

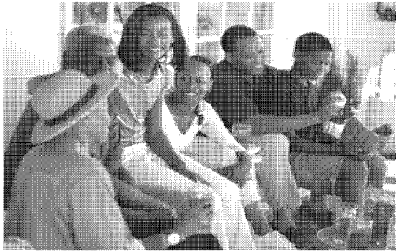
# Johnson's Soft

## 2007 Multicultural Plan

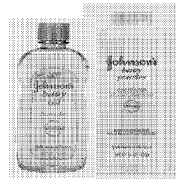
**Redacted: Other Product**

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# Target Segmentation Study showed African-Americans & Hispanics Have Strong Affinity with JOHNSON'S®



- ✓ Stronger Purchase Interest in JOHNSON'S®
- ✓ Stronger closeness to brand - "heritage" brand due to Oil & Powder
- ✓ Same nurturing skincare goals as GM segments
- ✓ High emphasis on skincare products that help consumers feel:
  - ✓Nurtured (+33)
  - ✓Cared For (+34)
  - ✓Pampered (+27)



**JOHNSON'S® Positive Segments:**

53% GM  
57% AA  
53% Hispanic

Concept PI:  
39% GM  
52% AA  
62% Hispanic



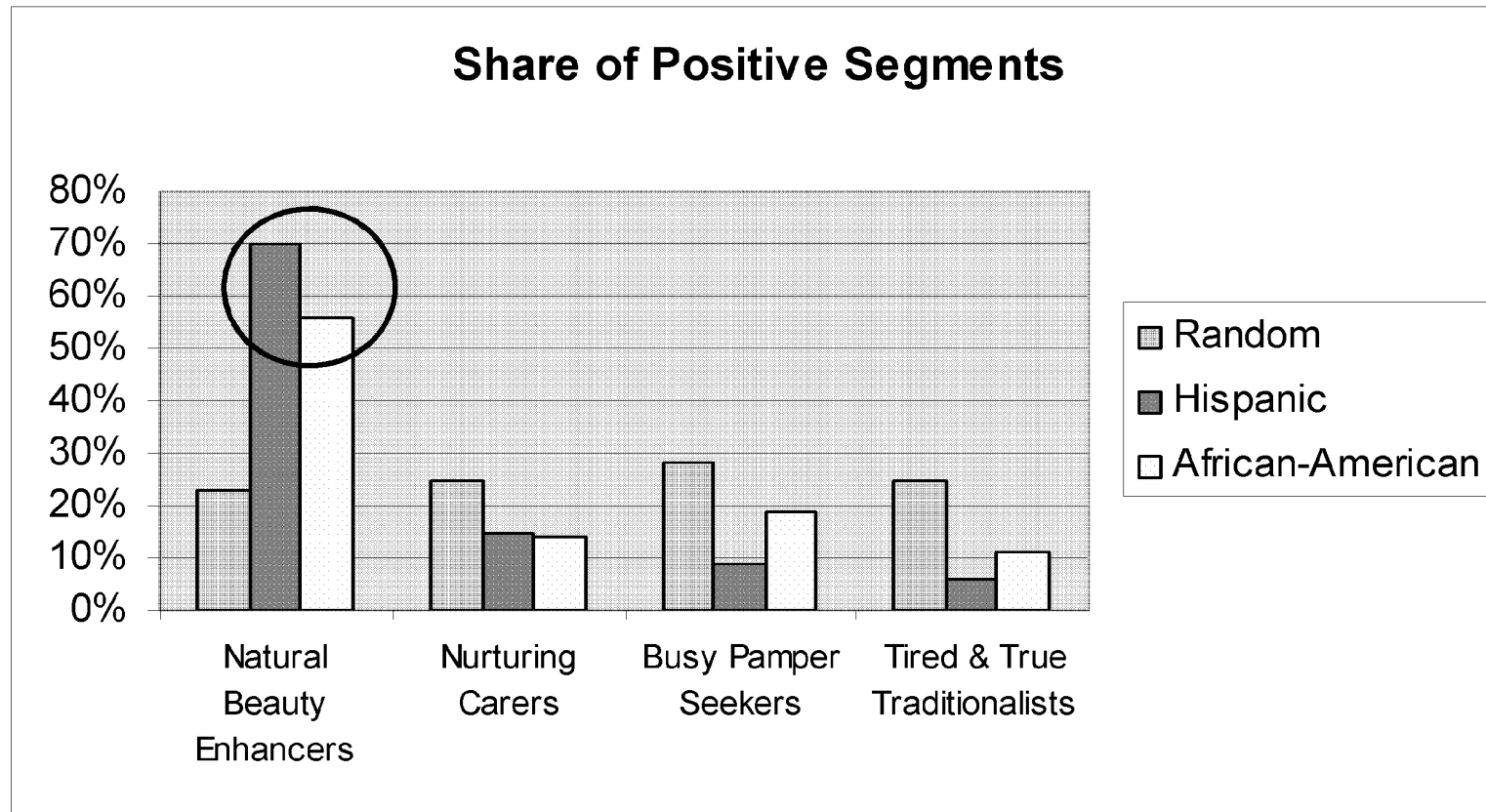
- ✓ Strongest Purchase Interest in JOHNSON'S®
- ✓ Stronger awareness of brand due to JOHNSON'S® LA & with US Hispanics
- ✓ Same nurturing skincare goals as GM segments
- ✓ Higher emphasis on skincare products that help consumers feel:
  - ✓Nurtured (+47)
  - ✓Cared For (+41)
  - ✓Pampered (+43)

