



File Footage 10/07

The "b-roll" footage contained on this videotape is intended to be used only to support Procter & Gamble stories that you produce. Use of this footage for any other purpose without expressed consent from P&G Corporate Communications - Media Relationships is prohibited. Please contact our Corporate Media Relationships Department at (513) 983-3939 for approval or to answer any questions that you may have about this footage.

1:20:00 - SECTION 1: COMPANY LOGOS

- :05 P&G White on (PMS #286- Blue)
- :04 P&G (PMS #286- Blue) on White
- :04 P&G on White
- :04 P&G on Black

1:41:00 - SECTION 2: A.G. LAFLEY - STILL PHOTO

- :05 A.G. Lafley: Chairman of the Board, & Chief Executive Officer

1:51:00- SECTION 3: HEADQUARTERS

- :11 EXT. P&G Headquarters -- Pan (Spring/Summer)
- :15 EXT. P&G Headquarters -- Tilt Pan (Fall/Winter)
- :15 EXT. P&G Headquarters -- Pullback (Fall/Winter)

2:36:27- SECTION 4: BILLION DOLLAR BRANDS (edited montage)

- :04 TIDE/Hands take Tide off shelf -- U.S.
- :03 ALWAYS / Woman with baby pulls Always from shelf --U.S.
- :04 HEAD & SHOULDERS (2 shots)/ Man selects Head & Shoulders from shelf --U.S.
- :04 GAIN (2 shots)/Woman picks up Gain off shelf --U.S.
- :05 IAMS/ Woman pulls Iams Dog Food off shelf -- U.S.
- :04 CHARMIN (2 shots)/ Man selects Charmin from shelf --U.S.
- :04 ARIEL/ (CU) Man's hand pulls Ariel from aisle display -- U.K.
- :06 PAMPERS (2shots)/ Woman selects Pampers from shelf -- U.S.
- :03 PANTENE/Woman selects Pantene from shelf -- U.S.
- :03 ACTONEL/ Pharmacist hands woman Actonel over counter --U.S.
- :02 WELLA/ (CU) Camera pulls away from Wella --U.S.
- :03 BOUNTY/ Woman pulls Bounty off shelf --U.S.
- :05 CREST (2 shots)/ Man selects Crest from shelf -- U.S.
- :04 OLAY/ Woman pulls Olay Daily Facials from shelf -- U.S.
- :03 PRINGLES/Man selects Pringles from aisle display --U.S.
- :04 DOWNY (2 shots)/ Woman pulls Downy from shelf -- U.S.
- :04 FOLGERS/ Woman selects Folgers from shelf -- U.S.
- :03 DAWN/Woman takes Dawn from shelf--U.S.
- :03 GILLETTE Fusion/CU of product being selected -- U.S.
- :03 GILLETTE Satin Care - Pan product on shelf -- U.S.
- :04 GILLETTE Venus Breeze (2 shots) Woman takes product from display -- U.S.
- :03 GILLETTE Series Gel product on shelf -- U.S.
- :03 ORAL B Sonic Complete/Pullback from box
- :04 ORAL B Toothbrushes/Pan down
- :03 BRAUN Syncro System Shaver/Product pulled away
- :04 DURACELL/Pullback from batteries
- :05 DURACELL/9 V. Battery selector

4:19:26 - Section 5: BILLION DOLLAR BRANDS (unedited montage)

- :16 TIDE/Hands take Tide off shelf -- U.S.
- :15 ALWAYS / Woman with baby pulls Always from shelf --U.S.
- :15 HEAD & SHOULDERS/ Man selects Head & Shoulders from shelf --U.S.
- :10 GAIN (2 shots)/Woman picks up Gain off shelf --U.S.
- :14 IAMS/ Woman pulls Iams Dog Food off shelf -- U.S.
- :09 CHARMIN/ Man selects Charmin from shelf --U.S.
- :07 ARIEL/ (CU) Man's hand pulls Ariel from aisle display -- U.K.
- :08 PAMPERS/ Woman selects Pampers from shelf -- U.S.
- :13 PANTENE/ Woman selects Pantene from shelf -- U.S.
- :08 ACTONEL/ Pharmacist hands woman Actonel over counter --U.S.
- :05 WELLA/ (CU) Camera pulls away from Wella --U.S.
- :10 BOUNTY/ Woman pulls Bounty off shelf --U.S.
- :12 CREST/ Man selects Crest from shelf -- U.S.
- :08 OLAY/ Woman pulls Olay DAILY FACIALS from shelf -- U.S.
- :13 PRINGLES/Man selects Pringles from aisle display --U.S.
- :15 DOWNY (2 shots)/ Woman pulls Downy from shelf -- U.S.
- :09 FOLGERS/ Woman selects Folgers from shelf -- U.S.
- :16 DAWN/Woman takes Dawn from shelf -- U.S.
- :07 GILLETTE Fusion/CU of product being selected -- U.S.
- :08 GILLETTE Satin Care - Pan product on shelf -- U.S.
- :07 GILLETTE Venus Breeze (2 shots) Woman takes product from display -- U.S.
- :08 GILLETTE Series Gel product on shelf -- U.S.
- :05 ORAL B Sonic Complete/Pullback from box
- :06 ORAL B Toothbrushes/Pan down
- :05 BRAUN Syncro System Shaver/Product pulled away
- :06 DURACELL/Pullback from batteries
- :07 DURACELL/9 V. Battery selector

8:38:07- SECTION 6: MANUFACTURING/DISTRIBUTION

- :23 Tide Manufacturing (3 shots) -- U.S.
- :11 Downy Manufacturing --U.S.
- :19 Pampers Manufacturing (3 shots) -- U.S.
- :21 Charmin Manufacturing (3 shots) -- U.S.
- :30 Bounty Manufacturing (4 shots) --U.S.
- :11 Crest Manufacturing (2 shots) -- China
- :41 Iams Manufacturing (6 shots) -- U.S.
- :11 Herbal Essences manufacturing (4 shots) --U.S.
- :11 Forklift with Boxes -- U.S.
- :10 Truck passing plant --U.S.
- :04 Truck passing --U.S.

11:59:16 - SECTION 7 R&D- INNOVATION

- :04 Man looking into microscope
- :05 Man adjusting microscope
- :08 Man pouring liquid in containers
- :06 Woman testing downy
- :21 Three shots of woman putting liquid in flask with eyedropper
- :08 Man putting flasks in machine
- :10 Woman at computer controlling machine (2 shots)
- :05 Woman putting flasks into biohazard bin
- :08 Man with bucket collecting toothpaste being poured
- :04 Woman weighing toothpaste in cylinder
- :08 Woman checking machine
- :09 Woman pouring liquid into machine
- :04 Machine pressing end of toothpaste tube

13:46:04 - SECTION 8: HISTORICAL

- :05 B&W photo - William Procter, Founder
- :05 B&W photo - James Gamble, Founder
- :23 Historical Footage (pan across etchings) - P&G
- :08 Tide Manufacturing 1950's
- :07 Ivory Manufacturing 1950's
- :02 Men in plant 1950's
- :06 Woman in plant - 1950's

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