



Crock-Pot Wins Silver Cannes Lion Award for #CrockPotsInnocent Campaign

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Brand recognized in the Digital & Social – Real-time Response Category

HOBOKEN, N.J.--(BUSINESS WIRE)-- Last week at the 2018 Cannes Lions International Festival of Creativity, Newell Brands Inc. (NYSE: NWL) was honored with a Silver Cannes Lion Award in the Digital & Social Media – Real-time Response category for its #CrockPotsInnocent campaign.

The campaign ignited after an unexpected plotline from NBC's hit television drama, *This is Us*, hinted that a slow-cooker was responsible for fictional character Jack Pearson's death. By the next morning, thousands of viewers took to social media to express their feelings towards the industry leader in the slow-cooker category – Crock-Pot.

Working alongside agency partner, Edelman, Crock-Pot immediately created its first-ever Twitter account for the brand. By leveraging a combination of empathetic social media responses and engaging influencers like the *This is Us* cast, the #CrockPotsInnocent campaign took on a life of its own.

"This award is a testament to the speed and creative ingenuity of our marketing team and the influence of our famed Crock-Pot brand," said Rich Mathews, Chief Marketing Officer. "I'm extremely proud of the execution and outcome of this campaign, which garnered almost 4 billion media impressions, resulting in over 20,000 articles and approximately 800,000 social mentions – all in less than three weeks."

Presented annually since 1954, the Lions are established and coveted awards for the creative and marketing communications industry. The Digital & Social Media – Real-time Response award, falling under the Lions' "Reach" category, recognizes brands' insight, strategy and planning to effectively engage consumers at scale.

The campaign submission video can be found at www.youtube.com/watch?v=x2ITrizwL2I. To learn more about the Crock-Pot brand, visit www.crock-pot.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.



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Investors:

Nancy O'Donnell
SVP, Investor Relations and Communications
+1 (201) 610-6857
nancy.odonnell@newellco.com

or

Media:

Michael Sinatra
Director, External Communications
+1 (201) 610-6717
michael.sinatra@newellco.com

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