
Johnson's[®]

Johnson's

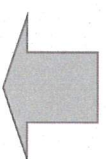
Baby Powder

Revitalization Plan

Project Pixie: JOHNSON'S BABY POWDER

Objective

Bring new adult users to powder segment by driving awareness of powder benefits:



Test relevant benefit messaging to key targets

Benefit

Pure Comfort

Potential
Targets

Overweight
Women

Fitness
Conscious

Urban
Commuters

Key
Messaging

•Moisture Absorption
•Prevent skin chafing

•Keeping cool & dry
•Prevent skin chafing
•Pure natural ingredients

•Keeping cool & fresh in
hot, humid conditions

Short-term: 2008 Opportunity - Adult

Connect with high-propensity consumers of powder with the right message to bring new users into category and keep current users in

Key Strategies

- Develop umbrella messaging for all key targets
- Execute 2 to 3 fully integrated test programs to prove out support model – media, consumer, & PR
- Utilize brand advocacy programming
- Retail tie into programming

Targets

- Overweight
- Fitness Conscience
- Urban commuters
- Multicultural – AA & Hispanic

Target Age

Women 18-35

Right Time

Focus on summer usage when it is hot and humid

Location

Consider regional executions: CA, NE, & SE*

*JBP under index in SE, but category over index

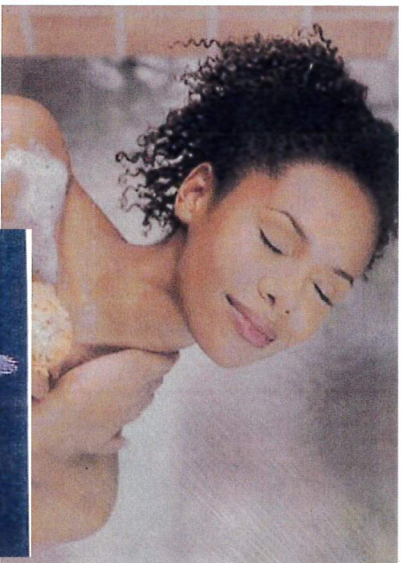
Umbrella Messaging: *Pure Comfort*

- Benefits most appreciated by both users and non users alike:
 - Staying fresh and dry,
 - Helping stay cool,
 - Fresh smell throughout the day,
 - Silky, soft and smooth skin,
 - Less chaffing and irritation between thighs and/or during exercise,
 - Keeping feet, shoes odor-free
- When we talked to users and non-users about what they liked most about powder – the benefit described always laddered up to comfort:
 - *“the comfort and confidence of feeling fresh”*
 - *“the comfort of staying cool and dry”*
 - *“skin comfort – i.e no chaffing or irritation”*

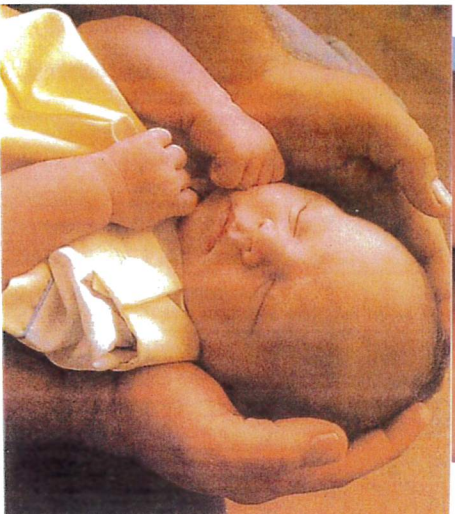
Images Chosen by Powder Users to depict how Powder made them feel



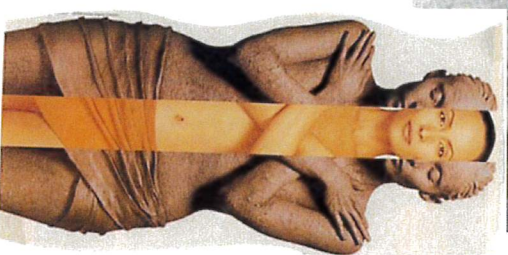
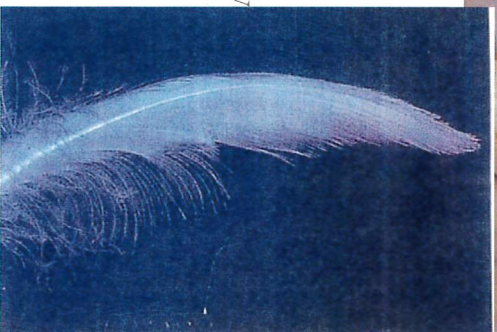
Clean, shower fresh, free, huggably soft



