

# JOHNSON'S® Baby Powder

## 2010 Promotional Radio Program Recap

The logo for Johnson's baby powder, featuring the brand name in a blue, cursive script font. The word "Johnson's" is larger and more prominent, with a registered trademark symbol (®) to its upper right. Below it, the words "baby powder" are written in a smaller, lowercase cursive font. The entire logo is contained within a white rounded rectangular box.

Johnson's®  
*baby powder*

September 22, 2010

Presented To:

Debbie Destasio

Amanda Givens

Michael Haas



## Program Objectives

- Create top-of-mind awareness and drive purchase of JOHNSON'S® Baby Powder
- Reinforce the key product attributes and benefits of JOHNSON'S® Baby Powder, while introducing the new Magnolia Petals scent
- Encourage consumers to stay cool and fresh this summer with JOHNSON'S® Baby Powder





## Program Overview

- Demo: Women 18-49 (skewing towards curvy women)
- GRP Goal: 480 GRPs per market
- Flight Dates:
  - June 14<sup>th</sup> – 27<sup>th</sup> (2 weeks)
  - July 12<sup>th</sup> – 25<sup>th</sup> (2 weeks)
  - August 9<sup>th</sup> – 22<sup>nd</sup> (2 weeks)
- Markets: Atlanta, Dallas, Jackson, Mobile and Nashville
- Budget: \$300,000



## Results

- Program ROI: 1.3 : 1
- Total Promotional Value: \$ 380,397
  - On-Air Value: \$ 353,997
  - Off-Air Value: \$ 26,400\*
- Total Promotional Announcements: 2,588
- Total W18-49 Gross Impressions: 18,492,100
- Online Activity:
  - Email Blasts: 115,000+
  - Streaming Spots: 1,500+

\*Off-Air Value includes conservative estimates for digital activity, station supplied prizes, appearances, etc.



# Delivery

**Demo:** Curvy Southern Women 18 - 49 Skewing African American  
**GRPs:** 480 General Market GRPs per market  
**Flights:** June 14 - 27, 2010  
 July 12 - 25, 2010  
 August 9 - 22, 2010

Market	Station	Promos Delivered	GRPs Delivered	Gross Impressions	On-Air Value	Off-Air Value	Total Promotional Value
Atlanta	WVEE-FM	534	576.7	7,239,200	\$156,862	\$6,250	\$163,112
Dallas	KVIL-FM	484	421.4	6,100,600	\$108,300	\$4,750	\$113,050
Dallas	KKDA-FM	430	129.6	1,798,900	\$33,307	\$4,750	\$38,057
<b>Dallas Total</b>		914	551.0	7,899,500	\$141,607	\$9,500	\$151,107
Jackson, MS	WRBJ-FM	504	559.0	614,500	\$11,180	\$2,750	\$13,930
Mobile	WBLX-FM	218	590.0	743,800	\$13,570	\$3,150	\$16,720
Nashville	WUBT-FM	418	580.7	1,995,100	\$30,777	\$4,750	\$35,527
<b>Grand Totals</b>		2,588		18,492,100	\$353,997	\$26,400	\$380,397

Source: Arbitron - Fall 2009 ARB / March 2010 PPM



## Themed Contesting

- Brand-Themed Custom Promotion
  - Contesting gives DJ Brand Ambassadors more opportunities to talk about the brand, generate buzz and drive awareness for JOHNSON'S® Baby Powder
- Stations Conducted the Following Contest:
  - **"Submit Your JOHNSON'S® Baby Powder Tips to Stay Cool & Fresh"**
    - DJs encouraged listeners to call in, or log online to the station's website to share their best JOHNSON'S® Baby Powder tips to stay cool and fresh this summer for a chance to win the Grand Prize!
    - Stations awarded prizes on behalf of JBP including \$250 Spa Gift Certificates, Tickets to KKDA-FM's Summer Jam, \$250 JOHNSON'S® Baby Powder Stay Cool Cash, Gift Baskets full of JOHNSON'S® and JOHNSON'S® products featuring JOHNSON'S® Baby Powder



Mobile WBLX-FM Contest Promotion



Jackson KFKE-FM Call-In Qualified Contestant



## Online Exposure Added Value

- Stations provided prominent online exposure for the brand
  - Increased consumer interaction with the brand, while reinforcing the benefits of JOHNSON'S® Baby Powder to stay cool and fresh during the summer
- Station websites included:
  - JOHNSON'S® Baby Powder logo
  - Dedicated Contesting Pages
  - Hyperlink to [www.babypowder.com](http://www.babypowder.com)
  - Email Blast to Opt-In Listeners

Click to view Dedicated Contest Pages





# Dedicated Contest Page Atlanta WVEE-FM

**W103**  
The People's Station  
ANN ARBOR  
Doing LIFE Differently.  
ENTER TO WIN  
listenLIVE

**JOHNSON'S® Baby Powder Contest**

How do you stay cool and fresh with Johnson's Baby Powder?  
We all have tips for staying STAYING COOL in the summer.  
Johnson's Baby Powder helps absorb excess moisture, leaving your skin, cool and comfortable. Whether it's applying Johnson's Baby Powder to your ankles when you're on the beach or applying more to your face, Baby Powder is here to make staying cool and fresh every day your chance to win the Grand Prize!

