

# A P&G

## BRAND MANAGER

### CALLS IT

### 'MY' BRAND

### - HERE'S WHY

Each P&G product has a Brand Manager, responsible for creating, planning, and directing the entire consumer marketing effort for that product... The Brand Manager operates much as if he were managing his own business, with such complete involvement the product becomes 'My' brand in his thought and action... Since consumer marketing must constantly change to be effective, a P&G Brand Manager practices the exciting profession of managing ideas that create change in the marketing of his brand!

Out of your total budget for daytime TV, should you divert a hundred thousand dollars to nighttime television... and if you do, what changes will you make in your pattern of daytime TV?

Results of a new promotion in test market are satisfactory, but not outstanding. What ideas will increase its effectiveness and how will you test the changes by the time the promotion is introduced nationally a year from now?

You expect to have an improved product ready for distribution in 6 months. What copy ideas should you be developing now in order to generate a strong positive consumer reaction to the product change?

As a Procter & Gamble Brand Manager, you make the decisions on questions like these, and many, many others as you create, plan, and direct an effective consumer marketing program for one of the Company's products.

There are more than 30 such products: Ivory soap, Tide detergent, Duncan Hines cake mix, Crest toothpaste, Head & Shoulders shampoo, to name a few. For each, there is a separate Brand Group - typically 3 people - headed by a creative business leader, the Brand Manager.

#### A P&G PRODUCT, BUT HE CALLS IT 'MY' BRAND

The Brand Manager, as leader of his

Brand Group, carries the entire consumer marketing responsibility for a product.

He is expected to know more about the marketing of that product than anyone else in the Company, and his management looks to him to generate the decisions and action that will increase the consumer acceptance of the product, even in the face of intense competition.

In accepting this leadership, a Brand Manager becomes very deeply and personally involved in his work, and he approaches his responsibilities much as if he were managing his own business and marketing his own product.

It is little wonder then, that he speaks and thinks of the product as 'my' brand.. and is encouraged to do so by the Company!

#### CONSUMER MARKETING MEANS CHANGE, CHANGE, CHANGE!

The P&G kind of Brand Management is a tremendously exciting area of work, challenging to even the most creative marketer because consumer preferences, wants, and needs change continually. Note the word 'change' appears in each of the problem questions that began this article!

To serve the consumer better, P&G is constantly improving current products and introducing new ones. Even such well-known brands as Crest toothpaste and Tide detergent are improved about once a year, and over 80% of our present domestic consumer sales is in products introduced within your lifetime! In addition, competitors introduce new products and make changes in the marketing of their brands from time to time.

All of this means that changes are frequently made in key marketing elements of P&G brands: package design, product, media mix, copy, TV production

techniques, consumer promotions. These changes must grow from sound thinking and planning, and fresh new ideas.

#### MANAGING IDEAS THAT CREATE CHANGE

Where do the ideas that create change come from? Everywhere. From the Brand Manager. From the other two members of his team, the Assistant Brand Manager, and the Brand Assistant. From the advertising agency. From company experts on art and packaging, copy, media, television production, and many other specialties.

It often requires a high degree of skill to reach a final 'best' decision on the basis of many facts and many different points of view and shades of opinion. At P&G the Brand Manager provides the leadership in this difficult role, and in so doing demonstrates the key reason for his right to say 'My' brand!

#### DOES P&G BRAND MANAGEMENT INTEREST YOU?

Each year, because of continued growth and diversification, we hire a limited number of new college graduates for beginning positions in Brand Management. It isn't easy work, and it requires an unusual combination of creativity, intelligence, resourcefulness and leadership ability, but if you have confidence in yourself and an interest in consumer marketing, we'd be interested in hearing from you.

You would begin as Brand Assistant in a Brand Group. Advancement is on merit only, and you would determine your own rate of advancement by the quality of your work. Promotion to Brand Manager will come while you are still in your twenties; it takes about three years on the average.

#### WE WOULD LIKE TO TALK WITH YOU

If you are interested in a Brand Management career at

Procter & Gamble we suggest that you obtain our brochure

from your Placement Service and sign up for

INTERVIEWS on NOV. 15, 16, 17

**PROCTER & GAMBLE WILL ALSO BE INTERVIEWING  
FOR POSITIONS IN SALES MANAGEMENT, FINANCE,  
PURCHASING AND TRANSPORTATION AT THIS TIME.**