

Pampers for UNICEF

A long-lasting partnership to save Lives

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Pampers, inspired by babies



- 👤 Global Leading Baby Care brand
- 👤 We care for every baby's happy and healthy development
- 👤 40 years of presence in Germany
- 👤 Small and evolving target group
- 👤 Innovation & relationships are key

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unicef 

Listening to Mums is our daily job

- ✿ Mums form a community beyond borders
- ✿ They are happy to join forces for a worthy cause
- ✿ A sense of universality
- ✿ Christmas always a special family-time



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Maternal & Neonatal Tetanus – a silent killer

- ✦ Neonatal tetanus is a deadly infection amongst newborns, transmitted through a bacteria that grows in earth ground
- ✦ Typically affects mothers and babies in remote, poorer areas
- ✦ Still kills one baby every 9 minutes in developing countries
- ✦ No chance of healing once contaminated, but a vaccination is available to prevent infection





PAMPERS FOR UNICEF

A life-saving story

- 👤 Pampers supports UNICEF in the battle against neonatal tetanus since 2006
- 👤 Start of the campaign in UK/Ireland in 2006
- 👤 1 Pack = 1 vaccination
- 👤 Part of P&G / Pampers global CSR program
- 👤 Joint Goal: eliminate the disease; 130 Million mums and babies still need our help.

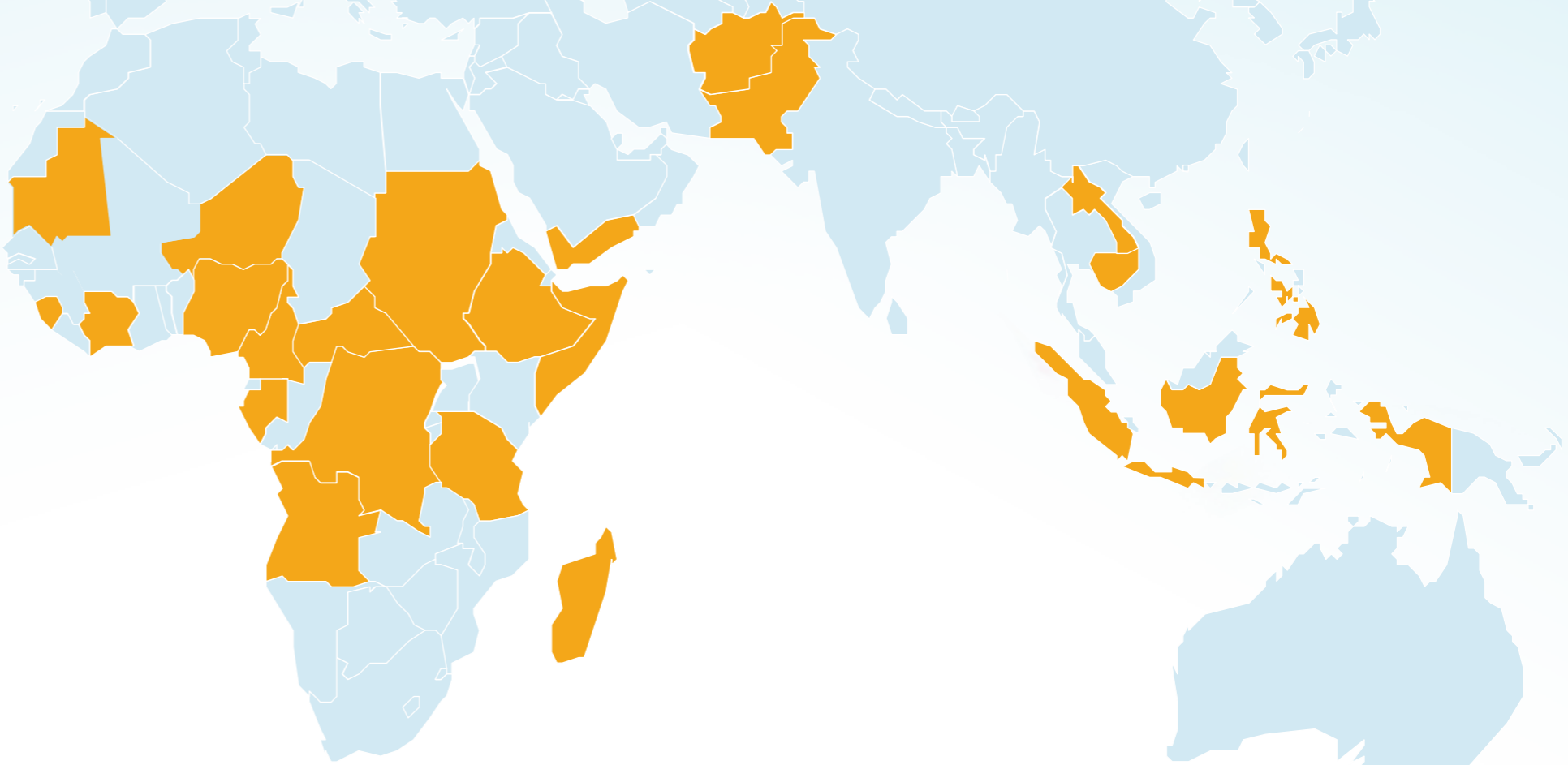
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A truly lifesaving story...

