



## 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

SERVICES

PARTNERS

Procter & Gamble

Conceptual Design, Photography, Corporate Image Library, Video Interbrand
Zave Smith Photography









ENGAGE

Consumer insights and purchasing behavior data led us to key differentiators P&G could leverage. Their in-store marketing and advertising needed to portray them as a true consumer brand, not an array of household products. To be successful, customers should walk away knowing their decision to purchase any variety of P&G products is a decision to choose quality for their family. Our brand photography helped reinforce that idea while increasing in-store sales.







EXCITE

We worked side-by-side with Procter & Gamble teams and their branding agency to create a vibrant portfolio of product and lifestyle images. Our team provided location scouting, talent selection, scheduling, photography, and retouching to create a unified visual experience.









## INSPIRE

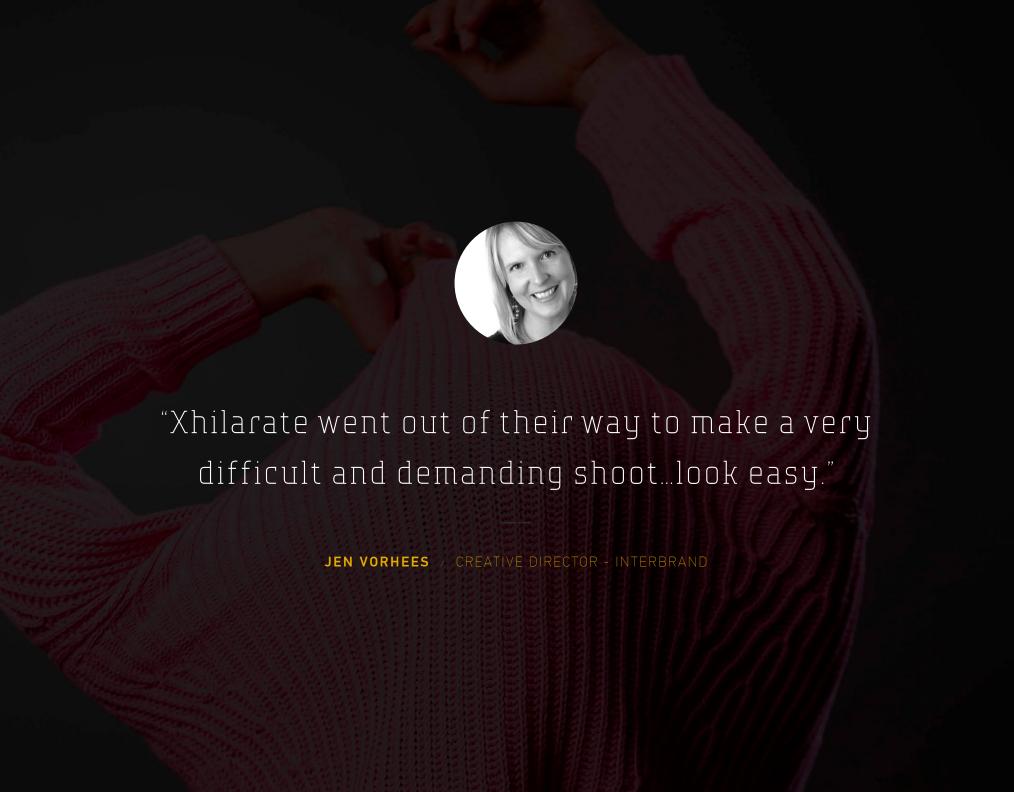
This new brand photography enabled Procter & Gamble to bring cohesion and uniformity to the visual identity of multiple brands across geographic regions. But more importantly, they created authentic connections with consumers – turning a simple product purchase into brand affinity.











## FEATURED CLIENTS

<b>DISCOVERY</b>	COMCAST	<b>gsk</b> GlaxoSmithKline	AMIERICANI EXPRESS
P&G	Vanguard	Wharton University of Pennsylvania	Kodak
Shire	UNİSYS	J.P.Morgan	HBO
VIƏCOM		Pfizer	CONVERSE

## 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	<b>logo</b> lounge
AMERICAN ADVERTISING AWARDS	C2 Communication Arts	site
THE WEBBY AWARDS		SXSW MUSIC FILM INTERACTIVE



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

**RUSS NAPOLITANO** 

RUSS @ XHILARATE.COM 215 / 983 / 9990