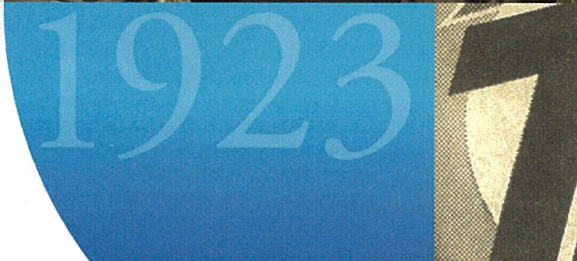
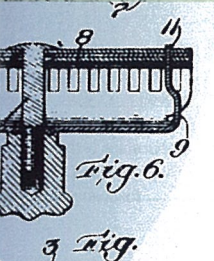


P&G | EST. 1837

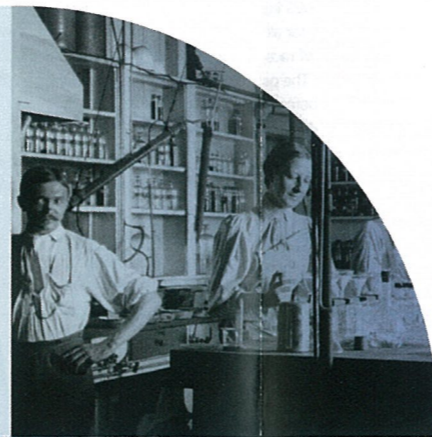
# HERITAGE TIMELINE



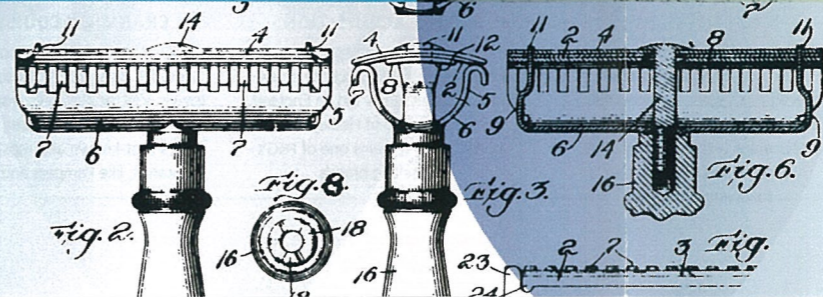
HERITAGE TIMELINE



1879-IVORY



1886-IVORYDALE



1923

# Origin Story



1830

## CINCINNATI ROOTS

In the early 1830s, Cincinnati was a lively frontier town. Located at the big bend of the Ohio River, the city was primed for explosive growth having boat transportation to carry commerce up and down the river to nearby cities. The city also offered plenty of fat and oil, making Cincinnati a prime location for scap and candle making.



1837

## FOUNDERS

William Procter, emigrating from England, established himself as a candlemaker in Cincinnati. James Gamble, an immigrant from Ireland, apprenticed himself as a soapmaker. After marrying sisters, Olivia and Elizabeth Norris, Procter and Gamble established a family-run candle and soap business. This business would evolve into the largest consumer goods company in the world.



1840

## CENTRAL AVENUE

In an effort to produce a better quality candle, William and James sell some of their personal assets to fund the research and production of a new, star candle product. The work takes place at P&G's first plant on Central Avenue. The plant was in close proximity to the stockyards, giving it easy access to raw materials, and was also adjacent to Cincinnati's canal, which provided convenient water transportation to the widening markets of the upper Midwest. The plant would eventually succumb to a devastating fire on January 7, 1884.



1867

## CANDLE PRODUCTION

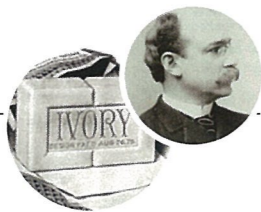
At one time, candles were P&G's primary product and soap was little more than a side business. Offering many grades and qualities, P&G candles were known to burn brighter, longer and with less smoke. In 1867, production of candles peaked at 319,235 boxes a year.



1878

## NEXT GENERATION OF LEADERS

James Norris Gamble, eldest son of the founder, becomes superintendent of the company's factories and begins to systematically and scientifically alter the "art" of soap and candle making practiced by his father. William Alexander Procter, eldest son of the founder, holds a variety of positions and after graduation manages many aspects of production including the lard oil business, P&G's most profitable at that time. Harley Procter, 2<sup>nd</sup> eldest son, assumes control of Procter & Gamble's sales and marketing and plays a critical role in how the company brands its products.



1879

## INTRODUCTION OF IVORY

Harley Procter implements his early concepts of branding after recognizing Ivory's unique properties and capabilities. It is the first of many innovative P&G brands to reach the market.