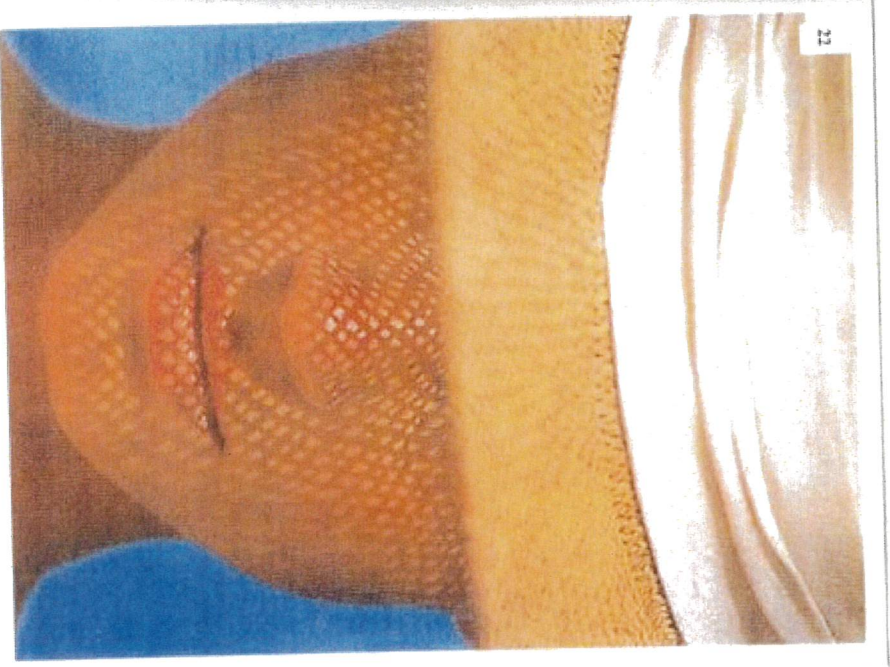
Comfortable, secure, safe, breaking free, natural and fresh



Light, gentle, soft, baby fresh



Images chosen by Users to depict how feel when not using powder: “Feel Less Comfortable When Not Use Powder”



Hiding, not want to be near people

Insights & Implications from Focus Groups

Focus Group Insights – Adult

Insight

Potential Implication

- For current users first memories of powder usage tended to revolve around nostalgic, nurturing moments – it was a staple in their HH growing up

- Consider messaging that taps into this emotional connection to bring lapse users back into the segment.

- Although lapse users had not used in over a year, they still had positive association of powder – many had simply forgotten the positive benefits of using

- Lapse users should be primary target as conversion will be much easier than non users

- JBP users are very passionate about using powder – they grew up using and cannot imagine their life without it

- Current users are very loyal and use daily – growth opportunity is with lapse/non-users
- Should consider viral plan that taps into this passion for recruitment of non users

Focus Group Insights – Adult

Insight	Potential Implication
<ul style="list-style-type: none"> • Many of the non-users had used powder on their baby, but did not think it was appropriate for them – “I don’t want to smell like a baby’s diaper” or “I don’t want to smell like a baby, I want to smell like a woman” 	<ul style="list-style-type: none"> • Mom of baby is not the “way in” into households and just having in the house does not necessarily trigger adult usage
<ul style="list-style-type: none"> • JBP users tended to use on other members of family – husband and children 	<ul style="list-style-type: none"> • Consider family messaging and promotions where it makes sense
<ul style="list-style-type: none"> • For adult non-users – a variety of fragrances broadened the appeal of powder 	<ul style="list-style-type: none"> • In communication – consider highlighting different fragrances • Consider tagging along with core fragrance play for 09

Focus Group Insights – Adult

Insight

Potential Implication

<ul style="list-style-type: none"> • Powder usage is very polarizing to non-users – need to have real need to add to current skin care regime 	<ul style="list-style-type: none"> • Identify key targets that are likely to be receptive to messaging of cool, dry comfortable
<ul style="list-style-type: none"> • Warm weather and/or conditions tend to be key triggers 	<ul style="list-style-type: none"> • Maximize support timing & messaging to hit warm season
<ul style="list-style-type: none"> • AA have high affinity for the category and tend to be heavy users 	<ul style="list-style-type: none"> • Plan should have multicultural angle
<ul style="list-style-type: none"> • “Long lasting” appeared to be desirable benefit to users and non user 	<ul style="list-style-type: none"> • Consider line upgrade with long lasting technology

Focus Group Insights - Adult

Insight

Potential Implication

<ul style="list-style-type: none"> • People have no idea of what “medicated” is used for. 	<ul style="list-style-type: none"> • Potential repositioning; or renaming – give stronger reason for being
<ul style="list-style-type: none"> • Using puff appeared to be a way heavy users dealt with mess 	<ul style="list-style-type: none"> • Is there a way to do some type of promotion with tin and puff – maybe a contest?
<ul style="list-style-type: none"> • Mess continues to be a hurdle for non-users 	<ul style="list-style-type: none"> • Optimize packaging or form to minimize messiness factor