



**JOHNSON'S®  
BABY POWDER**

**EXHIBIT  
J&J-915**



## **POWDER: Key Issues/Learnings**

- New adult users required for growth, but no halo from Johnson's Baby to leverage
- Segmentation of users vs. non-users. Need to give non-users a compelling reason to try and believe
- Need compelling product benefits – benefits differ by consumer
- Target: Women 18-35
- African Americans have high affinity for the category and tend to be heavy users
- Focus on summer usage when it's hot and humid
- Cannot sample the product due to trial size, budget and packaging constraints



## **POWDER: Key Issues/Learnings**

- Umbrella Messaging for Powder: Pure Comfort
- Per focus groups, the benefits most appreciated by both users and non-users were:
  - Staying fresh and dry
  - Helping stay cool
  - Fresh smell throughout the day
  - Silky, soft and smooth skin
  - Less chaffing and irritation between thighs and/or during exercise
  - Keeping feet, shoes odor-free
- Fragrance was an issue for some users – didn't want to smell like a baby



# **2008 Powder Objectives and Strategies**



## **Powder Marketing Objectives**

- Increase adult usage of powder through targeted communication
- Clearly communicate benefits of comfort, coolness, freshness and dryness
- Target African Americans and several other key target audiences: Overweight women, women who exercise, Commuters, women in hotter climates
- Focus on summer timeframe
- Continue to include powder in Johnson's Baby FSI's



## **Consumer Promotions Role -- Powder**

- Source targeted vehicles to reach the African American and other targeted audiences: Overweight women, Women who exercise, Commuters
- Educate women about the cool and fresh benefits of powder and increase usage/trial. Find fun and engaging way to educate without product samples
- Incorporate Powder into broad-reach FSI vehicles to gain trade support and get displays and drive consumer purchase



**2008 Initial Powder  
Consumer Promotions Plan**

## JOHNSON'S® POWDER 2008 Consumer Promotion Plan

Brand Objective	Consumer Promotion Objectives	Consumer Promotion Strategies	Consumer Promotion Plans / Tactics
<p>Increase adult usage (women 18-35)</p>	<ul style="list-style-type: none"> <li>• Drive trial and awareness of powder to targeted groups of women 18-35</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver targeted communication with coupons and strong messaging to reach women and incent them to purchase powder</li> </ul>	<ul style="list-style-type: none"> <li>• Create a fun and educational powder brochure with a scratch and sniff component (Cucumber Melon or Lavender) and a high value coupon to incent trial – really would work better with samples – without samples we need scratch and sniff or test a premium item like a magnet, pen, can cooler, etc. to remind them about powder usage and be engaging</li> <li>• Deliver the scratch and sniff powder brochure to targeted audiences:               <ul style="list-style-type: none"> <li>◦ Overweight women – through Lane Bryant catalog mailings, Weight Watchers programs</li> <li>◦ Women who exercise – through Curves or another fitness club – include club signage and a large size powder bottle in the locker rooms for sampling</li> <li>◦ Commuters – through Hudson News stations in NY/NJ commuter stations</li> </ul> </li> <li>• Distribute scratch and sniff brochure with coupon on airlines or in airports – talk about how powder keeps you cool and how you can travel through security with the trial size powder in airports to stay fresh</li> <li>◦ Investigate co-op direct mail opportunities to target audience</li> </ul>



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<p>Increase adult usage (women 18-35)</p>	<ul style="list-style-type: none"> <li>• Drive trial and awareness of powder to targeted groups of women 18-35</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver targeted communication with coupons and strong messaging to reach women and incent them to purchase powder</li> </ul>	<ul style="list-style-type: none"> <li>• Cross-Ruff IRC on an Aveeno Sunscreen for a coupon good on Johnson's Powder – talk about sand removal</li> <li>• Depending on the results from the sand removal program this year, consider going after the beach target with the sand removal messaging again next year</li> <li>• Create a powder microsite with educational information and create a fun and interactive sweepstakes/contest for consumers to "Tell Us Their Coolest Powder Story/Use" – captures info on powder usage, engages consumers, captures names and we give away some fun prizes</li> <li>• Create an online or promotional partnership with a shoe catalog to mail out powder brochure with summer shoe shipments or run online contest around shoes and benefits of powder</li> <li>• Test putting a Powder brochure into one of the toddler co-op programs with Shampoo during the summer. Reach toddler moms with a message directed to them about powder usage for them, their toddlers and sand removal (Walmart Portrait Studio, co-op direct mail)</li> </ul>