## LEARNINGS REINFORCED EMPHASIS ON:

**Family / Loved ones**  
**Fragrance as key driver of appeal**

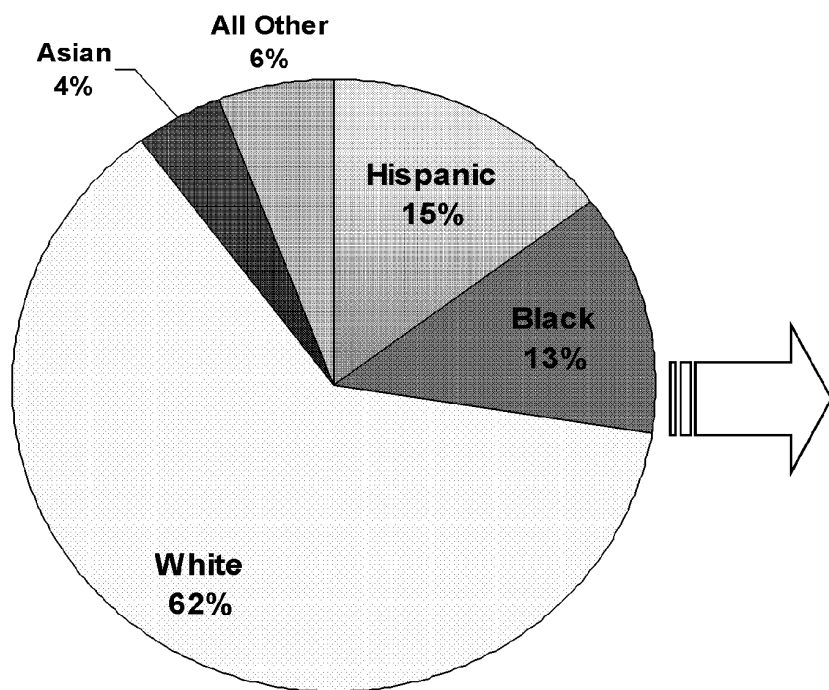
Source: 2005 Johnson's Target Segmentation Study. GM date for Nurtured +34, Cared For +31, Pampered +29

# Natural Beauty Enhancers, the bull's eye target for Johnson's Soft, is the highest concentration segment for Hispanics and AA



