

The results are in:
POWERFUL PARTNERSHIP PROGRAMS®
 perform better than customary FSIs

Oral-B's Customary FSI

May 2002



Oral-B's Powerful Partnership Program®
 Program Elements

June 2003



FSI



POS with IRC Take-one Pad



IRC Bottleneck



IRC Take-one Pad

Account Specific Executions

19 priority accounts participated in the program. For a complete list of all account specific activity, please contact TCP.



Meijer merchandising included in-ad coupon with joint ad block, Oral-B/Aquafina joint displays in the front lobby plus joint displays in HBC aisles. Aquafina bottles supported with POS and IRC bottleneckers.

meijer Dual Display Location with In-store IRC



Fred Meyer Displays

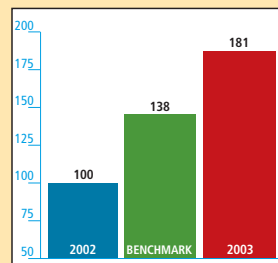
Approved 250 Oral-B floor stand displays (2 per store) for placement next to Aquafina. Joint ad also approved.

Results

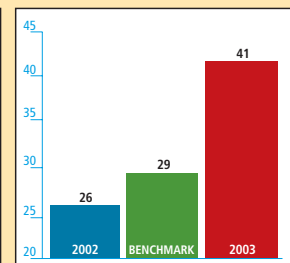
Oral-B achieved outstanding results.

- Incremental Volume surpassed the 2002 YAG promotion as well as previous programs set as benchmarks.*
- Display Support achieved similar results.*
- Oral-B's overall volume increased while their major competitors' decreased - Crest (-18%) and Colgate (-3%).*

* Source: AC Nielsen, 4-week promotion periods, 2003 vs. 2002; combined results for Advantage and Stages.



Incremental Volume Index*



% RCV Any Display*