

Still Going!™: Energizer® Unleashes a “Bigger, Better, Bunnier” Energizer Bunny™ in Multimedia Campaign

NEW YORK, Sept. 13, 2016 - He's been a mainstay of pop culture since 1989. He's matched wits with the dark side of the Force, the king of the apes, an anvil-dropping coyote, the motor-city madman and countless minions of Supervolt. And he is still going. As a matter of fact, he's about to go in some exciting new directions. Energizer Holdings, Inc. [NYSE:ENR] today announced the launch of a broad new campaign that will take the iconic cottontail to surprising new places.

“For a generation, the *Energizer Bunny*™ has stood for long-lasting power and an unstoppable will to keep going and going. We know consumers love him, but lately, they've told us they want more Bunny,” said Michelle Atkinson, Energizer Chief Consumer Officer. “So, starting this month, we're going to unleash the Bunny like never before, using today's media landscape as a perfect playground for his disruptive nature to break through.”

The “Bigger, Better, Bunnier” campaign is the result of a yearlong development process dedicated to aligning the *Energizer Bunny*'s iconic status with today's rich new media options. This combination unlocks new opportunities for the Bunny to surprise and engage consumers, allowing him to appear in moments that are authentic to his personality. The process resulted in an updated look and a jam-packed new agenda for the high-powered hare.

Consumers will notice that his look has been modified to show his fun, witty personality they all know and love. He's slimmed down, his facial features are more expressive, and we've increased his flexibility and movement to bring his playful nature and charisma fully to life. But certain aspects of the *Energizer Bunny* will remain intact, including his iconic pink fur, sunglasses, and blue flip-flops.

"I've always had a ton of heart for that bunny and getting to work with the team at Energizer has been a blast," said Roger Camp, Founder & Chief Creative Officer at Camp + King. "I'm excited to get him out into the world, and even more excited for some of the fun things you'll be seeing from him in new media channels."

Fittingly, the *Energizer Bunny* will debut his new style at New York Fashion Week on Sept. 13, showing off a new accessory at Angela Simmons' active wear show. From there, he'll be making a stir with some innovative appearances across well-known digital channels.

“We're not going to spoil all of the Bunny's surprises, but let's just say that you'll be seeing new sides of him, with more emotion and movement than what you've seen in the past,” Atkinson said. “For example, he'll be showing up on YouTube bumper ads, just long enough to prompt a ‘wha?’ or a ‘LOL’ before users move along to their videos. He might even pop up as a Snapchat lens.”

Not only is the *Energizer Bunny*'s disruptive and enduring personality being unleashed, but the brand's tagline is getting a change as well. With a nod to the “Keep Going™” tagline that accompanied the *Energizer Bunny*'s original campaign, the *Energizer*® brand will introduce the “Bigger, Better, Bunnier” campaign with the tagline, “Still Going!™” The new tagline is designed to reinforce consumers of the brand's long-lasting heritage as well as its long-lasting products.

About Energizer

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, portable flashlights and lanterns. Energizer is a global leader in the dynamic business of providing power solutions with a full portfolio of products including *Energizer*® brand battery products such as *Energizer*® EcoAdvanced®; *Energizer* MAX®; *Energizer*® Ultimate Lithium™; *Energizer* Recharge® batteries and charging systems; and portable flashlights and lanterns. In addition, Energizer recently acquired HandStands Holding Corporation, a leading designer and marketer of automotive

fragrance and appearance products. HandStands offers innovative products from recognized brands such as Refresh Your Car!®, California Scents®, Driven®, Bahama & Co.®, LEXOL® and Eagle One®. Visit www.energizer.com for more information.

About Camp + King

Camp + King (C+K) is a Havas-aligned creative agency launched by Roger Camp and Jamie King in February 2011. They were named *Ad Age's* West Coast Small Agency of the Year – Silver in 2015. Based in San Francisco, the agency is dedicated to making brands more Conversationworthy™. C+K boasts an impressive client list, which includes Energizer, RE/MAX, DISH's Sling TV, Del Taco and YouTube. For more details, visit camp-king.com.

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