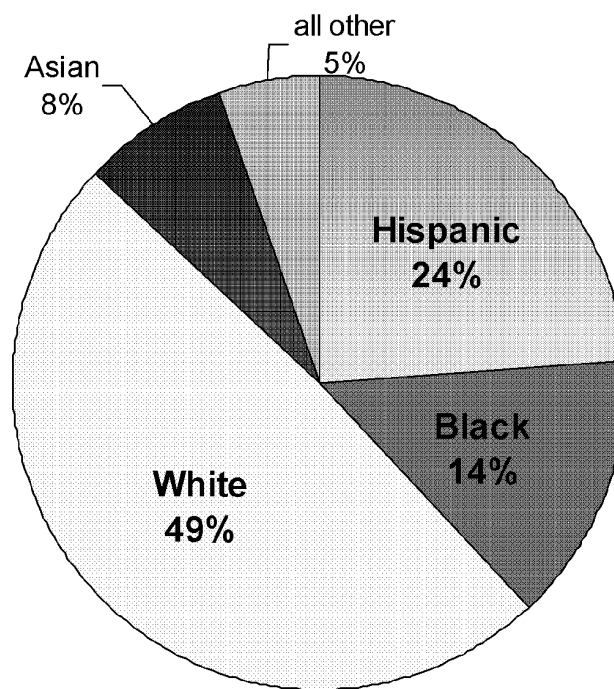
*Multicultural Population Growing Exponentially, and  
JOHNSON'S® needs to leverage on the brand's strength within  
Multicultural*

