

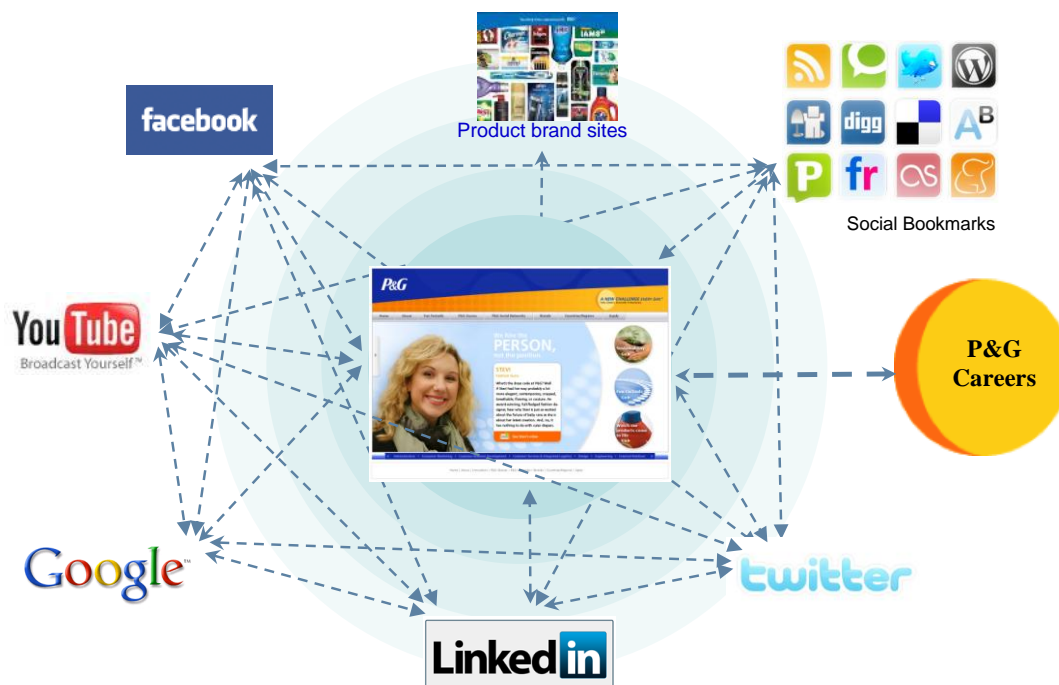
Millennial Website

Challenge

The quest for the Global Millennial generation has become extremely competitive, and P&G was in need of owning a serious global presence within social media in order to stay connected to Millennials. TMP developed, hosted and maintains a website that incorporates new media strategies focused on Web 2.0 tools that represent a fundamental shift in candidate attraction strategies. The P&G career web site can no longer serve as the sole attraction magnet to candidates.

Solution

TMP built an attraction engine that saturates the web, and builds relationships and awareness with the candidates and with the P&G world that are relevant, engaging, entertaining and valuable. TMP also recommended building one global umbrella concept with specific local market interpretation that addresses key specific local market needs. This site involves candidates with multiple channels of engagement and collaboration, as demonstrated below.



RESULTS


The social media results from July 2009-September 2009 have been astounding. TMP has tracked the effectiveness of this site into the social media. The site, video and integrated social media strategy can be viewed at www.experiencepg.com.

Facebook Highlights:

- Over 3,880 fans
- Active postings
- Videos #1 media consumption
- Cross links and posts into other P&G group pages
- 50% ages 25-34; 20% 18-24
- Former CEO has become a part of community


YouTube Highlights:

- 4,600 Channel Views
- Top Country is U.S. followed by UK
- Top Video: Stefanija Wheelchair Fencing
- Top Virals are Employee Videos:
 1. Anca, Championship Swimmer
 2. About P&G
 3. P&G Billion Dollar Brands
- Top Discovery Methods:
 1. Embedded Videos from career sites
 2. Related Videos; all employee videos
 3. Viral



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We hire the **PERSON,** not the position

Stevi
Fashion Guru

What's the dress code at P&G? Well, if Stevi had her way, probably a lot more elegant, contemporary, cropped, breathable, flowing, or couture. An award-winning, full-fledged fashion designer, hear why Stevi is just as excited about the future of baby care as she is about her latest creation. And, no, it has nothing to do with "flicer" diapers.

[See Stevi's video](#)


Our sustainability efforts
[See section](#)

P&G in the public spotlight
[See gallery](#)

Our products come to life
[See video](#)


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COMMERCIALS THAT DON'T STINK

According to Old Spice's new ad campaign, you can bring out your inner hotness in a cool way without losing your mansmell. Check out these new deodorant ads now featuring a young, "not so cool" LL Cool J and an "all grown up", fake TV doctor.

- [View LL Cool J ad](#)
- [View Neil Patrick Harris ad 1](#)
- [View Neil Patrick Harris ad 2](#)
- [View Old Spice "Slide" ad](#)

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Interview with the Brands Video



P&G

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GETTING INTERCONNECTED

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Find P&G professionals, P&G networks, P&G news, and more on LinkedIn, a free online career networking tool. [Go>](#)
- Facebook**
Become a fan of P&G on Facebook. View employee videos, leave comments, start a conversation, and more on our fan page now. [Go>](#)
- YouTube**
From Sustainability Efforts to Pampers for Unicef to "Paws for a Cause", watch P&G videos on YouTube's *experiencePGnow* channel. [Go>](#)
- Twitter**
P&G is on Twitter, a free social micro-blogging service that lets you send and get updates. Follow what's happening with our brands and our Company now. [Go>](#)

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Helping disaster victims
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