

Nexcare Brand Spotlights the Toughness of Nexcare Waterproof Bandages with Humorous Campaign

Nexcare Nana reprises her role as the ultimate product tester and asks America to determine her next extreme challenge

Nexcare Waterproof Bandages will once again be put to the test this summer with the added scrapes, cuts and bites that go along with the season. To spotlight the superior performance of its bandages, Nexcare Brand from 3M Company today launched a new fully-integrated digital campaign and contest, Nexcare “What Will Nana Do Next?” The star of the engaging campaign is an unexpected product tester – the brave and daring Nexcare Nana, reprising her role from the Nexcare Brand “Will It or Won’t It” video series. Now, Nana is putting her next adventure in the consumers’ hands, going to great lengths to prove that Nexcare Waterproof Bandages deliver staying power. To enter the “What Will Nana Do Next?” contest, visit nexcare.com/nana and submit a stunt idea for Nana, showcasing the Nexcare Waterproof Bandages.

“With the help of our favorite brave heroine, Nexcare Nana, the Nexcare Brand ‘What Will Nana Do Next?’ campaign features a humorous approach to further showcase how our bandages perform,” said Carrie Sazama, Brand Manager, Nexcare Brand. “We are launching the contest to encourage Americans nationwide to step up and put Nana as well as our Nexcare Waterproof Bandages to the test against their biggest opponents – water, dirt and germs.”

The campaign kicks off with a series of three 15-second spots featuring our daring and courageous Nana as she tempts fate yet again all while putting Nexcare Bandages to the test. The stand-out, tongue-in-cheek videos feature Nana’s fearlessness as she rises to the occasion with her trusty swim cap or helmet and goggles in hand. We see her getting ready to possibly swim with sharks, dive into an algae filled pond or even take on the fast-paced world of motocross. Nexcare Nana’s toughness and enthusiasm shine through each video, as does the Nexcare Waterproof Bandage.

Nexcare Brand invites fans nationwide to suggest Nana’s next test. The winning idea will come to life in a new video featuring Nana and showcasing the strength of Nexcare Waterproof Bandages against life’s challenges. The prize-winning video will be featured on nexcare.com/nana.

In addition to the video, the Grand Prize winner will also receive a \$2,500 Visa gift card and a year’s supply of Nexcare Bandages. Nexcare Nana Prize Packs will be awarded to 25 First Prize winners. During the contest period, each entrant will have an opportunity to receive a sample of Nexcare Waterproof Bandages. The contest runs through Monday, July 20, 2015 and winners will be selected soon thereafter. No purchase necessary to enter or win. Legal residents of the 50 United States (D.C.) 18 (19:NE and AL, 21:MS) and older.

For official rules, to view the teaser videos and to enter the Nexcare Brand “What Will Nana Do Next?” contest, visit nexcare.com/nana. Share the teaser videos using the hashtag #NexcareNana and tagging @nexcare on Facebook, Twitter and Instagram.

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Nexcare Brand Highlights the Toughness of Nexcare Waterproof Bandages with Humorous Campaign Featuring Nexcare Nana (Photo: Business Wire)

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