**We'd like to know!**  
Submit your best Johnson's Baby Powder tip for staying cool and fresh every day for your chance to win a \$250 Gift at the Store!

**CLICK HERE TO ENTER**

3 Comments Below

July 10, 2010 5:38 pm

sarah downer  
July 12, 2010 3:47 pm

Just ran the Peachtree Road Race for the first time and Johnson's Baby Powder kept my feet cool and fresh! Boy was it hot that day, but I always sprinkle a little in my fav tennis shoes before a good run!

Reply

Hyperlink to  
[www.babypowder.com](http://www.babypowder.com)

Contesting Web Template



Johnson's  
baby powder

Hyperlink to  
www.babypowder.com

## Remembering Michael Jackson

Submit your best Johnson's Baby Powder tip for staying cool and fresh every day for your chance to win the Grand Prize!

**We'd like to know!**

Submit your best Johnson's Baby Powder tip for staying cool and fresh every day for your chance to win the Grand Prize!

Send your tip to: [1011@wubt.com](mailto:1011@wubt.com) or mail to: 1011 The Beat, P.O. Box 1011, Nashville, TN 37203. Prizes are subject to change without notice.

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## Remembering Michael Jackson

How do you stay cool and fresh with Johnson's Baby Powder?


We all have tips for staying **SLAYING COOL** in the summer.

Johnson's Baby Powder helps absorb excess moisture, leaving you fresh, cool and comfortable. Whether it's applying Johnson's Baby Powder to your stockings when you're on the run or sprinkling some on humid, sticky days to help feel instant cooling comfort.

**We'd like to know!**

Submit your best Johnson's Baby Powder tip for staying cool and fresh every day for your chance to win the Grand Prize!

Send your tip to: [1011@wubt.com](mailto:1011@wubt.com) or mail to: 1011 The Beat, P.O. Box 1011, Nashville, TN 37203. Prizes are subject to change without notice.



Contesting Web Template

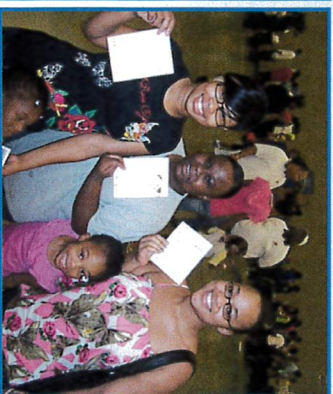
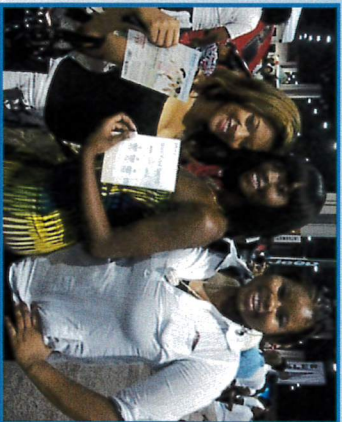
Dedicated Contest Page  
Nashville WUBT-FM



## In-Market Exposure Added Value

### Coupon Distribution

- Stations handed out JOHNSON'S® Baby Powder Coupons at various, targeted station events, giving the brand additional exposure and driving purchase of JOHNSON'S® Baby Powder products





## In-Market Exposure Added Value cont...

Market	Station	Dial Position	Format	In-Market Events
Atlanta	WVEE-FM	103.3	Urban Adult Contemporary	<p>Event: V103 Car and Bike Show on July 10, 2010 at 12n - 8pm Approximate Attendance: 25,000 (Distributed 3,100 Coupons)</p> <p>Event: Bonner Brothers International Hair Show on August 8, 2010 Approximate Attendance: 20,000 (Distributed 2,000 Coupons)</p> <p>Event: For Sisters Only on September 11-12, 2010 Approximate Attendance: 35,000 (Distributed 2,400 Coupons)</p>
Dallas	KVIL-FM	103.7	Adult Contemporary	<p>Event: July 4th on July 4, 2010 Approximate Attendance: 30,000 (Distributed 1,500 Coupons)</p> <p>Event: Summer Jam on July 31, 2010 Approximate Attendance: 8,000 (Distributed 3,400 Coupons)</p> <p>Event: KRNB Summer Concert on August 10, 2010 Approximate Attendance: 3,000 (Distributed 1,600 Coupons)</p>
Jackson, MS	WRBJ-FM	97.7	Urban Adult Contemporary	<p>Event: America's Next Top Model on July 17, 2010 at 10am Approximate Attendance: 100 - 150 (Distributed 50 Coupons)</p> <p>Event: Back to School on August 7, 2010 Approximate Attendance: 100 (Distributed 50 Coupons)</p>
Mobile	WBLX-FM	92.9	Urban Adult Contemporary	<p>Event: Picnic in the Lyons Park on August 14, 2010 4pm - 6pm Approximate Attendance: 1,000 (Distributed 500 Coupons)</p>
Nashville	WUBT-FM	101.1	Urban Adult Contemporary	<p>Event: Outside of Shoe Carnival, within Mall on August 14, 2010 12n - 2pm Approximate Attendance: 1,000 (Distributed 500 Coupons)</p>



**Thank you for partnering with TMPG on an  
integrated promotional radio program for  
JOHNSON'S® Baby Powder!**

**We look forward to building on the success of  
this campaign and collaborating  
on future programs!**

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