

FUTR INNOVATION REQUEST FOR PROPOSAL (RFP)

Johnson & Johnson
FAMILY OF CONSUMER COMPANIES



LISTERINE INFLUENCER BRIEF

Product: LISTERINE & LISTERINE READY TABS

Target Markets: North America

Business Objectives:

- 1. Drive mouthwash essentiality.** While there is a high awareness of our brand, all consumers do not see mouthwash as essential in their oral care routine or essential for better oral health. Some consumers view Listerine as a solution only for fresh breath.
- 2. Drive awareness and education of Ready Tabs.** Launched in Q4 2018, Ready Tabs is a breakthrough innovation that delivers the mouthwash experience on-the-go. It requires a completely new usage behavior (chew, swish, swallow).

Campaign Objectives

Top Funnel/Awareness: Need an engaging influencer partner/agency who can assist in developing the right messaging and deploying it through a large equity and awareness driving campaign that can break through the social noise in a compelling and authentic way for our key consumers. As part of the

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: Oral Care is a low engagement category in social media and influencer activations can prove difficult to truly breakthrough 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 BACKGROUND

Brand Overview: LISTERINE® is on a mission to transform the way that people feel by improving the health of their mouths. Rooted in science and health, LISTERINE® takes care of what brushing can miss. LISTERINE® is also the #1 dentist recommended mouthwash in the US.

Key Targets:

1. LISTERINE® Masterbrand: A45-65 with halo to 35+
2. LISTERINE® Ready Tabs: A35-65

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2. LISTERINE® READY TABS® A35-65