



P&G to expand agency links for black consumers

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CINCINNATI - Procter & Gamble Co. said Friday it plans to expand its relationships with two advertising agencies that specialize in ads to minorities to support the company's continuing efforts to reach black consumers.

Effective July 1, Burrell of Chicago and Carol H. Williams Advertising of Oakland will take on additional assignments for a variety of P&G brands.

Jim Stengel, P&G's global marketing officer, said the move makes good business sense.

"Through these partnerships, we will find more effective and integrated ways to better build our brands with African-American consumers," he said.

P&G's products include Crest toothpaste, Tide detergent, Bounty paper towels, Charmin toilet tissue, Folgers coffee, Pampers diapers and Pringles potato chips.

Howard Buford, chief executive at Prime Access in New York, an agency that specializes in ads aimed at black, Hispanic and gay and lesbian consumers, called the P&G move "a very big deal."

"It's an extremely significant development because historically ethnic audiences have been considered afterthoughts to the core marketing effort of many advertisers," Buford said. "P&G is such a trendsetter in marketing and advertising that I would expect many companies ... to seriously reconsider the importance they place on the African-American market."

On the Net:

<http://www.pg.com/>