

P&G at the London 2012 Olympics

Celebrating and supporting Olympians and their families



In 2010, Procter & Gamble (P&G) committed to a 10-year partnership with the Olympic Movement, covering five Games through 2020. At the 2012 London Olympics, P&G built on the work that began at the 2010 Vancouver Games, launching a global campaign that came to life on every touchpoint, including television, social media, print, in-store materials, branded environments, and packaging.

Landor's challenge was to create a visual system for this massive campaign that would celebrate P&G's Olympic sponsorship, the Games, and the athletes themselves. In partnership with P&G Design, we used the host city and its famous metro, the London Tube, as an inspiration for our *Road to glory* design system. The *Road to glory* is the journey of hopeful Olympians and the devoted mothers who helped them to become athletes—like the first-time Olympic swimmer and her mom who drove her to practice throughout childhood. The visual graphic at the heart of the campaign's design was a medallion inspired by Olympic medals. The flexible design of the ribbon allowed each brand and region to personalize the campaign.

To support the families that had seen their Olympians walk the *Road to glory*, Procter and Gamble asked Landor to help design the P&G Family Home. This 64,000-square-foot building welcomed moms and families of Olympians to their very own home-away-from-home. The space was a relaxing place for P&G-sponsored athletes' families to gather, enjoy meals, and watch the Games. It provided amenities like Ariel/Tide Express Laundry Service, a children's Pampers Play Village, and a salon stocked with P&G hair and beauty products.

The Family Home environmental design drew from the *Road to glory* system, taking further inspiration from the fabric of the city of London and tying in the central medallion graphic. Landor incorporated iconic red phone booths, black cabs, an indoor Regent's Park, and a "British Summer" art show to give P&G-hosted families a slice of real London life.



Landor's design for the Family Home stayed true to P&G's commitment to moms around the world and its Proud Sponsor of Moms campaign.



Freestanding installations respected the fabric of the building and a wayfinding system allowed families to navigate a large, complex space.

Our design for the Family Home stayed true to P&G's commitment to moms around the world and to its Proud Sponsor of Moms campaign. While P&G's sponsorship provided financial support for some moms to travel to London to watch their children compete on the world stage, the Family Home offered delight and on-the-ground assistance to those families who supported Olympic athletes on their long journey to the Games. At the 2013 Cannes Lions International Festival of Creativity, the Proud Sponsor of Moms campaign won a gold Lion in the titanium and integrated category. Landor is proud to have been a contributing partner through our work on the Family Home.

The *Road to glory* system and the Family Home were instrumental to the Olympic sponsorship campaign: the bold, memorable design differentiated P&G from other Olympic sponsors and demonstrated the corporate brand's true commitment to moms and families.

