ XHILARATE.COM  
215 / 983 / 9990

XHILARATE.COM