



# File Footage 12/08

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.

	Shot Duration
<b>1:20:00 - Section 1: COMPANY LOGOS</b>	
P&G Logo – White on Blue (Blue = RGB: 0,61,175)	:04
P&G Logo – Blue on White (Blue = RGB: 0,61,175)	:04
P&G Logo – on White	:04
P&G Logo – on Black	:04
<b>1:41:00 - Section 2: A.G. LAFLEY - STILL PHOTO (3 framings)</b>	
WS – A.G. Lafley: Chairman of the Board, & Chief Executive Officer	:03
MS – A.G. Lafley: Chairman of the Board, & Chief Executive Officer	:03
MCU – A.G. Lafley: Chairman of the Board, & Chief Executive Officer	:03
<b>1:55:00- Section 3: HEADQUARTERS</b>	
EXT. P&G Headquarters w/ signage -- Tilt Pan (Spring/Summer)	:06
EXT. P&G Headquarters -- Tilt Pan (Spring/Summer)	:07
EXT. P&G Headquarters -- Tilt Pan (Fall/Winter)	:15
<b>2:27:20 - Section 4: BILLION DOLLAR BRANDS (edited montage)</b>	
TIDE 2X (3 shots)/ Woman selects Tide 2X from shelf -- U.S.	:07
ALWAYS / Woman with baby pulls Always from shelf --U.S.	:03
HEAD & SHOULDERS (2 shots)/ Man selects Head & Shoulders from shelf --U.S.	:06
GAIN 2X (2 shots)/ Woman picks up Gain 2X off shelf --U.S.	:11
IAMS/ Woman pulls Iams Dog Food off shelf -- U.S.	:05
CHARMIN (2 shots)/ Man selects Charmin from shelf --U.S.	:08
ARIEL/ (CU) Man's hand pulls Ariel from aisle display -- U.K.	:04
PAMPERS (2shots)/ Woman selects Pampers from shelf -- U.S.	:06
PANTENE (2 shots)/ Woman selects Pantene from shelf -- U.S.	:04
ACTONEL/ Pharmacist hands woman Actonel over counter --U.S.	:03
WELLA (3 shots)/ Woman selects Wella from salon shelf / pan product --U.S.	:11
BOUNTY/ Woman pulls Bounty off shelf --U.S.	:03
CREST/ CU of Man's hand selecting product from shelf -- U.S.	:07
OLAY/ CU of Woman's hand selecting Regenerist from shelf / pan product -- U.S.	:13
PRINGLES/Man selects Pringles from aisle display --U.S.	:03
DOWNY/ CU of Woman's hand selecting Downy from shelf -- U.S.	:04
DAWN/ Woman takes Dawn from shelf--U.S.	:03
GILLETTE Fusion (2 shots)/ Man selects product from display / tilt down product -- U.S.	:19
GILLETTE Mach 3/ Tilt down product -- U.S.	:07
GILLETTE Nitro/ CU of Man's hand selecting product from display -- U.S.	:10
GILLETTE Body Wash/ Zoom to products on shelf -- U.S.	:09
GILLETTE Satin Care - Pan product on shelf -- U.S.	:03
GILLETTE Venus Breeze (2 shots) Woman takes product from display -- U.S.	:04
GILLETTE Series Shaving Gel product on shelf -- U.S.	:03
ORAL B Sonic Complete/Pullback rom box	:03
ORAL B Toothbrushes/Pan down	:04
BRAUN Syncro System Shaver/Product pulled away	:03
DURACELL (2 shots)/ CU Man's hand selecting batteries from display / tilt down product -- U.S.	:14

**5:34:13 - Section 5: BILLION DOLLAR BRANDS (unedited montage)**

TIDE 2X/ Woman's hand takes Tide off shelf -- U.S.	:07
ALWAYS / Woman with baby pulls Always from shelf --U.S.	:15
HEAD & SHOULDERS/ Man's hand selects Head & Shoulders from shelf --U.S.	:08
GAIN 2X (2 shots)/ Woman picks Gain off shelf --U.S.	:21
IAMS/ Woman pulls Iams Dog Food off shelf -- U.S.	:14
CHARMIN/ Man selects Charmin from shelf --U.S.	:12
ARIEL/ (CU) Man's hand pulls Ariel from aisle display -- U.K.	:07
PAMPERS/ Woman selects Pampers from shelf -- U.S.	:08
PANTENE (2 shots)/ Woman selects Pantene from shelf -- U.S.	:13
ACTONEL/ Pharmacist hands woman Actonel over counter --U.S.	:08
WELLA (3 shots)/ Woman selects Wella from salon shelf / pan product --U.S.	:35
BOUNTY/ Woman pulls Bounty off shelf --U.S.	:10
CREST (2 shots)/ CU & XCU of Man's hand selecting Crest from shelf -- U.S.	:22
OLAY (3 shots)/ Woman selects Regenerist from shelf / pan product -- U.S.	:49
PRINGLES/Man selects Pringles from aisle display --U.S.	:13
DOWNY (2 shots)/ Woman pulls Downy from shelf / product in cart -- U.S.	:11
DAWN/Woman takes Dawn from shelf -- U.S.	:16
GILLETTE Fusion (2 shots)/ Man selects product from display / tilt down product -- U.S.	:32
GILLETTE Mach 3/ Tilt down product -- U.S.	:11
GILLETTE Nitro/ CU of Man's hand selecting product from display -- U.S.	:14
GILLETTE Body Wash/ Zoom to products on shelf -- U.S.	:14
GILLETTE Satin Care - Pan product on shelf -- U.S.	:08
GILLETTE Venus Breeze (2 shots) Woman takes product from display -- U.S.	:07
GILLETTE Series Gel product on shelf -- U.S.	:08
ORAL B Sonic Complete/Pullback from box	:05
ORAL B Toothbrushes/Pan down	:06
BRAUN Syncro System Shaver/Product pulled away	:05
DURACELL (2 shots)/ CU Man's hand selecting batteries from display / tilt down product -- U.S.	:28

**12:36:01- SECTION 6: MANUFACTURING/DISTRIBUTION**

Tide 2X Manufacturing (3 shots) -- U.S.	:23
Downy Manufacturing --U.S.	:12
Gain 2X Manufacturing (2 shots) -- U.S.	:15
Pampers Manufacturing (3 shots) -- U.S.	:19
Charmin Manufacturing (3 shots) -- U.S.	:21
Bounty Manufacturing (4 shots) --U.S.	:30
Crest Manufacturing (2 shots) -- China	:11
Iams Manufacturing (6 shots) -- U.S.	:41
Boxes getting wrapped in plastic --U.S.	:03
Forklift with Boxes -- U.S.	:11
Truck passing plant --U.S.	:10
Truck passing --U.S.	:04

**16:00:16 - SECTION 7: R&D- INNOVATION**

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

**17:47:04 - SECTION 8: SUSTAINABILITY**

Pan of eight 2X laundry brands in lab environment	:22
Tide 2X (Coldwater)/ Manufacturing (3 shots) -- U.S.	:30
Gain 2X (3 shots)/ Manufacturing (3 shots) -- U.S.	:19
Children's Safe Drinking Water Program	:49
PUR Packet Innovation (Dr. Greg Allgood)	:117
Live, Learn and Thrive Initiative – Project Hope Schools (China)	:82

**23:06:09 - SECTION 9: HISTORICAL**

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

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