SHOWER to SHOWER® Task Force- BP Brainstorm  
July 14, 2004

Challenge #1: Powder Category Decline  
- Explore needs states: pregnancy, menopause, “chubbiness”, diabetes  
- Advertise through mass transit  
  o Subway reminders and subway maps  
  o Retail tie-in  
  o Sampling  
  o Coupons on Metro Cards  
- Use Duane Reade for PR – on the street or in-store with displays and jingle playing  
- Radio ads – geo-targeted, radio personalities?  
- Helps runners with chafing  
  o Could do promotions around running events (pre-marathon bags)  
  o Include in training kits they can buy  
- Race for the Cure promotions  
- Education to younger consumers

Challenge #2: STS Share Decline  
- Education is key. Get people back into a daily powder routine by telling them how valuable our product is.  
  o Surround Sound  
  o Need to answer: Why use powder?  
  o Possibly go beyond current benefits and look at anti-itch and foot care (more like GOLD BOND®)  
- “Soup to nuts” account specific program is most effective; surround sound; start over explaining benefits of powder  
- Redefine who our targets are (what do we mean by women 35+?)  
  o Can look at men, African American women, heavy women  
- Go beyond JOHNSON'S® Baby Powder and fragrance; they can’t do things like Sport or Shimmer  
- We have higher standards of talc that Private Label does not  
  o Do we have to keep these higher cost standards?  
  o Need to make it worth the extra cost  
- Account specific programs? Maybe spot TV tied with specific markets  
- Make 1 oz. more available for sale  
- Vacationers more willing to try new routines/products  
  o Possibly target cruises, the beach, camping, outdoors  
- Potential in women’s sports markets  
- Make scent names more current  
- Turn powder into daily regimen by partnering with other products such as women’s health or even tooth brushes, something everyone sees as being used daily
• Celebrity endorsements: someone professional but would get the idea away from "Grandma's powder"
  o Limo drivers handing out samples to get celebrities to try it
  o Make Patti LaBelle or Arthia Franklin spokeswomen
  o Send out celebrity mailings to anyone who might get hot while they work. This could also go to anchormen, like Katie Couric for example.
  o Ideally we would get the reaction that Purpose saw when Dr. Phil's wife mentioned it
  o Could also get beauty personalities to promote it, especially with the new shimmer
• Maybe get product placed in more high-end retailers than just the Mass COT. More attention from places like Bath and Body Works and Ulta.
• Alternative forms of powder and different placements could be key
• On pack attachments for different delivery; powder puffs and brushes
• Could also attach unrelated items for different messages. For example coupons for greeting cards around Mother's Day promotes family values and relationships.
• Message that it's time to "grow up to adult powder"
• Direct mailings with powder samples
• In-book sampling
• Fragrance scratch-n-sniff on FSI
• Scratch and sniff labels
• Floor mats to get customers to actually look for Shower at the retailer. Might need to put them in other spots to get younger potential users down the aisle.
  o Could possibly go in personal care if the idea is that you want something to keep you fresh and clean
  o Partner with Carefree, or Catalina (same idea of our product will bring freshness)
  o Would also reinforce how everyday powder should be
• Sampling/tie-in to Weight Watchers
  o We know that people usually purchase Shower on their stock up store trips, not just milk and bread runs
  o Hang tags on gym bags or sneakers (or coupons) and could also cross merchandise with seasonal wear
• 101 uses; approximately 50 beauty uses? 50 sport uses? Others:
  o Play up seasonality more: use it at the beach to take off the sand
  o Takes squeaks out of hardwood floors (find interesting uses)
• Wal-Mart market basket data (Nancy /u)
• X merchandising within J&J
  o Viva, Tylenol pairing up with Shower because women trust these brands
• Position to menopause specifically: "heat reliever"; "cools hot flashes"; this way lots of PR would follow
• Harris Interactive Study for PR: i.e. what do you want when you’re hot? (for example: powder, a fan, a cool drink, etc., to cool you down)
• More interesting packaging, possibly a more unique cylinder shape so that customers are more willing to spend more money
• Work with bowling alleys (put powder in shoes)
• Baseball gloves, swim caps
• Menopause survival kit
  o Advertise as helping with night sweats and hot flashes
• Obesity platform
  o Focus on African American women and obesity
  o What makes her comfortable and confident?
• Create loyalty through frequent buyer program
• Try starting a completely unique and account specific program
• Create STS website and make connections with online retailers
• Make dollar stores better opportunity
• Can we improve our claims beyond time released fragrance?

