



## **“Friends” Ogilvy Submission**

January 30, 2008



***“I am stuck on Band-Aid brand ‘cause Band-Aid **helps heal me.**”***

*Johnson & Johnson*

## Background

BAND-AID® Brand pioneered the home wound care category over 85 years ago with the invention of the first sterile adhesive bandage, enabling mothers to care for their family’s minor wounds at home.

Today, consumers recognize BAND-AID® Brand as the clear leader of the adhesive bandage category and research shows the brand resonates significantly throughout the Johnson & Johnson corporate equity.

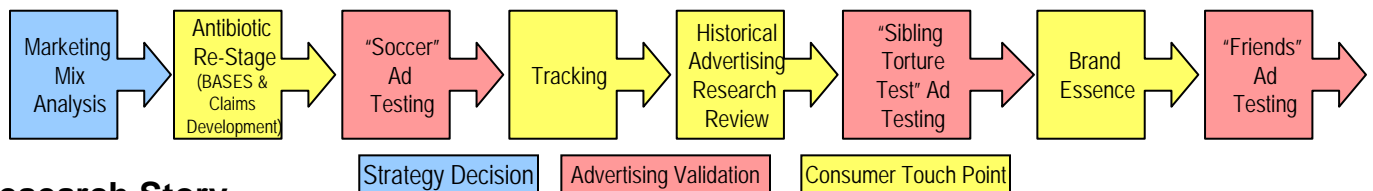
## Business Situation

With BAND-AID® Brand’s purchase consideration high (around 85%), further growth of the franchise represents a challenge. Adding to this difficulty is a mild trend revealed in BAND-AID® Brand strategic research which identified today’s younger moms as more likely to consider 3M’s Nexcare Bandages for their next purchase decision than older women are. Also, attitudinally there is a consumer obstacle that all bandages are the same. How does a widely known and established brand maintain it’s exceptional equity values while reconnecting with younger moms, with the goal of reinvigorating sales in what some would describe as a lower-involvement category?

## Campaign Objectives

<b>Business Objectives</b>
Continue to support the re-launch of 'Plus Antibiotic' premium sub-line by driving trial and awareness
Drive sales for the 'Plus Antibiotic' sub-line as well as the entire Brand franchise
Generate strong persuasion scores for the entire Brand in addition to the advertised form
<b>Equity Objectives</b>
Increase brand equity values among younger moms, by reinforcing the brand's emotional connectivity and product superiority
Transform BAND-AID Brand into a healing brand by communicating the product's ability to aid in the healing process

### Research Process



## Research Story

Advertising strategy during 1995-2005 was focused on non-equity building, functional, product benefit communication. In order to achieve campaign objectives and reinvigorate sales in the mature adhesive bandage category a new advertising strategy was needed as Marketing Mix Modeling indicated communication solely focused on functional, product benefits was not successful.

In 2006, BAND-AID® Brand embarked on the restage of the 'Plus Antibiotic' premium sub-line of products. Strong consumer insights around 'healing' served as the basis for this re-launch. Incrementality of the product mix was carefully considered to ensure each sku within the line represented an unique consumer need / wound occasion. The Antibiotic relaunch received support from a commercial named “Soccer”, which generated above average recall and persuasion results for the Antibiotic product, via the Ipsos ASI commercial testing methodology. By supporting the premium segment of the business, BAND-AID® brand

sales grew and Marketing Mix data showed advertising the Antibiotic sub-line haloed across all other brand segments and even lead to incremental sales for the base Neosporin business.

### 100% Halo Coverage Across the Franchise (2006 Mktng Mix)

TV Halo Impact on...	Halo Strength
BABAB Other Premium	Strong Halo
BABAB Deco	Strong Halo
BABAB Liquid	Strong Halo
BABAB Value	Weaker Halo
Neosporin Base	Weaker Halo

However, copy testing results also showed there was opportunity for the “Soccer” execution to have a stronger persuasion on the total BAND-AID® Brand franchise and increased intrusiveness.

