

# febreze

it's a breath of fresh air



**Nancy Bailey & Associates, Inc.**

BUILDING BRANDS THROUGH LICENSING

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## Background

Procter & Gamble created the odor elimination category over 10 years ago with the introduction of Febreze® Fabric Refresher®, a water and cyclodextrine based fabric refresher product that truly eliminates odors from fabrics AND leaves a fresh, natural scent... Like a breath of fresh air in your home.

Today, Febreze is one of the fastest growing brands in the air care category!

## Marketing Support

The Febreze line of Fabric Refresher, Air Effects®, NOTICEables®, Candles, Home Collections, Sport Odor Eliminator and Pet Odor Eliminator products are backed by an annual multi-million dollar media plan including TV, consumer print, internet, in-store promotion and sponsorship marketing.

## Licensing Program



**Makes vacuuming a whole new experience**



## Brand Strengths

- \$900+ million in global revenue
- 90%+ consumer awareness
- #1 Fabric Refresher with a 70% + share
- 100% Mass, 99% Food, 86% Drug, ACV
- 50+ Share of Voice
- Eliminates odors AND leaves a light, natural scent

## Febreze Consumer

- Freshness seekers – females seeking an odor free and fresher home environment
- Pet owners
- Allergy sufferers



## Licensing Opportunities

Smell sweet success with a Febreze License. Seeking licensees for Pet Care, Household Closet and Storage Freshening, Vacuums, Carpet Cleaning Machines.

For additional licensing information, contact:

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