



Press Release

January 29, 2018

Super Bowl 2018

Persil ProClean with new Super Bowl® TV Commercial

Stamford, Connecticut – Henkel North America’s premium laundry detergent brand, [Persil ProClean](#), returns to the stain-fighting game for the third year in a row with a new commercial that will air during Super Bowl LII®.

The 30-second spot features Persil detergent’s superhero, “The Professional,” played by actor Peter Hermann, providing a humorous look at the exceptional clean delivered by Persil against Game Day stains. The spot, created by DDB New York, is part of a larger integrated marketing campaign that includes:

- A Persil microsite, launching this week and featuring the big game stain-fighting content from “The Professional,” a consumer newsletter sign-up, and promotional offers and coupons.
- A series of short videos featuring lighthearted advice from “The Professional,” to be shared on YouTube and Facebook.
- A partnership with high profile influencers, who will create and share original video content on the stainable moments that are a staple of game day parties, with Persil as the detergent to fight them.
- Partnerships with local restaurants which include actors dressed up as “The Professional,” surprising consumers with their food deliveries, and sharing Persil detergent samples and big prizes like TVs, tailgating kits and a year’s supply of Persil. Participating cities include Stamford, CT (home of Persil ProClean headquarters), Minneapolis and Chicago. “The Professional” actors will also hand out over 1 million samples in mass transit stations in New York, Chicago, Minneapolis and San Francisco.

“With 100+ million viewers watching the game on February 4, we can’t think of a better time for “The Professional” to showcase the stain-fighting power of Persil,” said Katerina Moragianis, Marketing Director of Persil Laundry Detergent in the United States. “With the Super Bowl[®] being a big day for food stains, what’s needed is a laundry detergent that provides a premium clean. Persil can go the distance to help tackle game day stains.”

Globally-renowned for more than a century in over 60 countries, the Persil brand has been available to U.S. consumers since 2015. Within three short years, the exceptional stain-fighting, whitening and freshness of Persil ProClean has led to impressive repeat purchase rates that continue to push the detergent category forward. The Persil ProClean brand portfolio, consisting of Power-Liquid[®] and Power-Caps[®], can be found in stores nationwide. Visit PersilProClean.com to find a retailer near you and find @PersilProClean on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube.com](#).

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of 18.7 billion euros and adjusted operating profit of 3.2 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to more than 6 billion euros. Henkel employs more than 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

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

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