

NFL powers up Duracell partnership

Matt Cutler

Procter & Gamble (P&G) has once again taken advantage of its wide-ranging commercial partnership with the National Football League (NFL) by agreeing a multi-year sponsorship deal for its Duracell brand.

P&G signed a corporate sponsorship agreement with the NFL in 2009 that provided several of its brands including Gillette, Head & Shoulders and Vicks the rights to participate in the sponsorship. The company's Tide brand was added to that list in April and Duracell has now become the 'trusted battery power of the NFL'.

Beginning with the 2012 NFL season, Duracell will be permitted to use official NFL marks, including Super Bowl XLVII, Pro Bowl, NFL Draft and NFL Playoffs. To further strengthen the relationship, Duracell has signed up San Francisco 49ers star linebacker Patrick Willis. Willis will play a role in the integrated marketing program, from retail, digital and creative to social and event based initiatives.

"With this sponsorship, we're reaching millions of passionate and dedicated NFL fans that rely on battery power in their everyday lives," said Volker Kuhn, general manager for Duracell North America. "As an innovator in the category, we can provide peace of mind for consumers and the NFL. Starting this fall, whether it is in a living room or an NFL stadium on Sunday afternoons, Duracell will provide the trusted battery power needed to enjoy or play the game on and off the field."

David Palmer, head of global sports marketing at P&G, added: "We are proud to bring Duracell into our portfolio of leading brands that are partnering with the NFL. This partnership further extends our reach and integration with the NFL fans and our consumers while driving scale marketing opportunities for P&G."

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