



November 23, 2004

## Procter & Gamble live demo

### P&G offers students free trial in worldwide real-time business game

**Weybridge, 23<sup>rd</sup> November 2004,** Students from across the country can today discover what it is like to work at Procter & Gamble – without actually joining the company – by taking part in a new real-time virtual business game launched online by the company. Called “Just in Case”, it offers UK students the unique opportunity to work in teams with their European counterparts to solve a real business case, presenting their findings direct to P&G management.

Today’s participants will be asked to develop a strategy for launching a new product for one of P&G’s brands into the European market. Students are provided with background materials to assist them in advance of the game and assigned to virtual teams depending on preferred function areas, such as marketing or finance. The hour-long session, run entirely through chat room technology, involves all functions and processes needed to make a business decision. Students interact with their team members to develop the launch strategy, present their case and discuss with a P&G manager, after which they gain feedback on how they performed.

“Just In Case” is P&G’s first ever real-time business game moderated live by an experienced P&G manager. Sessions have been scheduled over the coming month and are open to students all across the globe. The idea is to offer students, who are attracted by the competitive fast-moving consumer goods market, with a personal experience of what it is like to work at P&G.

P&G recruitment manager, UK&Ireland, Simone Aloe explains: “We offer students real-time interaction with a senior P&G manager. Students not only gain a true insight of what it is like to work at P&G, but they will also learn from the experience.”

One student from the pilot test commented: “It was very educational as a hands-on experience in the field, and getting a lot of insight to add to years of gaining theoretical knowledge. I learnt a lot from it and it was fun too.”

As the students work with team members who can be from anywhere in the world, they can gain a sense of the true daily diversity at P&G. In Western Europe alone there are about 21,000 people representing more than 100 nationalities. Reactions from students in the pilot test show that this is seen as positive:

“I enjoyed the Just In Case study a lot. It is fun because you are talking to people from different backgrounds, but discussing things you are passionate about - the field of marketing in my case.”

P&G has been awarded 8<sup>th</sup> place for two consecutive years in *The Times* Top 100 Graduate Employers in the UK.

“Just In Case” is open to students with interests in marketing, consumer research, finance, product supply, R&D and sales. Students can sign up for the next sessions which will take place on the 2<sup>nd</sup> and 13<sup>th</sup> of December at 5pm GMT at [www.pgcareers.com/jic](http://www.pgcareers.com/jic) or at [www.pgjustincase.com](http://www.pgjustincase.com)

#### **For further information please contact:**

P&G Press Office on 0191-2976262

#### **About P&G**

"Two billion times a day, P&G brands touch the lives of people around the world. Based in the UK since 1930, the company has one of the largest and strongest portfolios of trusted, quality brands, including Pampers®, Ariel®, Fairy®, Lenor®, Flash®, Pantene®, Herbal Essences®, Always®, Tampax®, Olay®, Max Factor®, Pringles®, and Iams®. P&G employs over 5,000 people in the UK & Ireland. For more information about P&G, please visit our website at [www.uk.pg.com](http://www.uk.pg.com) "