



Congratulations to the 2008 HHC Catalyst Award Winners!

Best Marketing at the First Moment of Truth	Fabric Care - Cooper
Best Commercial Innovation	Bounty – SIMPL Xpress
Best Marketing of a Product Initiative	Charmin – Big Bang
Best Holistic Communication	Bounty – Rolling Thunder
Best Communication Innovation	Tide to Go
Best Organizational Capability Building	Tide – Google Exchange
Best Marketing Share and Reapplication	Pampers
Best Upstream Innovation	Fabric Care NBD – Swash
Best Design	Tide/Swash
Inspire Award	David Corr
Sigma Award	Fabric Care - Cooper
HHC Culture Award	A&T - Teri Froehlich – Fabric Care Manager - Charlene Butcher – P&G Professional

Congratulations to all the winners!