**2000 Population Distribution**



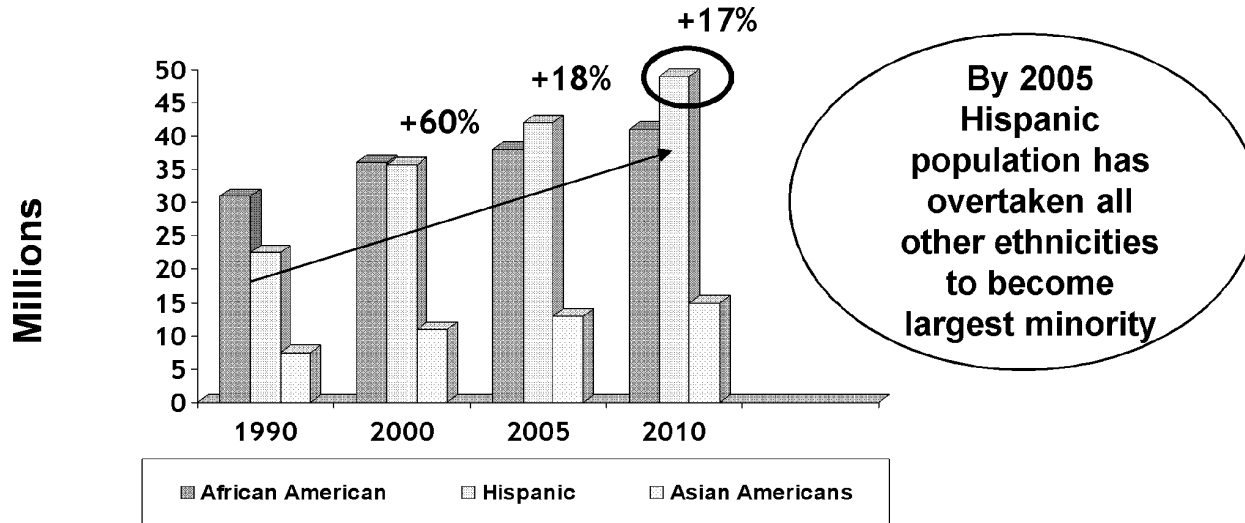
30% are of Multicultural Origin

**2050 Population Distribution**



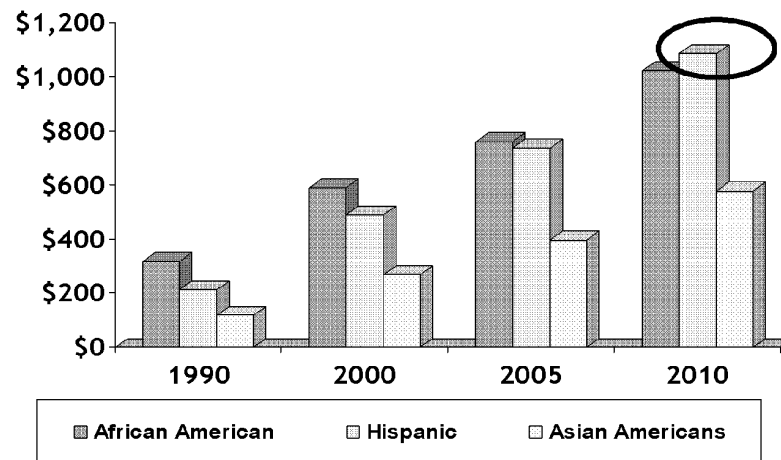
50% are of Multicultural Origin

# Within Multicultural, Hispanics are growing faster in both population and buying power...



And their buying power will increase to well over \$1Trillion by 2010

Billions of Dollars



\* Total Ethnic Population as a Percentage of Total Population

Sources: U.S. Census Bureau & Ethnic Personal Care in the US, UK, and South Africa to 2008

# Hispanic consumers are more differentiated than AA vs. general population



- 1. Younger, primarily foreign- born population**
  - Younger, immigrant population means Baby Boomer trends don't apply
  - Acculturation, immigration issues make this consumer different from a US consumer
- 2. Spanish language still preferred & necessary**
  - 67% prefer to speak in Spanish
  - 50% of 25+ pop'n "does not understand English very well"
- 3. Geographically concentrated, media efficient & brand receptive**
  - 99% Reach via targeted media
  - Brand familiar- Johnson's is recognized from the strength of brand in home country



- 1. Aging population, with similar characteristics to general Baby Boomer aging trends**
  - 45% growth in ages 45-65 in next 10 yrs
- 2. Use a mix of GM & targeted Media**
  - 71% is in South & Northeast
  - Can target with Black Media but also reach via GM media if culturally relevant



**TGonza46:**  
 Getting additional info from McCann

ent media plans will over deliver on AA target, however they under deliver on Hispanic

	TV Deliveries R/F/GRP			Print Deliveries	Radio Deliveries	Radio Deliveries	% of total Media Budget
	Wash	Lotion	Total				
W25-54	77/5.6/434	88/16.5/1455	90/21.1/1889				
AAW25-54	87/7.0/608	94/21.7/2037	96/27.6/2645				
HW18-49	53/4.2/225	65/11.5/745	68/14.4/97				

## Details of AA Execution

**Advertising –**

AA Talent to be used in print and TV executions

Boards tested with AA consumers

**PR—**Integrated communication plan goes beyond traditional media

**On-line—**Focus on sensorial, higher order benefits (*Melt Away Stress*)

## Details of Hispanic Execution

**Objectives:** Drive to a leading share of 5%

**Strategy:** Use Melt Away Stress to develop Hispanic targeted plan

**Tactics:**

- Media starts mid March, and runs through end September
  - 15 weeks of National TV @ 70 GRPs/week (outperforming any key competitor)
  - Potential Radio tags
- 2 Hispanic FSIs in March and TBD
  - Drops April 29<sup>th</sup> (around 5 de Mayo festivities) and July 29<sup>th</sup>
- Broad Trade support, including:
  - Wal-mart, Ralphps and Food For less, Walgreens, Target, CVS, Kroger
- Sampling
- On line Microsite for Hispanic

