

## FUTR INNOVATION REQUEST FOR PROPOSAL (RFP)

**Johnson & Johnson**  
FAMILY OF CONSUMER COMPANIES



# CLEAN & CLEAR & C&C BY CLEAN & CLEAR INFLUENCER BRIEF

**Product:** CLEAN & CLEAR® and C&C by CLEAN & CLEAR

**Target Markets:** North America

### Business Objectives:

1. CLEAN & CLEAR®
  - a. Drive awareness and discoverability of new CLEAN & CLEAR Watermelon (Q1-Q2)
  - b. Drive in store traffic for back to school through power codes (Q3)
  - c. Young teen, skincare entry point
2. C&C by CLEAN & CLEAR
  - a. Drive awareness of the product platform
  - b. Drive traffic to Ulta for purchase
  - c. 20 year old female

### Campaign Objectives:

**Top Funnel/Awareness:** Need an engaging influencer partner/agency who can assist with creating large scale equity and awareness driving campaigns that can break through the social noise in a compelling and authentic way for our key consumers.

**Lower Funnel/Conversion:** Need an effective and efficient influencer partner who can prove out campaign results by tangibly proving to drive sales through an increase in store traffic and/or online conversion.

**Measurement:** Need a partner to assist with measuring the effectiveness of top funnel awareness driving influencer campaigns beyond traditional engagement and reach metrics.

### What is the Unmet Need?

**Top Funnel/Awareness:** Influencer activations can prove difficult to truly breaking through the social conversation and garner earned reach.

**Lower Funnel/Conversion:** It can be difficult to measure tangible results in influencer marketing when there is a goal of driving sales.

**Measurement:** Brands would like to measure campaign success beyond reach and engagement by getting closer to the true sales impact.

## Measures of Success

**Top Funnel/Awareness:** Reach, engagement and sentiment

**Lower Funnel/Conversion:** Retail foot traffic, online conversions

**Measurement:** Connecting influencer marketing to direct and indirect sales.

## Solution Requirements

**Top Funnel/Awareness:** Prove out a compelling approach to influencer selection, campaign development, campaign management and measurement. This can or cannot include paid posts and will ultimately be judged by ability to break through the social noise.

**Lower Funnel/Conversion:** This can include paid, organic or a combination of both and should appeal to both retailers as well as brand teams.

**Measurement:** Must ultimately prove what is driving the business.

## Solution Considerations

- Influencers - Please showcase your ability to activate and break through with the defined target consumer.
- Campaign development - Please showcase your unique value proposition as it relates to the campaign development process. For example, how do you brief influencers appropriately and ensure that posts meet our requirements in the first round and minimizes rework?
- Campaign management/measurement - Please speak to how we can see real-time analytics for engagement and reach metrics.
- Feel free to include non confidential case studies

## CLEAN & CLEAR® Watermelon Brand & Product Background

### **Background:**

Dry skin is a persistent issue with teens with 70% of teens using a moisturizer regularly. Plus, teens wash their face the most times and the most day parts of any age group – leading to overdrying. Watermelon is a key hydrating ingredient growing in the skincare space.

### **Target:**

Gen Z

### **Reason to Believe:**

CLEAN & CLEAR® Watermelon is uniquely formulated to quench dry, thirsty skin with the hydrating power of Watermelon. Each of the three new Watermelon products are gentle enough for everyday use and are oil-free and non-comedogenic.

### **KPI's:**

- Drive CLEAN & CLEAR® dollar & unit sales growth vs YA through Watermelon incrementality to total portfolio
- Drive basket building with CLEAN & CLEAR® power codes including Lemon

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1. CLEAN & CLEAR®
  - a. Drive awareness and discoverability of new CLEAN & CLEAR Watermelon (Q1-Q2)
  - b. Drive in store traffic for back to school through Power Codes (Q3)
  - c. Priority retailer: WMT & TGT
  - d. Young teen, skincare entry point