## JOHNSON'S® POWDER 2008 Consumer Promotion Plan

Brand Objective	Consumer Promotion Objectives	Consumer Promotion Strategies	Consumer Promotion Plans / Tactics
<p>Clearly communicate the cool and refreshing benefits of powder</p>	<ul style="list-style-type: none"> <li>• Drive awareness of powder benefits and how and where it can be used</li> </ul>	<ul style="list-style-type: none"> <li>• Develop informational, fun scratch and sniff educational brochure explaining powder benefits and distribute to target audience – need more descriptive and informative brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute brochure through co-op and African American programs detailed on the program pages in this deck</li> <li>• Or create fun premium item that ties in with brand – fun summer themed magnet, cool pen that has the movement in it that when you shift it, it makes everything cool and refreshed inside, can cooler/koozie for keeping soda cold, puff for putting powder on with less mess, etc. to be distributed with the brochure</li> <li>• Utilize powder messaging from brochure to run banner ads on WEATHER.COM in the summer with the messaging about: how powder keeps you cool in the hot weather</li> <li>• Run a test radio program in a market to promote usage and drive to web site/contest – can advertise on highly AA stations/programs</li> </ul>

## JOHNSON'S® POWDER 2008 Consumer Promotion Plan

Brand Objective	Consumer Promotion Objectives	Consumer Promotion Strategies	Consumer Promotion Plans / Tactics
<p>Target African American women with the powder message</p>	<ul style="list-style-type: none"> <li>• Drive awareness of powder and trial with African American women</li> </ul>	<ul style="list-style-type: none"> <li>• Secure promotional opportunities/ programs that reach African American women</li> </ul>	<ul style="list-style-type: none"> <li>• Online promotion/advertising on African American websites – click through to the powder web page for coupon and more info. Possible sweepstakes or contest – collect names for database/future correspondence</li> <li>• African American Websites: Urbanmecca.com, EURweb, HBCU, AA Dating websites, (look for other recommendations from Advertising Agency) Integrate advertising banners with an online promotion</li> <li>• Test the SMSI program with Powder, Johnson's Baby, McNeil and other brands to reach African American and Hispanic Moms in a test market with J&amp;J products and offers</li> <li>• Investigate any potential tie in opportunities with Ambi</li> </ul>

## JOHNSON'S® POWDER 2008 Consumer Promotion Plan

Brand Objective	Consumer Promotion Objectives	Consumer Promotion Strategies	Consumer Promotion Plans / Tactics
Gain quality trade support to drive sales	<ul style="list-style-type: none"> <li>• Drive quality trade support / anchor off-shelf display activity</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in FSI's to drive increased trade activity and consumer awareness and drive consumer purchase</li> </ul>	<ul style="list-style-type: none"> <li>• Efficiently anchor trade support to drive volume during key timeframes by including Powder in Linewide Johnson's Baby FSI's                             <ul style="list-style-type: none"> <li>○ 1/7/08 – Pink/Touch Launch</li> <li>○ 3/2/08- Johnson's Full Line (Baby week timing)</li> <li>○ 4/27/08 – Safe Kids</li> <li>○ 9/14/08 - Johnson's Full Line</li> </ul> </li> </ul>

# Summary of Tactics

	FSI	Direct Mail	Contest/Promotion	Online	Sampling	Multi-Cultural	Other
<b>POWDER</b>	Inclusion in 4 Nat. FSI's	Fun Educational scratch and sniff brochure distributed through Co-op DM to target female audience	Online promotion/partnership on African American Websites  Integrated program  Tie in/promotion with Shoe Website/Catalog	Powder Microsite  Contest: "Tell Us Your Coolest Powder Story/Usage"  Ads on Weather.com	Scratch&Sniff brochure or brochure with premium distributed through Lane Bryant or Weight Watchers, Curves, Commuter Stations, Airports/Airlines  Walmart Portrait Studio -- powder brochure distributed with a toddler program as a test	SMSI  AA Websites	Cross-Ruff IRC's on Aveeno Sunscreen  Radio  Sand Removal Program

## JOHNSON'S® POWDER

### 2008 Marketing Support Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Print</b>												
<b>Other</b>	Online "Tell Us Your Coolest Powder Story Contest", Shoe Retailer Promotion, Sand Removal Program, Promotional Radio											
<b>Trade</b>	<b>ACCOUNT SPECIFIC PROGRAMS</b>											
<b>FSIs</b>	1/6 Pink/ Touch \$1 43MM		3/2 Full Line \$1 40MM	4/27 Safe Kids \$1 43MM					9/14 Full Line \$1 32MM			
<b>Sampling</b>	Educational scratch and sniff brochures with coupon and possibly premium item distributed through Lane Bryant, Weight Watchers, Curves, Commuter Stations, Airports, WALMART PORTRAIT STUDIOS											
<b>Direct Mail</b>	COOP Direct Mail to Target Female Audience											
<b>Internet</b>	Online Program on African American websites, Powder Microsite, Shoe Retailer, Weather.com											
<b>Coupons</b>	Cross-Ruff IRC's, Brochure coupons											
<b>Multi-cultural</b>	SMSI program to AA and Hispanic moms, AA Web programs, Ambitie-ins											