# 2007 Johnson's Soft Hispanic Test Program Calendar

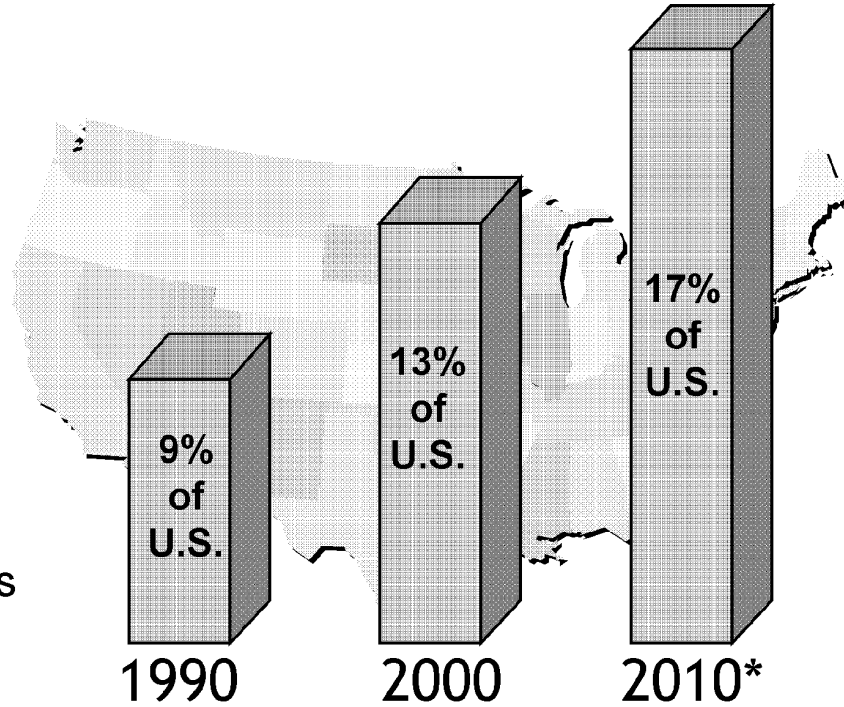
*\$3.5 MM dollars spent over 6 months (reaching 99% of U.S. Hispanics)*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	
<b>TV and Radio Tags</b>				<b>Heavy up for MAS</b>									
<b>Consumer</b>				Hisp FSI			Hisp FSI						
<b>Trade</b>				Wal-mart		CVS			Ralphs		Target		
				Kroger		Walgreens							
				Endcap + Hisp Feature									

# Backups

**Hispanics represent the fastest growing population segment in the U.S., with increasing economic and social influence.**

U.S. Hispanic population rose 58% from 1990 to 2000



Hispanic population is projected to triple, reaching 24% of the total pop, by 2050

