P&G Earns Praise For ‘Best Job’ Commercial, Innovation, Sustainability Efforts

Terms: Diversity innovation P&G Corporate Brand Thank You Mom Innovation

Humbled and honored. That’s how we’re feeling this week after receiving a variety of recognition, including a primetime commercial Emmy, as well as accolades for our focus on innovation and sustainability.

Thanking Moms: ‘Best Job’ Commercial Wins Primetime Emmy

P&G’s “Best Job” commercial, the cornerstone of the Thank You, Mom campaign, recently won the best primetime commercial Emmy last week during the Creative Arts Emmy Award ceremony held at the Nokia Theatre in Las Angeles.

We recruited award-winning director Alejandro González Iñárritu to create the film, which celebrates the role moms play in raising Olympians and in raising great kids.

The commercial was shot on four continents and features local actors and athletes from each location — London, Rio de Janeiro, Los Angeles and Beijing. The ad campaign, which began in April and ran online, in social media, TV and print channels, garnered millions of views.

Celebrating Diversity: The Advocate Magazine ranks P&G in Top 10 Most Innovative Companies

At P&G, we have always believed that diversity drives innovation and is a competitive advantage. And we’re getting recognition across every area of diversity, building and strengthening our relationship with our diverse consumers, as well as seeing that competitive advantage in action, through our employees, who are ensuring we have a winning culture and business.

This year, The Advocate Magazine, the largest U.S.-based publication for lesbian, gay, bisexual, and transgender (LGBT) consumers, just ranked P&G as one of its Ten Most Innovative Companies for 2012.

Each year, the magazine looks at LGBT people and the companies they work for, to see who is making strides in their fields, improving workplaces or propelling their industries forward. This year, P&G was recognized among other innovative companies including American Express, Twitter, Google, Apple, Amazon, and Macy’s.

Read more about the award, including an interview with P&G North America Marketing Director Julie Eddleman.

Growing Sustainably: P&G Featured On Dow Jones Sustainability Index

P&G continues to be a leading member of the Dow Jones Sustainability Index, being recently named the 2012-13 sector leader for the Non-durable Household Products sector - Dow Jones Sustainability Index (DJSI) North America.

The DJSI tracks the financial performance of the leading sustainability-driven companies worldwide, including the stock performance of the world’s leading companies in terms of economic, environmental and social criteria.

P&G is one of only a handful of companies that has been in the DJSI since it launched in 1999.

Sharing Creativity: P&G Asia Earns Spikes Asia Advertiser of the Year Award
P&G Asia was recently honored as Advertiser of the Year 2012 by Spikes Asia at an awards ceremony in Singapore. This annual award recognizes companies that have set themselves apart from their peers through the quality of their Brand campaigns with consistently high creative communications while nurturing innovative marketing techniques produced by agencies across the Asia Pacific Region.

Established in 1986, The Spikes Awards are Asia’s oldest and most prestigious awards for creative advertising communications.

“At P&G, we continue to believe in the power of brand building, inspired by the consumers we want to serve,” said Freddy Barucha, General Manager Marketing Asia. “Through our brands and brand building programs, we are committed to touch and improve consumers lives in small but meaningful ways.”

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