1886

## IVORYDALE FACTORY

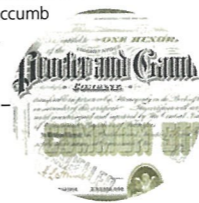
Production begins at the Ivorydale factory, after a fire heavily damages the Central Avenue Plant in 1884. Designed by noted industrial architect, Solon Beman, Ivorydale pioneers the incorporation of the latest technological advances with a pleasant work environment for employees.



1887

## HONEST BUSINESS ETHICS

"Highest Grade, Honest Weight" is stamped on all Procter & Gamble crates. This consistency and credibility was an anomaly in the industry at the time. P&G quickly gains a reputation for selling a quality product, as well as being a company built on ethics. Providing customers with quality products has been at the center of the company's purpose and values through the years.



1890

## END OF PARTNERSHIP

After running the company as a partnership for 53 years, the partners incorporate to raise additional capital for expansion. They receive \$3 million in the transaction, with \$2.5 million of it in stock. The following year, P&G is listed on the New York Stock Exchange. William Alexander Procter, eldest son of the founder, is named the first president of the company.



1930

## LAST OF FAMILY MANAGEMENT

When William Alexander Procter passes away in 1907, his son William Cooper Procter takes over as president of the company. Following 27 years of leadership and growth, he retires and chooses Richard R. Deupree to succeed him. This marks the end of day-to-day management by either of the Procter and Gamble families. William Cooper Procter would pass away four years later, however the founding family's impact on the company could never be diminished. To the families, growth was not an end in itself, but the essence of life.

# Technology



1890

### FIRST R&D LAB

Located at Ivorydale, P&G establishes one of America's earliest product research labs.



1934

### ENTERING NEW CATEGORIES

With the introduction of Dreft and synthetic detergent technology, P&G expands into a variety of new product and category spaces. P&G enters the hair care category with Drene, the first detergent-based shampoo. P&G also introduces Teel, a dentifrice made in liquid form, to the oral care category.



1946

### WASHDAY MIRACLE

Tide launches and is introduced as the "washday miracle," cleaning better than anything on the market and quickly becoming the leading laundry product in the U.S. Tide triples the company's bottom line in less than 10 years, and allows P&G to explore new categories, like Paper, and begin to expand internationally.



1949/1955

### EVOLUTIONS IN ORAL CARE

In 1949, Oral-B introduces the first soft, flat-trimmed, nylon-bristled toothbrush to the market. In 1955, P&G introduces Crest, the first fluoride toothpaste clinically proven to help prevent tooth decay. By partnering with and educating dentists, these brands dramatically change the way people think about oral care.



1961

### PAMPER YOUR BABY

After successful test-marketing, P&G launches Pampers, the first effective and affordable disposable baby diaper. Today, Pampers is P&G's largest brand.



1961

### DANDRUFF SOLVED

After 10 years of research, P&G introduces Head & Shoulders, an anti-dandruff shampoo made of Pyrithione Zinc. Head & Shoulders grows to become one of P&G's biggest brands, and the first brand made available to consumers upon our entry into China in 1988.



1986

### INVENTION OF 2-IN-1

After more than three years of work, P&G launches Pert Plus, the first "2-in-1" shampoo and conditioner on the market. This innovative technology would eventually be incorporated into various P&G hair care products across the globe.



1998

### CHANGING HOW TO CLEAN

R&D investments to develop breakthrough technologies in new P&G categories leads to the introduction of Febreze, an odor eliminating fabric spray, and Swiffer, a new cleaning system that effectively removes dust and dirt from floors and other hard surfaces. Both new brands are expanded around the world in less than 18 months.



2014/2015

### FLEXBALL & SWIRL

In 1904, King C. Gillette patents a safer and more affordable alternative in shaving. This breakthrough in the category was the first of many innovations, most recently with the Fusion ProGlide with FlexBall (2014) and Venus Swirl (2015). This technology adds a new dimension to shaving allowing men and women to shave with greater ease, and improved response to contours.

# Branding



1882

### ADVERTISING PIONEER

P&G begins its first effort in mass-marketing through continuous consumer advertising with Ivory's first print advertisement. The ad highlights Ivory Soap's purity, forging a relationship between consumers and a product. This transforms the way other companies advertise and market their brands, an area where P&G continues to lead and innovate today.



1910

### USE OF CELEBRITIES

Gillette pioneers the use of professional athletes in its advertising. These print ads feature photos and testimonials from some of baseball's top players and coaches during that time.



