

Despite not having a major Olympics sponsorship deal, how might J&J brands win the hearts and minds of our Japanese consumers during the Olympics?

Brands: Band-Aid, Listerine, Nicorette

Target Market: Japan / Korea

Distribution: Offline (Retailers e.g Matsumoto Kiyoshi, Cocokarafine, Tsuruha, Sugi, Welcia, Donki, variety) and Online (Amazon, Lohaco, Rakuten)

About:

J&J wants to leverage on the upcoming Tokyo Olympics 2020 (Jul 24 2020 – Aug 9 2020) to increase brand awareness and consideration for our portfolio hero products (Listerine, Neutrogena / Aveeno / JA) and Nicorette.

Success will be determined by the ability to seamlessly weave our brand messages within the trending topics during the sports season to capture new customers into our marketing funnel – be it through data acquisition or via product trials.

Additional Information about brands:

Band-Aid: Drive brand trial by enhancing the brand authenticity and emotional bonding with consumer, which competitor can't follow. (Moist healing as most innovative technology that BA offers/ 100years brand anniversary).

Listerine: Acquire new users by showing them that brushing is not enough for overall oral health. Build habit for using mouthwash throughout the sports season, to let consumers swish and see the Listerine difference.

Nicorette: Influence smokers to live a healthier life by quitting smoking. Generally smokers resolve to give up smoking during New Years – push for it during this summer while audience is captivated and in a receptive mood to move towards a healthier life.

Objectives:

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

- Acquiring new users that may not have come across the product to date via above-the-line and below-the-line channels, achieving increased market share
- Building brand relevance with prospective customers & cross selling, to be measured by increase in brand recall via executed channels
- Drive high quality product trial with high likelihood of purchase post-trial

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:

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- 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
- Provide new touchpoints or engagement to customers that haven't experienced before, through immersive technologies or gamification
- In-store events and activation
- Digital activation, including search
- Influencer marketing ideas
- Broadcast media activation
- Immersive technology (i.e similar to TeamLab Japan)
- Activating health care professionals