

# Johnson's baby



willing to sacrifice her personal spending to buy a range of top quality products for her baby. And then there's the "contemporary" mum who is older (often in her 30's), has a higher disposable income and demands multi-purpose baby products that offer value for money.

## HISTORY

The Johnson brothers - Robert, James and Edward - established their New Jersey (USA) business in 1885 producing innovative medicinal plasters which combined medical compounds and adhesive. Business was booming for Johnson & Johnson and the brothers soon expanded the range to include soft absorbent cotton and gauze dressings and "kola" preparations for the relief of headaches and nausea.

The Johnson & Johnson company entered into the baby care market quite by accident. In 1890, after a customer complained that the adhesive plasters had caused skin irritation, the brothers began including a small can of talc with certain plaster products to soothe irritated skin.

Soon customers began requesting just the talc. This led to the birth of Johnson's Baby Powder in 1893 and the subsequent launch of the Johnson's *baby* brand in the USA. Thirty years later the brand became global with the launch of Johnson's *baby* Powder



## THE MARKET

Babies are big business down under with over \$71.6 million spent in 1998 on baby care products alone, and the market continues to grow as consumers demand more effective, convenient and innovative products. The Johnson's® *baby* brand holds the number one position in this dynamic market.

## ACHIEVEMENTS

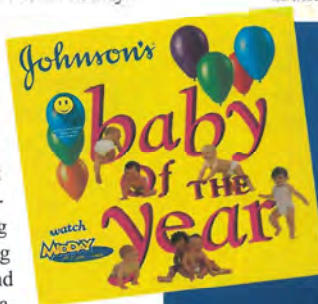
The fundamental key to the success of the Johnson's *baby* brand is the range itself - superior quality products that are best for baby. Other key factors include a commitment to upholding the brand heritage in a changing market, consistent advertising and promotional support, collaboration with health professionals and the introduction of innovative new products backed by consumer and technical support.

The critical factor of success for the Johnson & Johnson® brand internationally has been its company values and ethics. Stated in the J&J "credo" is the company's commitment to providing "doctors, nurses and patients, mothers and fathers, and all others" with high quality products at a reasonable price coupled with prompt and efficient service.

Today, the baby market is split into two very distinct buying groups. There is the "traditional" new mum in her early to mid twenties who is

in the UK followed by other European markets and Australia. Johnson & Johnson set up its manufacturing base in Australia in 1925 to produce its unique powder.

Today the Johnson & Johnson and Johnson's *baby* brands are worldwide household names





that evoke a feeling of trust and care. Johnson & Johnson products are seen as safe and effective while representing good value for money.

### THE PRODUCTS

Today Johnson's *baby* brand offers an extensive range of baby toiletries including bath products, shampoo, lotion, powder, soap and oil. The full range comprises:

**BATH TIME:** Johnson's *baby* Soap; Johnson's *baby* Lotion Soap; Johnson's *baby* Soap Free Bath; Johnson's *baby* Moisturising Soap Free Bath; Johnson's *baby* Vapour bath; Johnson's *baby* Shampoo; Johnson's *baby* Shampoo with honey; Johnson's *baby* Cleansing Wash;

**AFTER BATH & MASSAGE:** Johnson's *baby* Powder; Johnson's *baby* Oil; Johnson's *baby* Massage Oil; Johnson's *baby* Ultracare Moisturiser; Johnson's *baby* Protector Plus Cotton buds.

**NAPPY CHANGE:** Johnson's *baby* Lotion; Johnson's *baby* Wipes with powder scent; Johnson's *baby* Skincare Wipes; Johnson's *baby* Top to Toe Wipes; Johnson's *baby* Nappy Liners; Johnson's *baby* Nappy Cream; Johnson's *baby* Nappy Rash Treatment Cream; Johnson's *baby* Cornstarch Powder; Johnson's *baby* Anti-Rash Powder; Johnson's *baby* Scented Petroleum Jelly.

**MOTHER CARE:** Johnson's Nursing Pads.

### RECENT DEVELOPMENTS

Johnson's *baby* is committed to providing innovative new products to meet consumer demand. Products introduced recently include Johnson's *baby* Skincare Wipes uniquely impregnated with Johnson's *baby* lotion for convenient cleaning and to prevent nappy rash, and Johnson's *baby* Vapour Bath - a unique baby bath with the aromatherapy benefits of eucalyptus, menthol and rosemary

### PROMOTION

The advertising creative for the Johnson's *baby* brand in Australia aims to communicate the magic of touch through the use of the products. Intrinsic to the campaign is the ability to bring to life the loving and unique relationship between mother and baby.

