

## FUTR INNOVATION REQUEST FOR PROPOSAL (RFP)



# JOHNSON'S® INFLUENCER BRIEF

**Product:** JOHNSON'S®

**Target Markets:** North America

## Brand Objectives

Win with moms.

Drive consideration with national media and potentially influencers with moms

## Campaign Objectives:

Ideas and proposals for the brand should look to meet one or more of the following 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
- You have the ability to opt out of consideration for certain brands, if this is included in any proposals.

## Brand & Product Background

### Consumer Target

Moms

### Communications Objective

Express our science and superiority but in a way that is consumer-friendly. The objective is to tell the story of our science and drive relevance and consideration vs simply making “claims”. The communications must add value to the consumer who is seeing them by helping to educate why our products deliver against a “best-for-baby” standard.

**Reasons to Believe:**

JOHNSON'S® has been setting the 'Best for Baby' standard for 125 years. There are functional and scientific differentiators of our products.

**Influencer Considerations:**

Consideration-driving Influencers should be considered with an eye towards integrating with national