

FUTR INNOVATION CONTEST

RETAIL · MARKETING · COMMERCE

JOHNSON&JOHNSON LAUNCHPAD

How might we own the winter season and drive synergistic growth via connected commerce with our J&J portfolio of brands (NEUTROGENA Norwegian Formula, Johnsons Adult and AVEENO) across NEA?

Brands: NEUTROGENA Norwegian Formula, Johnsons Adult, AVEENO

Target Market: Korea (first priority) and Japan

Distribution: Offline (Modern trade) and Online (Amazon, Lohaco, Rakuten, Coupang, 11st, Gmarket) (to specify in detail by country which are the trade we will go into)

About:

J&J wants to own the last mile of beauty consumers at point-of-sale (be it online or offline) by building a disruptive POS presence that increases propensity of consumers to purchase J&J products.

Success will be determined by the ability to:

1. Increase J&J overall beauty association with winter season and show that we have the best products for consumers' winter needs
2. Acquire new customers to J&J by increasing product sales and getting consumers to switch from other brands
3. Provide different brand/product recommendations to consumers on their different skin needs during Winter
4. Activate eCommerce consumer data to drive online sales
5. Acquire first party consumer data via this exercise to be activated at later stage for precision targeting

Additional Information about our 3 beauty products:

OUR BELOVED, DIVERSE PORTFOLIO OF BRANDS

Nurture the Power of Gentle



Family Friendly & Gentle Skincare

Point of market entry
20's growing up with the love of Johnson's
Insta-worthy, Sensorial benefits elevating experience

Derm Efficacy Meets Prestige Aesthetics



Redefining What's Possible in Skincare

Trade up via masstige positioning
#1 Brand for millennials
Health Inspired, Nextpert, OTG, Insta-worthy

Modern Therapeutic Wellness



Well Being From Skin to Soul

Trade up via therapeutic, natural solutions
Health & wellness focused women in 30's
Health inspired, Skin sensitivity

Neutrogena Norwegian formula is the premium therapeutic hand and body care brand that delivers unparalleled relief and lasting comfort. It's clinically proven to comfort as it heals, protects and improves a wide range of dry skin conditions.

Aveeno: The only brand focused on active naturals technology, with colloidal oatmeal for the most sensitive skin.

JA: Scented formulas for a pampering winter.

Objectives:

Ideas and proposals for the brand should look to meet the following objectives:

- Drive sales at retail to acquire new customers
NTG body KR, from 3.7% to 4.0% (+3.0% pt) based on Kantar Retail index
- Building brand recall with shoppers
- Provide new touchpoints or engagement to customers that haven't experienced before, through immersive technologies or gamification

Proposal Features

Proposals can include, but needn't be limited to, any or all of the following and can also include any or use all the regions above:

- User generated content as marketing content
- AI platforms to learn more about prospective customers in that market
- Ability to create more personalized advertising content (video/photography/ content) based on understanding the customer better
- In-store events and activation
- Digital activation, including search
- Influencer marketing ideas
- Broadcast media activation
- Guerilla PR marketing activities (i.e Oreo PR in Omotesando)