Hispanic buying power is projected to reach \$928 billion by 2007

Source: 2000 U.S. Census, March 2001 Release

\* projection

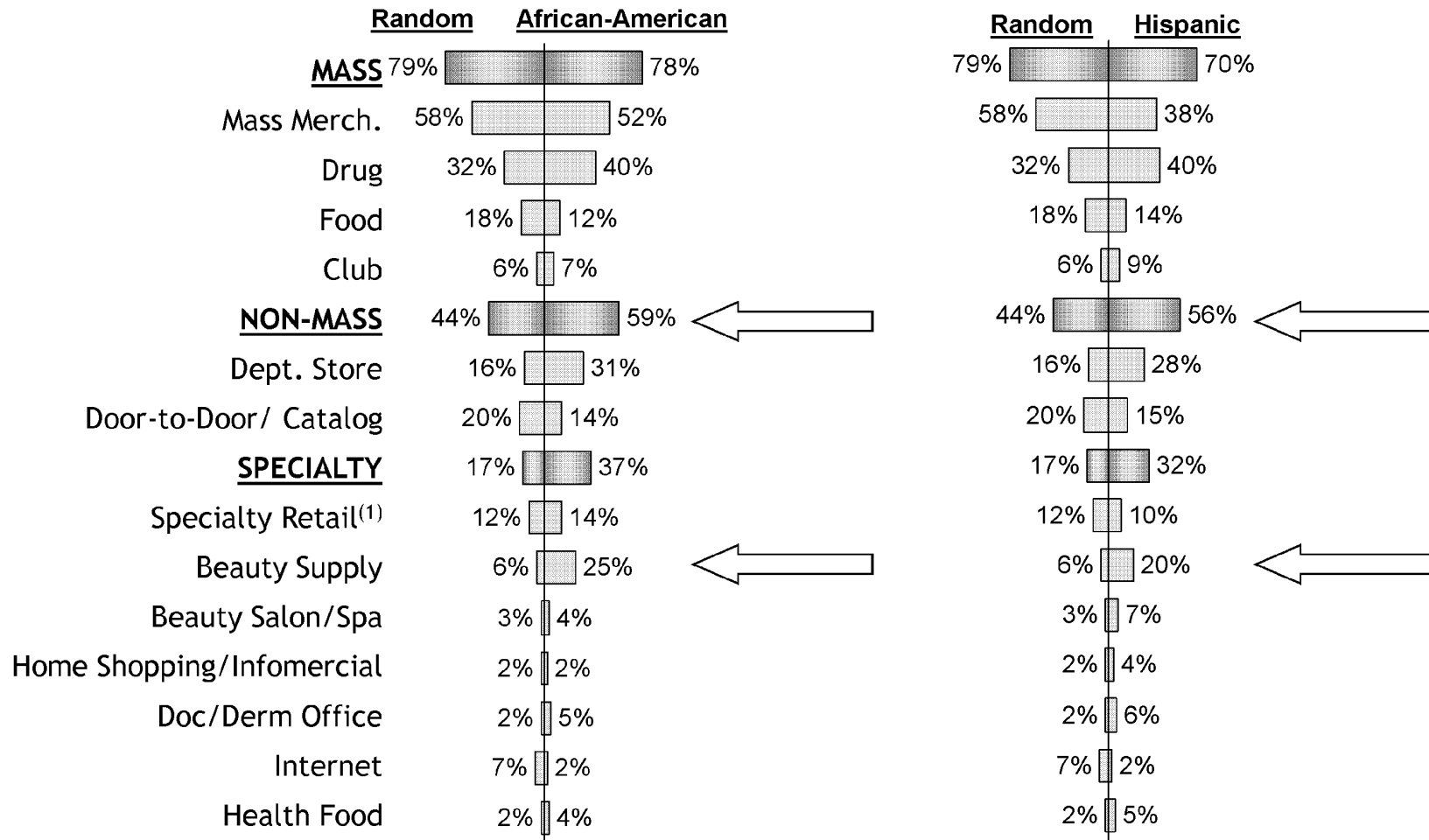
# Marketing in Spanish is Key

- Among Hispanic adults, Spanish language TV and Radio commercials (as compared to English language commercials) are...
  - 61% more effective at increasing awareness
  - 57% more effective in message comprehension
  - Nearly five times more persuasive
- Among Hispanic adults, Almost 12 million U.S. Hispanic adults have Internet access at home - almost HALF the total Hispanic population of the U.S.
- Data on radio radio
- Data on FSI/sampling

# WOC purchase skincare products in multiple channels and are overdeveloped in Non-Mass outlets

Facial Skin Outlets Past 6 Months

Facial Skin Outlets Past 6 Months



Sources: Adult Target Stratification Study: The Hispanic Woman's Profile, November 2005 and Adult Target Stratification Study: The African-American Woman's Profile, October 2005, deKadt



# Test Objectives & Approach

## Objectives:

- 1) Demonstrate that targeting Hispanics drives Johnson's results
- 2) Gain learning to optimize Johnson's Hisp execution

## Test Outline:

1. Execute a layered Hispanic marketing test
  - 4 markets (TBD with IRI and McCann)
  - Spanish TV, Radio tags, Spanish FSI / direct mail, retail support, PR events
2. Measure results three ways
  - Retailer POS
  - IRI Hispanic Data
  - In-market store POS comparison

# Cost analysis

- Research
  - Qualitative research (2 focus groups) \$10K
  - Quantitative IRI research (match market) \$50K
- Creative
  - Spanish TV/Radio/Print & FSI creative \$150K
- PR (to come out of current PR budget)
- Trade support programs \$100K
- FSI/Sampling \$100K
- Working media \$1.5M
- On line execution \$50K