

Case Study – Branding

Employer Case Study: Procter & Gamble

Size: more than 127,000 worldwide

Program Brand: P&G Vibrant Living: Make Every Day a Health Day

Overall Goal: Unifying all of P&G's health and wellness programs

Procter & Gamble (P&G), which employs more than 127,000 people worldwide, launched a wellness program for U.S. employees in 2006. The “Blueprint for Healthy Living” brand provided the type of consistent and powerful emotional messages that impacted employee lifestyles. In 2010, their U.S. success drove them to develop a global wellness program transforming their brand from the Blueprint model to “P&G Vibrant Living: Make Every Day a Healthy Day”. During the transition, they made certain to consistently use both logos and subtle visual cues as the program transitioned to the Vibrant Living campaign.

Through the new campaign, they were able to help employees identify all health-related programs as part of one, well-recognized brand and encompassed all benefits and programs offered to employees. They even used the brand to remind people about healthy food options in company cafeterias. All of these programs are branded with the same P&G Vibrant Living logo and reinforced through various strategies.

P&G spends a great deal of time and resources keeping the message alive, including the delivery of print and electronic materials, environmental reminders in hallways and on vending machines and getting information into the home. Due to the success of their Vibrant Living program, P&G has experienced cost trends well below large employer averages, as well as significant decline in health risks, decreased hospitalizations and ER visits, increased treatment adherence and increased preventive care. They chose the 2006 “Blueprint for Healthy Living” brand to focus on key brand design principles such as:

- Maintaining the basic design elements of the Healthy Living personality expression for consistency, connection and momentum
- Predominance of blue of the P&G color palette to reinforce the Blueprint design
- Communicating that “Blueprint for Healthy Living” is a set of tools employees can use in their personal journey toward a healthier lifestyle



Employer Toolkit on Benefits Literacy and Consumerism

In 2010, they transitioned to their new brand “P&G Vibrant Living: Make Every Day a Healthy Day” with a focus on:

- “Vibrant” communicating vigor and lively energy; reflecting an optimistic and refreshingly creative brand character
- “Living” speaks to daily activities, a process/journey
- “Make every day a healthy day” defines the context of health and wellness for the brand and a call to inspire action and ownership, while speaking to simple, easy and accessible ways to be healthy every day

They achieved their goal of globally unifying all of P&G’s health and wellness programs under one branded approach. Even though the health issues may differ from one country to the next, the message of future health as a business strategy is clear to all.

