

Olympics To Give Procter & Gamble \$500M Boost

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Procter & Gamble Co. is expecting a \$500 million sales boost from dozens of Olympics marketing initiatives this year, company officials told analysts in a Jan. 27 conference call.

That would be a five-fold increase over the \$100 million impact that P&G has estimated from the 2010 Winter Olympics, when 18 P&G brands sponsored U.S. athletes who competed in Vancouver. For the 2012 Summer Olympics in London, 32 P&G brands are planning to sponsor 150 athletes from all over the world.

"We recently kicked off the first elements of our global marketing and in-store plans for the Olympics and you'll see more and more multibrand advertising and promotional activities as we get close to the summer games in London," CFO Jon Moeller told analysts. "Our objective is to generate \$500 million in incremental sales."

From the desk of Dan Monk