

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
 - Subway reminders and subway maps
 - Retail tie-in
 - Sampling
 - 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
 - Could do promotions around running events (pre-marathon bags)
 - 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.
 - Surround Sound
 - Need to answer: Why use powder?
 - 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+?)**
 - **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
 - Do we have to keep these higher cost standards?
 - 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
 - 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

**EXHIBIT
J&J-869**

- Celebrity endorsements: someone professional but would get the idea away from "Grandma's powder"
 - Limo drivers handing out samples to get celebrities to try it
 - **Make Patti LaBelle or Aritha Franklin spokeswomen**
 - Send out celebrity mailings to anyone who might get hot while they work. This could also go to anchormen, like Katie Couric for example.
 - Ideally we would get the reaction that Purpose saw when Dr. Phil's wife mentioned it
 - 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.
 - Could possibly go in personal care if the idea is that you want something to keep you fresh and clean
 - Partner with Carefree, or Catalina (same idea of our product will bring freshness)
 - Would also reinforce how everyday powder should be
- **Sampling/tie-in to Weight Watchers**
- We know that people usually purchase Shower on their stock up store trips, not just milk and bread runs
- 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:
 - Play up seasonality more: use it at the beach to take off the sand
 - Takes squeaks out of hardwood floors (find interesting uses)
- Wal-Mart market basket data (Nancy f/u)
- X merchandising within J&J
 - Viactiv, 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
 - Advertise as helping with night sweats and hot flashes
- Obesity platform
 - Focus on African American women and obesity
 - 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
 - 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
- 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.
 - Team up with Ebony magazine to promote this idea
- Can focus on getting promotions at African American concerts and jazz festivals
- Atlanta test results?
 - Grass roots efforts effective?
- SMSI: do they market with Anderson? How leverage this org.?
 - African American promotions in churches, beauty salons, and barber shops
- Make writing a new jingle into a competition
 - 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
 - Could be giveaways to patients, sampling
 - 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
 - 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:
 - Invisible powder
 - Tinted powder
 - Tinted hair powder (already in Europe, can Beatrice get for us?)
 - Bronzer powder
 - Talk to Alexandra – learn European trends
 - Liquid powder in tubes (could also lead to different sampling mediums)
- **STS conversion:**
 - Hispanics need awareness of STS
 - Target Hispanics through retailers in heavily Hispanic areas
 - General Market needs motivation to buy STS
 - 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
 - Salt and pepper packets
 - Ketchup packet sized
- Different shape: try unique powder cylinder (differentiate from P/L)
- Lots of Sport potential:
 - Promos on shoes or athletic gear
 - Sporting event sampling (exit/entrance samples)
 - Channel breaker display
 - Buy celebrity sponsorship
 - ESPN radio
 - Talk to Jack Weekly for sport connections
- Target brides; under stress so they need powder
 - Ads in bride magazines
- Link with a manicure/pedicure chain, beauty product
 - If it will become a beauty product, what is the message?
- Sampling at retailers like BJ's, 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 on line 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