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# After Return To Radio, P&G Posts Strongest Growth In Years.

Oct 22, 2018



*Procter & Gamble*

Procter & Gamble reported its strongest quarterly sales growth in five years, following a stretch in which the consumer-products giant consistently suffered lackluster growth. Beauty products fueled the gains, up 7%, while the company reported growth across a number of categories, including grooming, healthcare and fabric.

P&G made national headlines last year when it cast doubt on how effective digital advertising is—slicing \$200 million in spending in 2017, while demanding increased accountability from online. In turn, it reinvested much of its marketing cuts in television, radio and ecommerce. As **Inside Radio** reported in April 2018, Procter & Gamble spent \$6.7 million at radio in the first half of 2017, six times more than in the same period in 2016, according to Kantar Media.

For its fiscal first quarter, which ended Sept. 30, 2018, the maker of Tide detergent and Gillette razors said that overall sales rose 4%, amid what the Wall Street Journal reports has been a struggle to boost sales in an industry facing more competition and higher costs of raw materials and transportation. Profits rose 12% to \$3.2 billion, or \$1.22 cents a share, in Q1. Net sales rose 0.2% to \$16.69 billion from \$16.65 billion, but unfavorable foreign-exchange fluctuations hurt sales by 3%.

Topping the list of P&G's biggest radio users last year is its Tide brand, which ran 70,922 spots in third quarter 2017 as it amped overall radio advertising. That was more than double the 29,027 that aired in Q2, according to Media Monitors, which tracks radio advertising in 85 markets. In addition to compiling spot counts, Media Monitors also counts actual dollars spent and data provided to **Inside Radio** shows Tide spent 96% more on radio in Q3 2017 compared to Q2 2017. Year-over-year, Tide nearly tripled its radio spot volume from 18,378 in Q3 2016, when P&G first began using the medium again after a long absence.

For the most recent week tracked by Media Monitors, Oct. 8-14, 2018, Procter & Gamble makes its rededication to advertising over the national radio airwaves quite apparent, with five brands in the top 100 ranking: Bounty (No. 29), Vicks (No. 40), Charmin (No. 44), Always (No. 61), Tide (No. 62) and Febreze (No. 73).