

# Johnson & Johnson

## Neutrogena®

**Product:** Neutrogena Cellular Boost : Creams & Light Mask device

**Target:** Markets: Most countries in EMEA

**Distribution:** Most standard retailers, bricks & mortar + online, for devices mainly online

**About:** Neutrogena is developed with dermatologists for healthy beautiful skin and stands for “Smart healthy beauty” . Product line is called Cellular Boost – which is the name for Neutrogena’s entry into Anti-Ageing in EMEA with 2

Neutrogena partnered with dermatologists to bring you “Cellular Boost De-Ageing Day Care SPF 20”. The unique formula cools down the cellular burnout that slows your skin’s natural renewal process. Your skin is re-energized so that wrinkles are reduced, and tone and elasticity are visibly improved. Your youth is preserved for longer.

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 Revitalift Laser Renew.

### **Objectives:**

Ideas and proposals for the brand should look to meet one or more of the following objectives in the target markets:

Get cut through in a very crowded market, looking to do something to stand out & establish brand creds in Anti aging & emotional territory of celebrating aging

- 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

### **Proposal**

Proposals can include but needn’t be limited to any or all of the following and can include any or all of the regions above:

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