

- 1992 BABY POWDER CATEGORY ACTIVITY -

JOHNSON'S Baby Powder

- No dedicated advertising
- Damaging negative publicity on talc and inhalation, and talc and ovarian cancer
- No new product introductions
- Promoted as part of JOHNSON'S 100th Anniversary
- Value packs; light couponing

JOHNSON'S Baby Powder Pure Cornstarch

- Dedicated print advertising as part of infant print effort focusing on "helps protect and treat diaper rash" claim
- No new publicity
- No new product introductions
- Promoted as part of JOHNSON'S 100th Anniversary
- Value packs; light couponing

Mennen Cornstarch With Oatmeal/Powder With Oatmeal

- No dedicated advertising support; entire Baby Magic line supported with \$2MM in print advertising in 1992 (YTD)
- No new publicity or promotion
- No new product introduction
- Constant couponing

Diaperene Baby Powder Cornstarch

- \$250M in print advertising and promotion in conjunction with Diaperene Baby Wash Cloths in 1992 (YTD)
- No new publicity or new product introduction
- Some couponing

Gold Bond Medicated Body Powder

- Introduced Baby Gold Bond Medicated Body Powder in 1992 (June)
- Supported with :60 and :30 TV and :30 radio commercials
- No other publicity or promotion to date

**EXHIBIT
J&J-866**

Copy to
Alan/Lisa
(By Noon)

- JOHNSON'S BABY POWDER -

8/15/92

Major Opportunities

1. Continue to fully leverage the diaper rash claim against JBP cornstarch.
- Current household usage on Johnson's Baby Powder Pure Cornstarch has declined from 13% in 1989 to 8% in 1991. Continue to support diaper rash claim in order to rebuild product usage.

How communicate better?

2. Investigate ethnic (African American, Hispanic) opportunities to grow the franchise.
- Johnson's Baby Powder has a high usage rate among African Americans (52.0%) and among Hispanics (37.6%). Additionally usage indices are high for African American and Hispanic females for JBP talc (139 and 101) respectively. Hispanic females also have a high index (151) against JBP cornstarch. The brand can increase volume in 1993 by targeting these groups.
The brand will institute an adult hispanic media program and potentially launch an adult Black print effort.

Avg

Major Obstacles

1. The franchise faces weakness on several key skus in factory sales and in consumption.

	<u>YTD % +/- YAG</u>	
	<u>JBP</u>	<u>JBP/CS</u>
9 OZ	-35.6%	-26.4%
14 OZ	-9.7%	+6.3%
24 OZ	-14.8%	-31.2%

Rise CS in NA? WY

- JBP 4 OZ is down -6% in all outlets; Drug distribution down 5 points versus YAG.
- JBP 9 OZ is down -13% due to Food and Drug outlets; Drug distribution down 3 points versus YAG.
- JBP 14 OZ is down -11% due to declines in Food and Drug outlets.
- JBP 24 OZ is up +1%; a -10% decline in Drug has been offset by a +9% gain in Mass; Drug distribution is down 7 points versus YAG.
- JBPCS 9 OZ is down -8% due to declines in Food and Drug