1931

### CREATION OF BRAND MANAGEMENT

P&G Advertising Manager, Neil McElroy achieves an industry first by creating a brand management system, giving P&G the ability to integrate brands into a single, organic brand-building process. McElroy would later lead P&G as CEO.



1933

### CREATION OF SOAP OPERA

In 1923, Crisco sponsors cooking shows on network radio, making P&G one of the first innovators in radio advertising. This thinking would later inspire the launch of "Ma Perkins," one of the world's first radio soap operas, in 1933.



2008

### OLD SPICE CAMPAIGN

The Old Spice "Smell Like a Man" campaign is launched and leads to an increase in sales and popularity of the brand. This campaign would later receive Cannes Advertising Festival honors as "Advertiser of the Year."



2012

### P&G OLYMPICS

P&G launches the "Thank You, Mom" campaign for the 2012 Summer Olympics, supporting 150 global athletes and their moms. P&G becomes an Olympic Worldwide Partner for the next decade.



2015

### ALWAYS #LIKEAGIRL

As one of the 2015 Super Bowl's most well-received commercials, the Always #LikeAGirl campaign rewrites the rules of what doing things #LikeAGirl means. The Always/Whisper brand, made of P&G's breakthrough "Dri-Weave" technology, believes that no girl should lose self-confidence during puberty and has been fighting to empower women everywhere since 1983.

# People



1887

### START OF PROFIT SHARING

William Cooper Procter establishes P&G's profit sharing system, the oldest continuous profit sharing plan in the U.S. This system would enable employees to receive fair wages, build habits for saving and promote employee loyalty.



1924

### START OF MARKET RESEARCH

P&G hires an economist to collect statistical data, breaking out Ivory consumers by income and background, making P&G the first company to conduct data-based market research with consumers. This forward-thinking approach leads to a deeper consumer understanding that results in the development of products. Today, this focus on deeper consumer understanding resides in both Consumer Market Knowledge (CMK) and R&D's Products Research division.



1962

### DIVERSITY PROGRAMMING

P&G initiates diversity programming for all of its employees regardless of race, sex or religious orientation. The program, launched two years before the government mandates it, is devoted to fostering a diverse and eclectic culture.



1987

### DAWN WILDLIFE RELIEF

Dawn receives its first request from a wildlife rescue group responding to an oil spill. Since then, P&G has donated thousands of bottles, helping more than 75,000 animals.



2000

### CONSUMER IS BOSS

P&G makes the consumer the "boss," placing them at the center of everything we do. This thinking opened up new opportunities, including the 2010 launch of Gillette Guard razor in India. By having a true understanding of the Indian consumer, Gillette was able to create a cheaper and more efficient razor for rural Indians.



2004

### CHILDREN'S SAFE DRINKING WATER

P&G creates the Children's Safe Drinking Water (CSDW) program to help eliminate the leading cause of death in children under the age of five in developing countries. By 2015, P&G has delivered over 7 billion liters of clean water and saved more than 39,000 lives.

# Growth



1861

### GOVERNMENT CONTRACTS

Prior to the breakout of the American Civil War, P&G purchases an entire boatload of rosin at a low cost making P&G one of the only soapmakers in the North with an ample supply. Due to this foresight, P&G is awarded several government contracts to supply soap and candles to the Union armies. P&G and Gillette would also supply needed goods during later conflicts.



1920

### DIRECT SELLING

P&G revolutionizes the grocery trade by creating a plan to sell directly to retailers. By hiring 450 salesmen, P&G begins to cultivate relationships with customers that will grow and evolve in the following decades.



1930

### HEDLEY ACQUISITION

P&G establishes our first overseas subsidiary with the purchase of the Thomas Hedley & Co. Ltd. in England. Fairy Soap is one of Hedley's main products and remains one of P&G's best selling brands.



1957

### CHARMIN ACQUISITION

P&G acquires Charmin Paper Mills, a regional manufacturer of toilet tissue, towels and napkins. This would become the platform for launching several of P&G's best-known and most successful brands, like Pampers and Always.



1985

### RICHARDSON-VICKS ACQUISITION

Richardson-Vicks Inc. approaches P&G about being acquired, and becomes a wholly owned subsidiary. At the time, this was P&G's largest acquisition, and in addition to Vicks, it included an extensive personal care product line, Oil of Olay, Vidal Sassoon, Fixodent and Pantene.



1988

### PRODUCING IN CHINA

P&G announces a joint venture to manufacture products in China. This is the company's first operation in the largest consumer market in the world, and is led by brands such as Head & Shoulders and Crest.



2005

### GILLETTE & P&G

P&G acquires Gillette, the largest acquisition in company history. Later that year, the Gillette Fusion razor is introduced and becomes the fastest brand in P&G history to reach billion-dollar status.