

Double Nomination for Procter & Gamble Nordic in EMEA SABRE Awards for Head & Shoulders and Gillette!

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"Consumer is boss" strategy and innovation are key success factors for Procter & Gamble.

EMEA SABRE Awards has announced that the two cases "Alex & Henke" for Head & Shoulders and "Gillette Master Your Style", both from Procter & Gamble Nordic, are nominees from more than 2400 entries. The two campaigns are competing against each other in the same category as both their communications have won many consumers' hearts in Nordic countries.

For more than 175 years, P&G has been improving people's lives with superior products. The "Consumer is boss" strategy helps P&G understand consumers and talk to them in a way where and when most relevant. These efforts are now recognized by EMEA SABRE, an Award recognizing Communication excellence in a wide range of categories; from digital content to PR agency management. The Head & Shoulders and Gillette cases are both nominated in the category "Marketing to Men" for their successful engagements with thousands of men in Nordic.

"This nomination is by itself a confirmation to all Nordic men that engaged fully in showing and inspiring others to Master their own Style. This was word of mouth at its best with thousands of men sharing their beards and looks. No matter what your style - master it with one precision tool and show it to others online!" says Peter Wallentin, Nordic PR-Manager for Gillette. The "Gillette Master of Style" campaign put grooming and style in focus by using social media as a platform to share hints and tips on grooming, exclusive material from local endorsers and competitions.

Head & Shoulders launched a series of commercials, featuring a famous Swedish hockey player that is being interviewed about his career but cannot stop talking about Head & Shoulders.

Hanna Jonasson-Drotz, PR-Manager for Head & Shoulder says "We wanted to create video material with a humoristic and modern feel to it in order to make the brand more relevant and cool. This nomination means a lot to us and the team that's been working on this."

The winners of the 2013 EMEA SABRE Awards will be announced at the annual dinner held at the Cupola las Arenas in Barcelona on May 30.

The category:

MARKETING MEN

Alex and Henke for Head & Shoulders
Procter & Gamble Sverige AB with Hardhat Media & Jung Relations

Gillette Master Your Style
Procter & Gamble Nordics with MSL Nordic / Isobar

About Procter & Gamble

P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth

information about P&G and its brands.

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