With the rise of generics/private label brands in the baby category, it has been crucial for Johnson's *baby* to invest heavily in quality print and television advertisements, promotions, educational literature and product sampling. Johnson's *baby* has also worked hard to develop relationships with key professional groups dedicated to infant care.

Johnson & Johnson Professional and Educational Services aims to help position the Johnson's *baby* brand as the infant care leader through the provision of technical and clinical information to health professionals (eg. doctors, midwives, nurses, baby health centres) and support of the professional community via Professional Sponsor-

ship Programs. This meets the Johnson & Johnson "credo" commitment to "encourage civic improvements and better health and education".

Johnson & Johnson Professional and Educational Services supports a number of infant care and health bodies such as the Tresillian Family Health Care Centres and the Centre for Community Child Health and Ambulatory Paediatrics (CCCHAP) based at the Royal Children's Hospital in Melbourne.

The CCCHAP alignment has provided opportunities for Johnson & Johnson to become more involved in the health and well-being of toddlers with the production of the information booklet set Childcare and Children's Health distributed



to infant day care centres around Australia.

Johnson & Johnson Professional and Educational Services sponsors and helps distribute parent education materials such as brochures, wall charts and videos to help new mothers and carers better meet the needs of their babies.

The Johnson & Johnson Professional and Educational Services program has been very successful and in the majority of maternity hospitals around the nation, the use of the Johnson's *baby* range is standard practice.

Consumer Promotions include the "Johnson's *baby* of the Year" competition. The first was held in Australia decades ago and was known as "Johnson's Bonny Babes". The promotion has evolved over the years from a beautiful baby contest to the search for the baby with the cutest personality.

The look of the competition has also been revamped from traditional pastel pinks and blues to eye catching bold and bright contemporary colours. The new look "Johnson's *baby* of the Year" promotion is enjoying great success driving sales of both the Johnson's *baby* range and the entire baby category.

A trade program has been es-

tablished to create in-store presence and excitement for the promotion via eye catching point of sale and on-pack stickers.

Johnson's *baby* brand has also set out to develop a program for new/soon to be mums to help them through the trials and joys of first time motherhood. Johnson's *babytalk*® is a comprehensive guide to infant life from birth to two years.

### BRAND VALUES

In the same way that the entire range of Johnson & Johnson brands promise top quality, Johnson's *baby* is dedicated to providing the best in skin and hair care products for babies. The core mild and gentle qualities of the brand have stayed constant over decades. More recent products have met the demands of today's consumers with the same commitment to quality that the Johnson brothers delivered last century.

For over a century Johnson's *baby* has delivered high quality baby products around the world earning its place as "the most trusted name in baby care". This reputation was built on the proposition that the brand would set the standard for pure, mild and gentle baby care. Today Johnson's *baby* means safety, mildness and trust to parents all over the world.

® Registered trade mark Johnson & Johnson Pacific, Stephen Road, Botany

### THINGS YOU DIDN'T KNOW ABOUT JOHNSON'S®*baby*

- In the early years of their business the Johnson brothers kept in regular touch with the originators of a new product called Coca-Cola. In 1894, Johnson & Johnson introduced the first "kola" preparations recommended for the relief of headaches, to regulate the pulse and increase stamina and endurance.
- Today more hospitals use Johnson's *baby* products on newborns than any other baby range. In fact, 60% of new mothers will use a Johnson's *baby* product to give their baby its first bath. The next most common newborn bath preparation is water alone, used by 15% of new mums.
- Johnson's *baby* Powder is the Johnson's *baby* brand's biggest selling product with worldwide sales exceeding 20 million kilos each year, making it the most used baby product in the world.
- Johnson's *baby* Shampoo and Bath use the unique "no more tears formula"™. Babies less than 6 weeks old are unable to make tears and therefore unable to rinse their eyes. The Johnson's *baby* brand has developed specific technology that does not cause eye irritation.
- All Johnson's *baby* products undergo clinical testing to ensure that they are mild and gentle enough to use even on newborn babies.