Challenge #3: Aging Users, How Bring New/Younger Users
• NASCAR displays, signage and any brand linkage
  o Did this 1996-1998 and it did well
• Seasonal approach and alternate usages (PR)
• Rally around specific dates/times of the year and relationships
• Sampling at vacation spots
  o Try to market the values of a mother/daughter relationship around powder as well as father/son around Sport
• Teens could be a market because they are more concerned with fragrance and freshness than messiness
• Look at the KY model - think about a correlation between Shower and closeness among people
• Maybe look into more of a beauty focus
• African American consumers in particular would be good to target with more of an emotional feeling and talk about reunions among friends, etc.
  o Team up with Ebony magazine to promote this idea
• Can focus on getting promotions at African American concerts and jazz festivals
• Atlanta test results?
  o Grass roots efforts effective?
• SMSI: do they market with Anderson? How leverage this org?
  o African American promotions in churches, beauty salons, and barber shops
• Make writing a new jingle into a competition
  o For example: A&W recent contest or like American Idol where the consumer or radio audience can select the one they like the best, with winner being put in commercial for STS
• Hospitals
  o Could be giveaways to patients, sampling
  o Sell in hospitals – patients would be willing to buy from hospital shop if you can’t shower for an extended period of time; chafing/bed sores
  o More comfortable with name brand so willing to pay a little more better than hospital brand
• Get in on the college bus tour? While girls are learning about skincare guys could also be hearing the benefits of Sport powder.
• Better placement, can we get our line placed in baby or foot care?
• Partner with lower end shoe store like Payless to promote powder usage in shoes
• Product Ideas:
  o Invisible powder
  o Tinted powder
  o Tinted hair powder (already in Europe, can Beatrice get for us?)
  o Bronzer powder
  o Talk to Alexandra – learn European trends
  o Liquid powder in tubes (could also lead to different sampling mediums)
• STS conversion:
  o Hispanics need awareness of STS
    ▪ Target Hispanics through retailers in heavily Hispanic areas
  o General Market needs motivation to buy STS
  o African Americans need reminder of STS brand
• Jingle revival event, contest, casting call; make it more relevant to new market
• Promote at teen events, sporting events
• Decrease sample size so that they can still use it but not have a short term supply; need to get the consumer to go buy more after trying
  o Salt and pepper packets
  o Ketchup packet sized
• Different shape: try unique powder cylinder (differentiate from P/L)
• Lots of Sport potential:
  o Promos on shoes or athletic gear
  o Sporting event sampling (exit/entrance samples)
  o Channel breaker display
  o Buy celebrity sponsorship
  o ESPN radio
  o Talk to Jack Weekly for sport connections
• Target brides; under stress so they need powder
  o Ads in bride magazines
• Link with a manicure/pedicure chain, beauty product
  o If it will become a beauty product, what is the message?
• Sampling at retailers like BJs, Costco, Sam’s
• Education to younger consumers is important
- Times Square Billboard
- Play jingle in subway stations, hire people to look like street performers singing about Shower
- Arena signage
- Talk radio personality endorsements (like Gold Bond)
  - Can go for sports casters or even weather forecast
  - "Weather forecast brought to you by SHOWER to SHOWER®"
  - Set it up to do the weather on hot, humid days
- Weather Channel, either online or on TV
- Other publicity styles: Vitamin water and the NY post
- Regis and Kelly samples (always under hot lights)
- Ellen DeGeneres Show – product placement/integration
  - Really "big finish" – tie-in
  - She might need it after her dancing segment
  - Help re-write the jingle
- Oxygen TV sampling, sponsorship
- Reality TV – product placement?
  - Survivor
  - Queer Eye
  - The Amazing Race
- Figure out best radio spot timing: morning or night reminders?
- “Flip book” advertising next to train lines
- Stress platform: how to keep cool under pressure
  - Promos with political campaigns
  - Tiger Woods
  - Martha Stewart
- Fashion dos and don’ts, before and after shots, what Shower will do for you
- I-com database – f/u with Jean
- New potential for wipes?
- **Do a deeper dive into finding out what is important to African American women and the younger ones in particular**
- Ulta has created edible powder, sells for about $25/bottle and actually sells out
- Involvement with military – could be big market
- Packaging - make it gender neutral
- Sampling at men’s health clubs