

New Nexcare Brand Campaign Shows How Nexcare Waterproof Bandages Stand Up to Life's Toughest Challenges

Nexcare Nana Video Series Takes Humorous Approach to Showcase Product Performance

Nexcare Brand from 3M Company announces the launch of “Will It or Won’t It,” an innovative digital campaign that demonstrates the superior performance of Nexcare Waterproof Bandages. The light-hearted brand campaign features an unexpected product tester, Nexcare Nana, who will go to extreme lengths to prove that Nexcare Waterproof Bandages have staying power. In a series of three 30-second video spots, “Will It or Won’t It” follows a fearless and daring grandmother as she conducts a variety of intense dramatized product tests that put Nana and Nexcare Waterproof Bandages up against their biggest opponents – water, dirt and germs.

This unique and humorous campaign spotlights Nexcare Nana’s strength as she courageously demonstrates just how tough Nexcare Waterproof Bandages are. With her hardhat on and adventurous spirit in tow, Nana’s [first obstacle](#) consists of going head-to-head with a high-pressure fire hose. [The second](#) features Nana taking part in an audacious dumpster dive, followed by the [third encounter](#), a heavy-duty showdown with a dirt-filled dump truck. Nexcare Nana’s toughness shines through during each scenario, as does the Nexcare Waterproof Bandage.

“‘Will It or Won’t It’ is a first-of-its-kind campaign for Nexcare Brand, and the dramatization further propels our effort to drive a shift in the way people think about the bandages they purchase and how they can be used in everyday-life,” said Joe Green, Nexcare brand manager. “In this new video series, Nexcare Nana tests the Nexcare Waterproof Bandages in over the top situations, in an effort to showcase the benefits of the product.”

The Nexcare Brand “Will It or Won’t It” series has also inspired “Tough as Nana,” a dedicated sweepstakes that celebrates the Nexcare Nana persona and allows consumers to nominate the special people in their lives that are as daring and tough as Nexcare Nana. Nexcare Brand Facebook fans will have a chance to win one of three trips inspired by Nexcare Nana’s pursuit of adventure, including swimming with sharks, skydiving or a racecar driving experience.

For more information, to view the video series and to enter the Nexcare “Tough as Nana” sweepstakes* go to www.Nexcare.com/nana.

*NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. Open only to legal residents of the 50 US & DC, 18+ (19+ in AL & NE, 21+ in MS) at the time of entry. Void where prohibited. Sweepstakes ends 12:00:00. CT on 7/31/14. Subject to the full Official Rules. Sponsor: 3M Consumer Health Care, St. Paul, MN.

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LaForce + StevensMilena Decosimo, 646-374-0833mdecosimo@laforce-stevens.comor3M Public Relations

and Corporate Communications Robert Brittain, 651-733-7034rbrittain@mmm.com

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