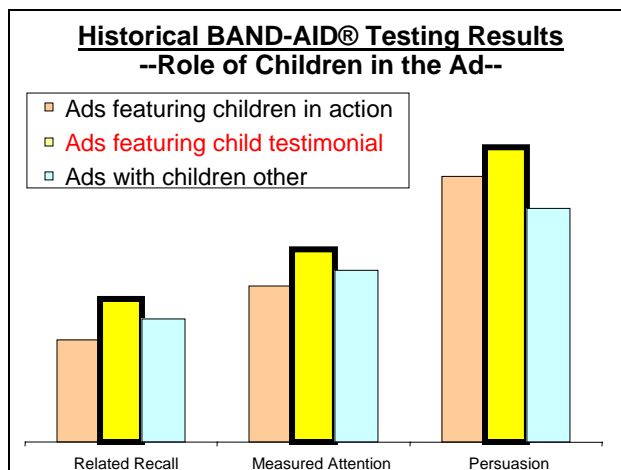
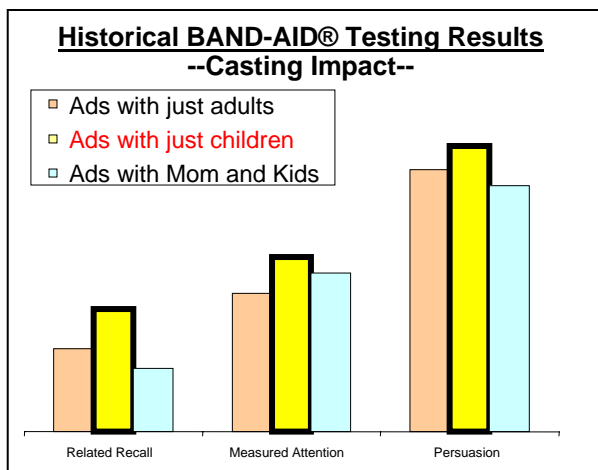
The team therefore decided to focus more fully on moms’ connectivity to the advertising. The objective was to further increase the advertising’s power on both the total franchise and the advertised Antibiotic form.

<b>“Soccer” (:30 Animatic)</b>	
<b>Related Recall</b> Significantly above Category Norm	
<b>Persuasion</b> Total Brand PPS exceeds PAR	
Antibiotic Sub-Line PPS at PAR for advertised form	
All results measured at 90% confidence level	

Ongoing tracking data showed a 7% *present day* awareness of the BAND-AID® Brand’s *Stuck On Me* jingle, despite its having been off air for ten years. This led to a decision to incorporate a modernized version of the jingle in the current campaign. Employing the jingle as a trigger would hopefully result in a potent, equity-loaded and highly relevant connecting device for younger moms.

The general Ipsos ASI database supports the positive effects jingles can have on both branding and overall reach. In addition, past BAND-AID® Brand advertising research was then re-examined, with several key insights identified:

- (a) More than half of previously tested BAND-AID® Brand ads which performed well on the Ipsos ASI recall measurement employed a jingle.
- (b) Past results of BAND-AID® Brand advertising supports that ads incorporating children tend to capture viewer attention more successfully.
- (c) BAND-AID® Brand’s testimonial types of ad showcasing children were consistently more impactful than children in “action” ads. (in ‘action’ technique employed by “Soccer”)



Post analysis, step one was to investigate the impact of simply adding a jingle to the current “Soccer” execution. A revised version of “Soccer” was then created, featuring the voiceover of a child singing the BAND-AID® *Stuck on Me* jingle in the background. Ad testing results showed attention values moved into the above-average range, but the desired impact on the total franchise was still not evident, as persuasion scores for the total brand remained at parity.

Leveraging research results, a decision was made to develop an entirely new creative, intended to be the centerpiece of a new campaign. The intention was for this new creative to incorporate the jingle, within a contemporary, and up-to-date, executional context. Building upon prior BAND-AID® testing learnings, it would have the children sing directly into the camera as a means of optimizing emotional connectivity with the mom.

The new execution, “Sibling Torture Test”, was tested in animatic form, and recall showed a significant increase versus the already strong “Soccer” results. Additionally overall brand persuasion significantly increased, indicating the addition of the jingle generated a strong halo effect on total franchise persuasion and a strong lift on key equity ratings.

