

Press Release

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Henkel aired a top-tweeted and trendy TV commercial

Loctite Scored Big at the Big Game

Düsseldorf/Scottsdale, AZ – Loctite’s advertising at yesterday’s final of the annual championship game of the National Football League (NFL) was a big success. While the game established a new record with more than 28 million tweets, Henkel’s first ever TV commercial at the most-streamed sports event globally delivered peak performance in digital activation and social media engagement.

Henkel Adhesive Technologies took this opportunity to send its brand message to North American consumers in a very special way: Loctite products create positive feelings of success! Moreover, the TV commercial convinced with top results. After airing, it immediately became the No.1 topic on Twitter and Facebook and “#Loctite” showed up as most trending topic worldwide on Twitter.

“We are very proud to be recognized for our bravery to pitch ourselves in with the big names of the marketing world,” states Susanne Cornelius, Corporate Vice President for the Consumers & Craftsmen business at Henkel Adhesive Technologies. “The awareness we created for Loctite since we announced our participation in the Big Game is huge. We wanted people to talk about Loctite – and now they do. This will tremendously help achieve our mid-term goal, which is to significantly raise Loctite’s brand awareness in North America.”

The [30-second commercial](#) aired during the 4th quarter of the game and built on the huge success of the current “Win At Glue” campaign launched in 2014. The spot created by Fallon, Minneapolis featured a very special group of everyday people celebrating their success with Loctite by singing, dancing, and wearing fanny packs! Once the spot aired, the conversation on social media channels sparked enthusiastic posts: www.loctiteglue.com.

“Going in to the Big Game, we were very much aware that no one would have expected what they were going to see from us - we were thrilled with the incredible amount of reactions we received,” states Fred Chupin, Vice President of Marketing

North America at Henkel. “This was not a one shot isolated initiative for us, we will continue to build on this tremendous momentum to reach our mid- and long term objectives.”

Loctite is the world-leading brand in the adhesives professional industry and provides the most innovative solutions for daily glue needs at home. Consumers all over the world rely on Loctite for fast, strong and durable solutions in their bonding jobs. Loctite’s ongoing commitment to innovation ensures continual development of breakthrough formulations, offering a sharp range of advanced solutions.

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.5 billion euros in fiscal 2013. Henkel’s preferred shares are listed in the German stock index DAX.

Photo material is available at <http://www.henkel.com/press>

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The following material is available:



Loctite is the world leading adhesives brand



Win At Glue – Loctite products create a feeling of success



Positive feelings with Loctite at the Big Game