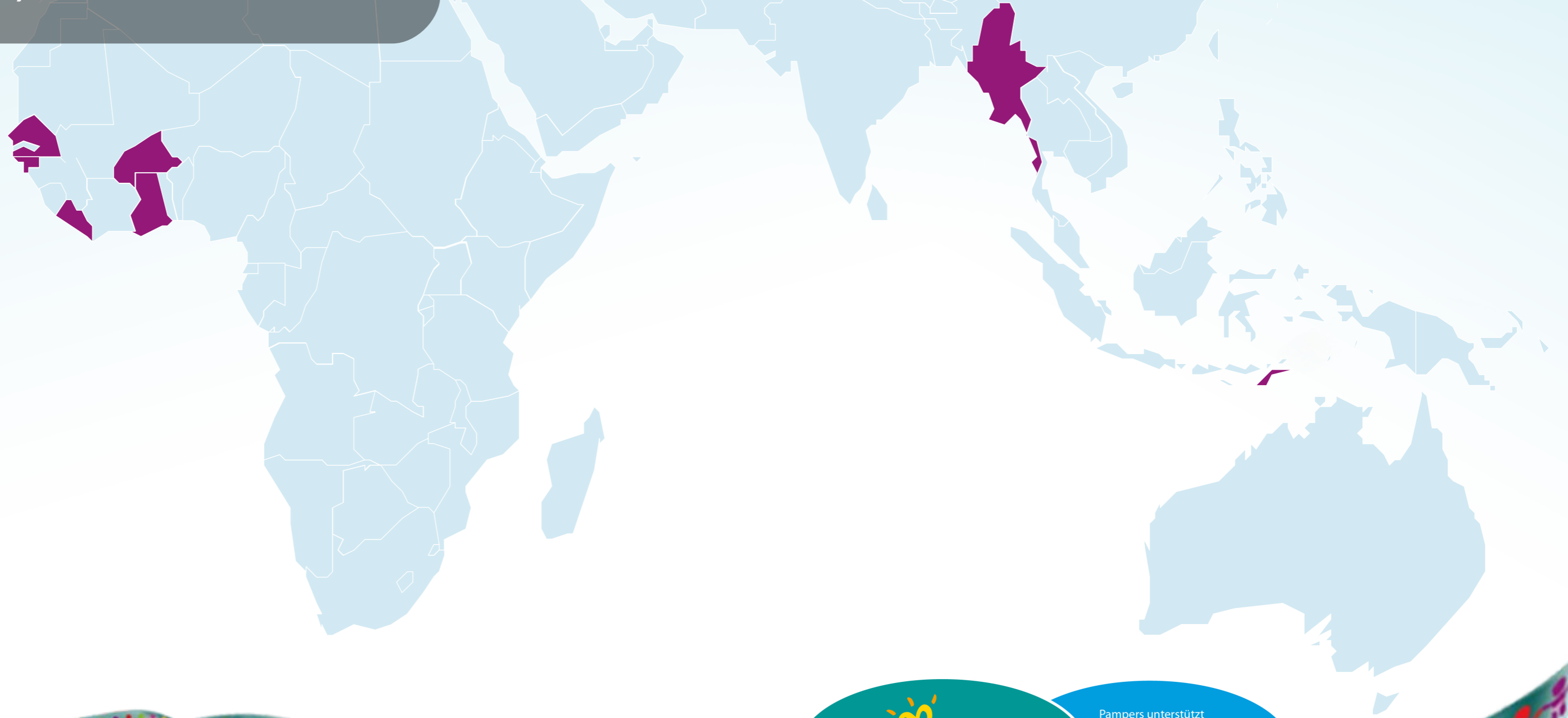
■ Pampers donations
Support vaccination programs
In 24 countries



Neonatal Tetanus has been eliminated in 8 countries already (WHO)



 8 countries where tetanus has been eliminated





5 Key take aways

This is not advertising – this is about jointly saving lives !

1

Perfect Match & Long-Term Commitment

2

Campaign is genuine and transparent

3

Locally relevant and credible

4

Leverage 360-degree expertise

5

Keep Fresh and Consistent

Gespendete Impfdosen *

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Together we can make a difference !
Thank YOU!

