



Press Release

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P&G outlines future for sports marketing

Austin Lally, President of P&G Braun and Appliances and recent Vice President of Gillette, described to a brands industry audience how sports marketing has evolved from “borrowing awareness” to the creation of relationships based on a shared passion. He used P&G’s sponsorship of last year’s Olympic Games to illustrate just what can be achieved globally but that the future of sports marketing is likely to be written not in London or New York but in emerging economies.

In the annual Brands Lecture, delivered in London last October and published today, Austin talked about his passion for sport, the innovative approach to sports marketing developed by Gillette and what P&G learnt in order to put together around the Olympics the world’s largest multi-brand campaign – one company, 34 brands, 150 athletes and 4 million participating stores.

In his lecture Austin said, “At P&G we want our brands to be noticed, to be distinctive in a crowded and competitive marketplace. We want to touch and improve people’s lives through our brands and reach them every day with what we do. Sport can help us to deliver this.” He talked about the benefits of engaging with consumers where they are most receptive, leaning forward to listen, giving campaigns the potential to be social and engaging rather than static and one way.

As for the future, sports marketing is likely to become more virtual and less physical, with the shift towards digital and social consumer participation accelerating. Emerging markets will be key.

John Noble, Director of the British Brands Group, said, “We are delighted to be publishing Austin’s Brands Lecture today, bringing the insight and knowledge of one of the world’s greatest marketing companies to a wider audience. Austin’s lecture is in the best tradition of the series, exploring an important aspect of brand building in a thought-provoking and engaging way. This is a must-read for anyone with an interest in brands, sports marketing and sponsorship.”

The Brands Lecture is available for download free from the British Brands Group’s [website](#). Hard copies are also available.

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NOTES TO EDITORS

1. The Brands Lecture series was launched in 2000. Austin Lally's lecture is the twelfth in the series. All lectures are available for download free from our [website](#).
2. Austin Lally is President for Braun and Appliances, The Procter & Gamble Company and a member of the Company's Global Leadership Council. Austin is a 24-year veteran of P&G with significant international experience. He was the Global Vice President and Gillette Global Brand Franchise Leader. He served as Vice President of P&G's Baby Care business in Western Europe and as Vice President and Marketing Leader for P&G in China, where he was listed in the Global Power 100 in Advertising Age. Austin also led the successful restructuring of P&G's operations in Germany following leadership roles in France and the UK where he started his P&G career. A native of Scotland, Austin is a graduate of the University of Glasgow. He served as the centenary President of the Students Representative Council and won the World Universities Debating Championship. Later, during his seven year stint in China, he served as a Visiting Professor at the Peoples' University Beijing, a Governor of the American International School of Guangzhou and was appointed a Senior Economic Advisor to the Peoples' Government, Tongzhou District, Beijing. He is a member of the Scottish Enterprise GlobalScot Network. He is also a Trustee of The Friends Of Glasgow University Union.
3. The British Brands Group was founded in 1994 as a non-profit-making membership organisation. It speaks on behalf of brand manufacturers and seeks to deepen understanding of how brands benefit consumers, society and the economy through the provision of choice, value for money and innovation.

It represents its members collectively when commercial and regulatory issues threaten the ability of brands to deliver value and to be a positive force in society. It also provides the prime forum for its members on brand-related issues.

The British Brands Group is part of a global network of similar brand associations, and is the UK representative of AIM, the European Brands Association, based in Brussels.

More information on the Group can be found at www.britishbrandsgroup.org.uk.

For further information on The Procter & Gamble Company or Braun Appliances, please see www.braun.com and www.pg.com.

For further information on the British Brands Group or the Brands Lecture, please contact:

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