

Nexcare Brand Enlists Fans Nationwide To Create Concept For Humorous Brand Campaign Starring Nexcare Nana

Nexcare Waterproof Bandages are put to the test in winner's video debuting today

With summer coming to an end, the team from Nexcare Brand from 3M Company today unveiled the winning idea from their "What Will Nana Do Next?" contest. The contest launched in June as part of a larger digital brand campaign and features brave heroine and unexpected product tester, 87-year-old Nexcare Nana.

The [Nexcare "What Will Nana Do Next?"](#) contest tapped consumers nationwide to determine Nana's next daring adventure to showcase in extreme ways the staying power of Nexcare Waterproof Bandages. The Nexcare Waterproof Bandages campaign brings the concept of grand prize winner Robbie S. from Indiana to life. The winning idea features Nexcare Nana in a dramatized product test where she rides top down in a convertible braving the spinning, soapy brushes of a car wash and ultimately emphasizes the strength and superior performance of the bandages against water, dirt and germs.

"Showcasing the staying power of Nexcare Waterproof Bandages with our favorite heroine, Nexcare Nana, has been a driving force for us in demonstrating in over-the-top ways how the bandages stand up to active lifestyles," said Carrie Sazama, Brand Manager, Nexcare Brand. "We enlisted our fans in this campaign and they delivered. We are thrilled with all of the creative submissions we received and are excited to unveil Robbie's winning concept as part of this campaign."

Robbie S., was awarded the grand prize for coming up with the challenge of Nana going through a car wash in a convertible. With her trusty swimming goggles at the ready, Nexcare Nana puts the car in drive and fearlessly faces her next adventure. After it all, she points to her Nexcare Waterproof Bandage, still securely in place.

"After watching the original 'Will It or Won't It' video series and the 'What Will Nana Do Next?' contest teaser videos, I was inspired by Nana, her spunk and her attitude toward trying any challenge," said Robbie S., Nexcare Nana "What Will Nana Do Next?" contest winner. "I had an instinct that Nana would be up for the car wash adventure and it's the perfect exaggerated test to demonstrate the effectiveness of Nexcare Waterproof Bandages."

To view Nana putting Nexcare Waterproof Bandages to the test in the contest winning video visit nexcare.com/nana and share the video using hashtag #NexcareNana and tagging @nexcare on Facebook, Twitter and Instagram.

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$32 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at <http://www.3M.com> or on Twitter @3M or @3MNewsroom.

3M and Nexcare Brand are trademarks of 3M.

LaForce + Stevens Hannah Grace Miles, 212-242-9353 hmiles@laforce-stevens.com or 3M Erin Bix, 651-736-2406 ebix@mmm.com

Multimedia Files:

Nexcare Brand Enlists Fans Nationwide To Create Concept For Humorous Brand Campaign Starring Nexcare Nana
Photo: Nexcare)

Download:

[Download original 16.32 MB 6144 x 3160](#)

[Download thumbnail 54 KB 200 x 103](#)

[Download lowres 276 KB 480 x 247](#)

[Download square 143 KB 250 x 250](#)

□

Nexcare Waterproof Bandages (Photo: Nexcare)

Download:

[Download original 4.57 MB 6144 x 3160](#)

[Download thumbnail 53 KB 200 x 103](#)

[Download lowres 269 KB 480 x 247](#)

[Download square 148 KB 250 x 250](#)

□

<http://www.nexcare.com/nana>


Download:

[Download original 329 KB 1500 x 478](#)

[Download thumbnail 12 KB 200 x 64](#)

[Download lowres 48 KB 480 x 153](#)

[Download square 40 KB 250 x 250](#)

Additional assets available online:  [Photos \(3\)](#)

<https://news.3m.com/2015-09-23-Nexcare-Brand-Enlists-Fans-Nationwide-To-Create-Concept-For-Humorous-Brand-Campaign-Starring-Nexcare-Nana>