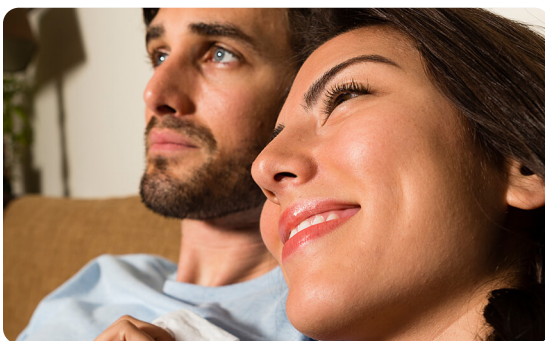




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PROCTER & GAMBLE

CRAFTING AND DEFINING THE VISUAL
VOCABULARY FOR ONE OF THE WORLD'S MOST
RECOGNIZED HOUSEHOLD BRANDS.



OVERVIEW

Procter & Gamble, a global consumer goods giant, navigates the challenge of unifying visuals among 65+ diverse personal care, household, and cleaning products. Establishing enduring audience connections hinges on tapping into behaviors – that emotional resonance evoked when users trust and engage with their products. The visual stories go beyond displaying products, encapsulating vitality, well-being, and a vibrant lifestyle their products promote.

ENGAGE

Leveraging consumer insights and purchasing behavior data, we pinpointed crucial differentiators for P&G. It was imperative to transform their in-store marketing and advertising, reframing their perception from an array of household products to a cohesive consumer brand experience. Success hinged on ensuring customers departed understanding that selecting any P&G product equated to choosing top-tier quality for their family's well-being. Our strategic brand photography bolstered this narrative, yielding amplified in-store sales while reinforcing this consumer-centric ideology. These visual narratives were meticulously crafted to transcend the conventional mode of product display. Each image encapsulated a vibrant story, fostering a sense of vitality and well-being associated with P&G's offerings. Through these visuals, we sought to communicate a lifestyle, one enriched by the use of their products, weaving an enticing tale for consumers to immerse themselves in.



SERVICES

- Photography
- Content Creation
- Corporate Image Library
- Video
- Storytelling

EXCITE

Enthused by the opportunity to craft an extensive library of lifestyle images for versatile integration across diverse marketing collateral, our collaboration with Procter & Gamble and their branding agency was intensive. Working in tandem, we orchestrated a dynamic range of product and lifestyle visuals. This entailed meticulous location scouting, precision in talent curation, detailed scheduling, expert photography, and precise retouching, culminating in a seamless, cohesive visual journey for their audience. This visual narrative not only captured the essence of P&G's brand but also resonated deeply with their audience. The collaborative effort meticulously curated a tapestry of visuals, each meticulously crafted to showcase the products in real-life settings.

INSPIRE

The infusion of this new brand photography facilitated Procter & Gamble in harmonizing the visual essence of numerous brands spanning various geographic territories. This consolidated resource pool empowered the enterprise to tailor national campaigns suiting local nuances and financial parameters. Beyond that, these visuals fostered genuine consumer connections, transcending mere transactions to cultivate lasting brand affinity with every product purchase.



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