



Engauge Marketing Launches New Strategy for Pert Plus *Agency Creates Philosophy that Connects with Consumers*

PITTSBURGH (July 1, 2008) – Marketing agency Engauge (www.engauge.com) has conducted behavioral research and developed a new campaign for Innovative Brands, owner of Pert Plus 2-in-1 shampoo and conditioner.

Through an in-depth interview process known as ethnography, Engauge behaviorists discovered that Pert Plus consumers seek hair care routines that are laid back and low maintenance. It was revealed that this no-fuss approach to “getting great hair” was very motivating and had great potential to drive sales and growth of the Pert Plus brand.

Engauge is developing a campaign to launch in the fall that will connect Pert Plus’ new philosophy to consumers. The Pert Plus Keep It Simple Philosophy campaign will carry the tagline “Crazy good hair, without the craziness.™” Headlines such as “The World’s Fastest Good Hair Day” communicate how well Pert Plus fits in with target consumers’ easygoing attitudes and their simple approach to the way they live their lives.

“The new Pert Plus campaign is unique, entertaining, and relevant to our consumers,” said Roanne Wallace, Director of Marketing for Innovative Brands’ Pert Plus. “This is exactly what we need to solidify our position as the leading 2-in-1 shampoo and conditioner.”

“This is powerful stuff,” said Jason Bergeron, Creative Director at Engauge. “The Philosophy campaign has tremendous stopping power and really gives Pert Plus a unique, contemporary voice.”

About Innovative Brands

Innovative Brands (www.innovativebrands.net), a portfolio company of Najafi Companies, is a consumer products company focused on acquiring consumer brands that have strong awareness and a good prospect for growth. Its goal is to become the leading company focused on revitalizing trusted consumer brands. It acquired the North American assets of Pert Plus® from the Procter & Gamble Company in July of 2006 and acquired Sure antiperspirant and deodorant from the Procter & Gamble Company in September of 2006.

About Engauge

Engauge is a marketing agency founded by Halyard Capital, in partnership with Stan Rapp, formed to unite the power of digital, traditional, and direct marketing. At Engauge, brilliant minds from diverse disciplines come together in a uniquely structured environment to encourage true collaboration and profitable results. Each entrepreneurial center of excellence at Engauge retains its core specialization and can access expertise throughout the enterprise when a holistic solution is required. Engauge’s proprietary creative thinking process develops transformational ideas that change minds, revitalize brands, and improve bottom lines. Engauge’s clients include Best Buy For Business, The Coca-Cola Company, The Home Depot, InterContinental Hotels Group, International Delight, Land O’Lakes, Logitech, Mars, Perkins Restaurants, Pert Plus, Sony, the State of Georgia, Sure, TiVo, Turner Broadcasting, UPS, and WellPoint. Its staff of 300 associates is located in Atlanta, Austin, Columbus, Orlando, and Pittsburgh. Learn more about Engauge at www.engauge.com.

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