
UNILEVER LOSES TOP SPOT TO P&G AT CANNES



Unilever

Febreze's "Breathe Happy" campaign, Gillette's "Shave India" campaign and Old Spice are the main products of Proctor and Gamble which have won them 23 Lions so far at Cannes this year leaving behind Unilever, last year's advertiser of the year. P&G's global marketing and brand building officer, Mr. Marc Pritchard looked relaxed and happy that the awards were coming for their range of work and it seems it may deserve it next year also, as reported in the Advertising Age.

Read the original article here:

[Tale of Two Marketers at Cannes: P&G Outshines '10 Champ Unilever](#)

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