

FUTR INNOVATION REQUEST FOR PROPOSAL (RFP)

Johnson & Johnson
FAMILY OF CONSUMER COMPANIES



JOHNSON & JOHNSON CONSUMER INC. MARKETING BRIEF

Product: All Johnson & Johnson Consumer Inc. brands (NEUTROGENA®, CLEAN & CLEAR®, AVEENO®, ZARBEE'S®, ROGAINE®, OGX®, JOHNSON'S®, LISTERINE®, BANDAID®, TYLENOL®, MOTRIN®, ZYRTEC®, BENADRYL®, PEPCID®, IMMUDIUM®, LACTAID®)

Target Markets: North America

About:

JJCI wants to drive innovation within their marketing strategy across their brands.

Objectives:

Ideas and proposals for the brands should look to meet one or more of the following objectives:

- AI platforms to learn more about prospective customers in that market
- Ability to create more personalized advertising content (video/photography/content) based on understanding the customer better
- Building brand trust with prospective customers in the market
- Connecting with African American or Latinx consumers
- Building brand relevance and education with prospective customers
- Creating a new image for a new product and launching it in the market with a bang
- Providing new touchpoints or engagement to customers that they haven't experienced before
- User-generated content as marketing content
- In-store events and activation
- Digital activation, including search
- Grassroots PR marketing activities
- Create new direct or indirect sales channels in the target market
- Dynamic Creative
- A.I. social listening that can spit out insights for brands
- General social listening tools are needed as well

Proposal Features:

Proposals can include, but needn't be limited to, any or all of the following:

- Virtual Reality

- Augmented Reality
- Dynamic Creative
- Artificial Intelligence
- Social Listening
- Social Media
- Video
- Voice
- Any go-to-market technologies that you feel JJCI should know about

NB. Please don't send any influencer proposals through for this brief - please refer to the individual influencer briefs for those.