



Neutrogena®

Johnson & Johnson Brief Additional Information

These are the markets that it will be launched with and scaled to:

France, UK, Germany, Turkey, SA, ME (Saudi Arabia, Kuwait, United Arab Emirates, Qatar, Jordan, Lebanon, Oman, Bahreïn, PAL), Italy, Spain, Portugal, Greece

Launch from March 2019 onwards.

Additional Brand and Product Line Information

Brand is Neutrogena.

Product line is called Cellular Boost – which is the name for Neutrogena’s entry into Anti-Ageing in EMEA

- A) Topical : (creams)
- B) Devices: (light mask)

Neutrogena partnered with dermatologists to bring you “Cellular Boost”. The unique formula cools down the cellular burn out improves your skin’s natural renewal process. Your skin is re-energised so that wrinkles are reduced, tone and elasticity are visibly improved. Your youth is preserved for longer.

Scientists have discovered that skin ageing is a result of cellular inflammation accelerated by stress and fatigue. This formula specifically developed to slow down cellular burnout contains:

- A de-aging molecule to accelerate natural collagen & elastin production
- Vitamin C to help correct uneven skin tone and reduce dark spots

There are two product ranges:

Topical

Devices: Light Mask

Qualitative and quantitative research has informed the winning concept Cellular Boost’ which is superior in every single metric (purchase intent, uniqueness, clarity, efficacy, brand fit) vs. the key competitor L’Oreal Revital Fit Laser Renew. The main drivers of likes in the concept are:

- Emotional benefit: Preserves youth for longer
- Functional benefit: Your skin is re-energized so that wrinkles are reduced, and tone and elasticity are visibly improved
- Mode of action: Cools down cellular burnout
- Ingredient: Vitamin C as key ingredient

This topical range will be connected with the later line extension of the unlimited Light Energy Mask + which delivers the same benefit as “Cellular Boost” but through derms in office technology Light Therapy. Light Therapy has it’s own barriers and comms objectives, but synergies should be maximized to make the launch most efficient.

Key Challenges to be Solved

Overall NTG doesn’t yet have anti-age credentials, consumers don’t know if it will work.

For Topical (creams)

Very cluttered category with 2 dominating players (1. L’Oreal, 2. Nivea) in Mass that concentrate 50% of share. In this context Neutrogena needs to cut through the clutter through a unique proposition that also establishes the brand credentials in Anti-Ageing driving consumers to switch.

For Devices: (light therapy)

Education of the consumer is key as they are not familiar with light therapy

Target Audience

Confidently Aging Women. Core age is 40-50 with some appeal to 35+ and 50+. Creative bulls-eye 42.

She is savvy and self-confident who knows who she is and what she wants from life. Skin care is of utmost importance to her. She is proud of what she’s achieved in life and ready to embrace new possibilities. Ageing is a privilege and she dismisses brands that are negative towards ageing. She embraces her age but wants to look the best possible in her skin. She is very optimistic and looks forward to what the next years have to offer. She is daring and self-confident and doesn’t want to be defined by her age, but by her experiences.

Communications Objective

Drive awareness & interest of the new Anti-Aging range from Neutrogena.

- Functional message to convey: Establish the proposition of “cooling down cellular burnout” as main driver of purchase intent and differentiation
- Emotional message to convey: It’s the experiences not age that defines the woman

Create Buzz and a movement around the product territory.

Proposition

Neutrogena Cellular Boost Cools down cellular burnout to freeze age.

Key Product Claims/ Reason to Believe

1. Cools down cellular burnout to freeze age
2. Preserves youth for longer
3. Vitamin C and patented de-ageing molecule

Your skin is re-energized so that wrinkles are reduced, and tone and elasticity are visibly

Key Messages/Products

Price point: €14.99 (premium to Nivea Cellular/ Below L’Oreal Revitalift Laser Renew)

Who are the key competitors? (French data below – top 2 players representative of all of Europe)

- L’Oréal Laser Renew (4.9% value share)
- Nivea Cellular (6.2% value share)
- Diadermine (7.6% value share)
- Olay (not relevant in France but 2nd biggest player in the UK)



What does success look like & how will we measure it?

- Creating Buzz & a movement (volume of conversations)
- As a result – we’ll create awareness

Where does the current marketing budget get spent? And how has it been performing? Or how do you currently plan to spend the marketing budget?

This is a new launch but typically we use TV, OLV/Programmatic, Social, influencer and PPC.

Do you sell the product directly to the customer or through retailers in those markets? And if so, online retailers or offline or both? (please provide as many examples as possible)

Topical: Sold via retailers in-store & online

Devices (light therapy): online only

Objectives:

- Acquiring new customers that may have not come across the product to-date
- Delivering more creativity to the marketing activities
- Creating a new image for a new product and launching it in the market with a bang
- Connecting with our customers in more innovative ways than we have done previously

- e. Ability to use user generated content as marketing content to promote the product to customers
- f. Ability to create a direct-to-consumer offering where personalisation is embedded into the experience of the customer
- g. Ability to create more personalised advertising content (video/photography/content) based on understanding the customer better

Ideal Objectives

Creating Buzz and a movement

Volume of conversations

Build Awareness

Other brands in the market, in the category, that has a unique approach to retail and marketing

Several disruptive startup brands that create communities around their products and build organic followings. E.g. Trinnny London.