

## FUTR INNOVATION REQUEST FOR PROPOSAL (RFP)

**Johnson & Johnson**  
FAMILY OF CONSUMER COMPANIES



### JOHNSON & JOHNSON E-COMMERCE BRIEF

**Product:** All Johnson & Johnson Consumer Inc. brands (NEUTROGENA®, CLEAN & CLEAR®, AVEENO®, ZARBEE'S®, ROGAINE®, OGX®, JOHNSON'S®, LISTERINE®, BAND-AID®, TYLENOL®, MOTRIN®, ZYRTEC®, BENADRYL®, PEPCID®, IMMODIUM®, LACTAID®)

**Target Markets:** *North America with global scale preferred*

**Key Ecommerce Retailers:** Amazon, Walmart, Target and Kroger--with global scale preferred

#### About:

Johnson & Johnson wants to continue to drive innovation and growth within our ecommerce strategy across brands. The objective is for all Johnson & Johnson products to be available on all channels by acquiring incremental, qualified buyers.

#### Business Challenges:

- Identifying the appropriate tactics that are driving the largest impact for our ecommerce sales
- Ensuring ecommerce performance is driving incrementality and not just shifting volume from offline to online
- Delayed optimizations reacting to changes in content or competitive offerings
- Johnson & Johnson is at many times a leader in our categories, however lower barriers to entry have introduced a higher level of competition where smaller brands are seeing accelerated growth.

#### Objectives:

Ideas and proposals for the brands should meet one or more of the following objectives:

#### Media/Search Analytics and Optimizations:

- Tools and/or guidance with the ability to track sales performance of communications tactics beyond direct response measurement to account for the holistic multi-touch consumer journey. Ultimately informing recommendations on marketing investments across all levels to drive the strongest business results. Measurement of ecommerce sales impact are a requirement with measurement of offline digitally influenced sales being an added benefit.

- Tools that can manage media and/or search campaigns efficiently across leading CPG retail channels. (AMS, AMG, Criteo)

**Content:**

- Data driven approach to identifying key areas of the product page that drive the most conversion, engagement or sales to drive action to increase sales
- Automated approach to optimizing content to drive the highest ROI is preferable.

**Promotion:**

- New effective and efficient traffic drivers for online sales across all retailers.

## What is the current unmet need?

**Media/Search Analytics and Optimizations:**

- Current measurement tools do not account for multi touch attribution and our current multi touch attribution model does not account for ecommerce channels. Therefore, we are limited to optimizing based on direct response or modeled ROAS and do not have the ability to understand what tactics are truly driving sales and compare them against each other to inform optimizations.
- Current ecommerce media and search campaign tools leveraged do not connect Amazon and other Omni-channel retailers in the same experience.
- Current ecommerce media and search campaign management tools leveraged do not connect actual sales performance with search/media tactics.

**Content:** Current basic content optimizations are informed by search agency and developed by a partner. Images are subjectively guided based on brand direction. Neither of these solutions are informed by J&J or competitive sales/conversion data and both have an opportunity for a much quicker and leaner process. The team currently does a significant amount of A/B testing but has no way of quantifying how that can inform our content from a data driven perspective

**Promotion:** Consumers may see little need to shop for J&J products online because they are typically everyday products that can be found at their local retailer.

## Measures of Success

**Media/Search Analytics and Optimizations:** Ability to inform the most efficient tactics to drive sales.

**Content:** Stronger conversion, sales increase and engagement on PDP

**Promotion:** Sales/ROI and business incrementality

## Solution Requirements

### **Media/Search Analytics and Optimizations:**

- Ideally account for more than direct response. We have a media buying and planning partner and do not need a replacement for that. We do need something to better inform agency and J&J team's investment decisions.
- Campaign management tools should scale across online retailers.

**Content:** Searching for a data proven approach and a simple/efficient process with automation being ideal.

**Promotion:** Proven CPG product sales driver.

### **Solution Considerations**

- Feel free to share any case studies you'd like us to view
- We are not looking to replace our media and search agency, but rather help them and our team.
- Solutions that can scale across all ecommerce channels are ideal
- The teams have very little time, so the easier and less involved the solution the better
- Keep the lens of what's best from a J&J perspective and us against our competitors

## BRAND BACKGROUND

**Background:** At Johnson & Johnson, we believe good health is the foundation of vibrant lives, thriving communities and forward progress. That's why for more than 130 years, we have aimed to keep people well at every age and every stage of life. Today, as the world's largest and most broadly-based healthcare company, we are committed to using our reach and size for good. We strive to improve access and affordability, create healthier communities, and put a healthy mind, body and environment within reach of everyone, everywhere.

Every day, our more than 130,000 employees across the world are blending heart, science and ingenuity to profoundly change the trajectory of health for humanity.

The Johnson & Johnson Family of Consumer Companies offers the world's largest range of consumer healthcare products. Our baby care, skin care, oral care, wound care, over-the-counter and women's

health products feature brands trusted by consumers and healthcare professionals worldwide. By anticipating needs and creating solutions and experiences, we help people live healthy, vibrant lives.