



In response to research indicating parents are looking for more family-oriented entertainment, **Procter & Gamble** and **Walmart** are bringing back Family Movie Night with the premier of their second made-for-TV movie: **“The Jensen Project.”** According to research from the ANA’s Alliance for Family Entertainment, only 23% of respondents were satisfied with the amount of family-oriented programming available. Advertising appearing in a family-friendly context is much more effective in reaching consumers.

**“The Jensen Project” follows on the success of P&G’s and Walmart’s first made-for-TV movie, “Secrets of the Mountain,” which aired in April 2010:**

- “Secrets of the Mountain” generated more than one billion impressions, resulting in 7.5 million viewers and a 4.5 television household rating. The movie was the #1 show of the night and claimed NBC’s top spot for the week, beating first run episodes of “The Biggest Loser,” “Parenthood” and “The Celebrity Apprentice.” “Secrets of the Mountain” was also the #1 Friday movie of the year, beating network premiers of box office hits “Shrek The Third” and “Ice Age 2: The Meltdown.”
- Following in the footsteps of that first movie, “The Jensen Project” will include co-advertising between Walmart and P&G featuring a single family creating “family moments” that has proven to increase trip and purchase intent. So while families are enjoying the movie, they’ll be seeing inspiring co-advertising vignettes featuring Swiffer, Charmin, Tide, Iams, Pampers, Bounty, and regimens for Gillette shaving, Crest 3D White, and P&G Beauty (Pantene, Covergirl, Olay).

## About “The Jensen Project”:

“The Jensen Project” is supported with a fully integrated marketing plan designed to create an estimated 2 billion impressions leading up to the movie. Walmart and P&G have collaborated to create tune-in plans that include PR/media, social/influencer outreach, cinema spots, radio, NBC promos, print, a strong word-of-mouth campaign, and digital components leveraging Facebook, YouTube, Google, Yahoo, P&G brands and Walmart assets. Additionally, Walmart is supporting the movie with an in-store demo/sampling program, their July 11 circular featuring P&G brands, and in-store displays featuring P&G brands.

“The Jensen Project” will also feature integration with P&G’s Children’s Safe Drinking Water through a collaborative campaign: for every P&G item purchased at Walmart thru the end of July 2010, a week’s worth of clean drinking water for a family (50 liters) in developing countries will be donated to the Children’s Safe Drinking Water Program (up to 5 million liters)\*.

\* For any P&G product purchased through the end of July 2010, P&G will donate 50¢ to the Children’s Safe Drinking Water Fund up to \$50,000. For additional program details, visit [purwater.com](http://purwater.com) (or [csdw.org](http://csdw.org)).

## Air & Release Dates:

“The Jensen Project” will air Friday, July 16, 2010 at 8 PM Eastern/7 PM Central on NBC. The 2-disc DVD + CD soundtrack will be available July 17, 2010 only at Walmart. The soundtrack, produced by music mogul Randy Jackson, includes songs from artists such as Jordin Sparks, Brooke White and Alisan, Iley & Jordan.

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