



WPPED  
CREAM  
2007

MEDIA | CRÈME DE LA CRÈME | MEDIACOM CHINA  
PROCTER & GAMBLE - PANTENE | SHINING PATH

#### CHALLENGE

The challenge was to build an emotional bond between shampoo brand, Pantene and young Chinese women in one of the world's most fiercely competitive, cluttered hair care markets.

#### INSIGHT

In a country of 1.3 billion people, it is hard for young Chinese women to stand out, to be 'discovered' as being special, and not to feel they are simply lost in the crowd.

#### IDEA

We leveraged this secret yearning for recognition to launch a national talent search on primetime TV called "Pantene Shining Journey" that would transform the finalists into stars, and, at the same time, created a Pantene branded property.

#### ACTIVATION

The branded nine-episode primetime TV program "Pantene Shining Journey" was a highly interactive and involving, holistic marketing deployment (involving Dailies, Magazines, TV, OOH, Internet, PR, SMS & On - ground), which captured millions of viewers who voted for their favorites by SMS and blogging.

#### RESULTS

The TV program became China's number one entertainment show and reached 40m viewers weekly.

One million blogs about the show - a powerful measure of how engaging the idea has proven.

Pantene sales up 11% during the campaign.

Value creation with over 1 million USD through product placements.

#### CREDENTIALS

Client: Procter & Gamble

MediaCom responsibility:

Naru R - Holistic Planning Director

Fer Wang - Director ESP China

Client team responsibility: Pon Dedios - Associate Director

Remarks: It was a holistic project where media (P&G media and MediaCom) played a central role. ESP was thrown in as specialist to help create first of its kind branded content. Team WPP also worked on the campaign (Grey Group and Hill & Knowlton).

#### REASON WHY

The insight was simple, but strong; tuning into the changing cultural landscape in China and focussing on young women's desire for fame. The advertiser-funded beauty contest series was a smart vehicle in a crowded market.