



Brand Building Framework

Assessing the Landscape

Brand Building Scorecard & Resources

Who

Strategic Target & Prime Prospect

What

Brand Equity, Communication Strategy & Design

How

- Offerings / Initiative Success
- Return on Investment
- Connecting with Consumers
- Advertising & Communication

First Moment of Truth

HPMO: Skills, COE's, Career

Feature



Donald Trump To Crest Whitening Expressions: You're Hired

On the September 23 episode of hit American show The Apprentice, Crest Whitening Expressions Vanilla Mint was introduced to America on a reality

program - for the first time in television history. Read on for the story of how Crest Oral Care's teams obtained this high-profile product placement, and what internal and external partners brought to the marketing mix.

My News

PERSONALIZE

Intrinsa Outlook Appears Promising

Menopausal women had more sex and were happier about it when using Procter & Gamble's experimental hormone patch hailed by some as a possible female equivalent of Viagra, doctors reported Tuesday.

Innovations Power P&G India

P&G India's innovations helped the Vicks brand to cross the Rs 200-crore sales mark, while Whisper is a Rs 164-crore brand, with a 45 percent value market share.

P&G Researchers, CDC Study Hand Washing In Pakistan

To test the impact of promoting hand washing, P&G scientists, along with researchers at the U.S. Centers for Disease Control and Prevention provided soap to 600 homes in Karachi, Pakistan.

Obesity: What Can Food Manufacturers Do About It?

Kraft, Nestle, Kellogg and other companies have made highly visible moves to present their foods as healthy. But is the food industry to blame for expanding waistlines, or does responsibility lie elsewhere?

Doctors Warn Of Potential Flu Shot Disaster

Today's flu shot shortage could trigger a public health "catastrophe" this winter if a bad flu strain emerges and patients swamp already overcrowded hospital emergency rooms, America's largest organization of emergency room doctors warned Monday.

Drug Marketers, Doctors In Ethics Tangle

Eight of nine U.S. doctors who were pushing for new F.D.A. cholesterol guidelines were making money from the drug companies - primarily Lipitor and Zocor - whose cholesterol-lowering medications they were endorsing to

Insights You Crave.

First Moment of Truth COE Site



The First Moment of Truth (FMOT) COE website is on mNet! Get the latest expertise, consumer learnings and case studies to help your Brand win with Shoppers in store. Visit the site today and bookmark it to stay on top of the latest knowledge.

- How Consumers Have Changed Marketing
- For Dove, Normal Is Beautiful
- Lafley: There's Room To Grow
- OTC: Reckitt Benckiser's Consumer Survey
- Now, Every Product Tells A Story
- Innovation: Building An Idea Factory
- P&G Korea: Putting 10 Million In Touch
- Spotlight On Product Placement

More Insights

Now, Every Product Tells A Story

Whether it's Febreze Scentstories or Levis jeans, brand strategists and marketers have discovered the power of storytelling as a means of connecting with each and every one of us, changing the notion of corporate culture along the way.

Nielsen: Presidential Debate Calls Baseball Out

More Americans watched the presidential debates this year than in any election year since 1992, according to Nielsen Media Research. More than 51 million people watched the debate

millions of Americans.

In A Wal-Mart World, How Does Target Survive?

Target has become a discount superpower by daring to be different. The company built its reputation using a trendy assortment of distinct products and a unique approach to marketing both itself and the goods it sells. It may have only a fifth of the sales and profits of Wal-Mart, but it reels them in with ten times the panache.

Tampon Advertising Hits The Mall

Kimberly-Clark's Kotex brand is taking the feminine-hygiene battle to a new frontier: mall advertising. This is one of the first times feminine-hygiene products are moving beyond their traditional home on TV.

P&G, Microsoft Market The Cool Quotient

Forget attempting to blow young minds with glitzy ad campaigns; brands like Tylenol, Chevrolet, Jeep and Microsoft have found a cheaper, arguably more effective, means to connect with young consumers.

L'Oreal Signs Queer Eye Beauty Expert

L'Oreal has signed Kyan Douglas of U.S. hit cable TV show "Queer Eye for the Straight Guy" as a spokesperson and consultant for its L'Oreal Paris division's cosmetics, skincare and hair products for men and women.

More Companies Try Direct Marketing

Direct marketing is not usually associated with packaged goods, but as above-the-line media fragment marketers are having to get to grips with one-to-one contact.

on Wednesday night, 36 million more than watched either of baseball's league championship games the same night.

Seniors Sue AstraZenca Over Nexium Ads

A lawsuit on behalf of senior citizens and union workers alleges that AstraZeneca's advertising persuaded consumers to shun much cheaper alternatives, like generic drugs and Prilosec OTC, by wrongfully presenting Nexium as more effective in treating acid reflux.

How P&G, Coca-Cola Succeed In China

P&G, Coca-Cola and Kentucky Fried Chicken are some of the most successful U.S. companies selling consumer products in China. Here's how they cracked the market.

How Consumers Have Changed Marketing

Consumer control. Accountability. Innovation. Engagement. Collaboration. These are the buzzwords of the marketing industry today, and they can't be repeated often enough.