	“Soccer” (:30 Anim)	“Sibling Torture Test” (:30 Anim)
<b>RELATED RECALL</b>		
Significantly above Category Norm		
<b>PERSUASION</b>		
Total Brand PPS exceeds PAR		
All results measured at 90% confidence level		

The team then commissioned Brand Essence research which highlighted the importance of BAND-AID® Brand’s role in the emotional and physical healing of a wound. The ‘magical touch’ mom has when she places a BAND-AID® on her child as well as the physical healing benefits the BAND-AID® provides. Transforming the jingle to incorporate this ‘healing message’ became a key next step.

### **“Friends” Campaign Description**

With the research learnings in hand, the Team was able to identify the combination of elements that would drive strong recall scores and persuasion scores for both the advertised form and the total brand. The finished execution, “Friends,” cast two children singing the updated ‘healing’ jingle directly into the camera and featured the Antibiotic product line. Inclusion of the Antibiotic form was key, as this continued to be a newsworthy form which was in year 2 of a successful re-launch with still relatively low household penetration and awareness and it easily communicated the duality of ‘healing’ both from an emotional and physical perspective. “Friends” is an energetic, fun and loving commercial that captures the original BAND-AID® Brand television advertising magic. The execution is consistent with the overall brand equity. It captures, and expresses, both the brand’s rich emotional heritage and the product’s functional benefit. The BAND-AID® Brand jingle has been refreshed to mean more than just “adhesion” and is delivered by enduring children singing into the camera; an executional decision which creates an immediate connection with the viewer and positions the jingle at the heart of the ad.

### **Campaign Results :**

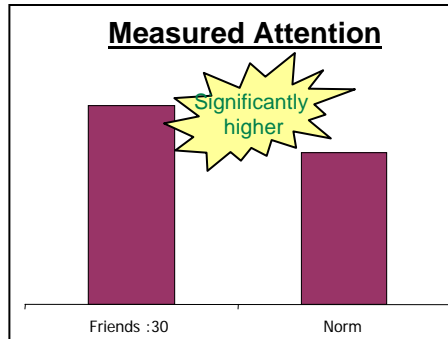
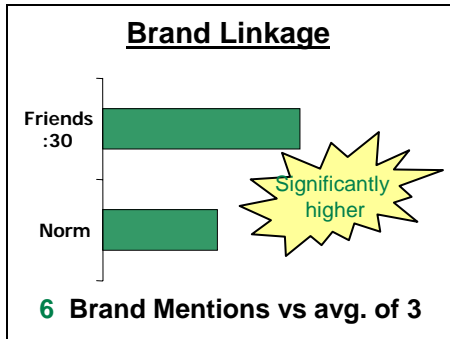
Ipsos ASI testing results show the finished “Friends” ad has extraordinary results among moms:

- Highest RECALL and PERSUASION scores in the ASI First Aid Category Database (over 230 cases)
- Recall score in the top 2% of all ASI ads tested
- Recall score within the top 1% of all ads tested within ASI Drug & Health database (over 3,000 cases)
- Among the brand’s specific mom target, “Friends” has the highest persuasion score within the ASI First Aid Category Database
- Persuasion levels for the total brand are in the top 20% of all Ipsos ASI ads tested
- Likeability ratings at a near universal 96%
- Brand Equity ratings are significantly above in-market control levels

<b>Advertising Research Testing Results</b>		
	“Soccer” (:30)	“Friends” (:30)
<b>RELATED RECALL</b>		
Significantly above Category Norm		
<b>PERSUASION</b>		
Total Brand PPS exceeds PAR		
Antibiotic Sub-Line PPS at PAR for Advertised form		
All results measured at 90% confidence level		

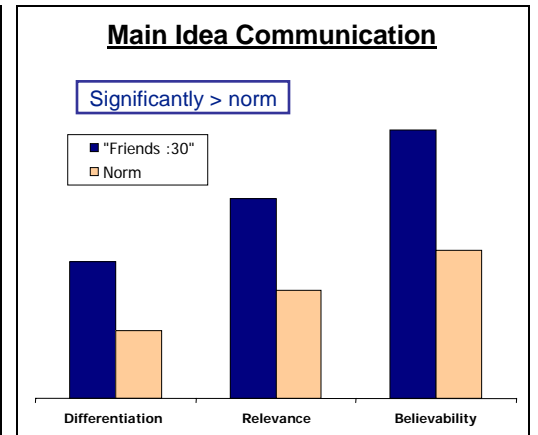
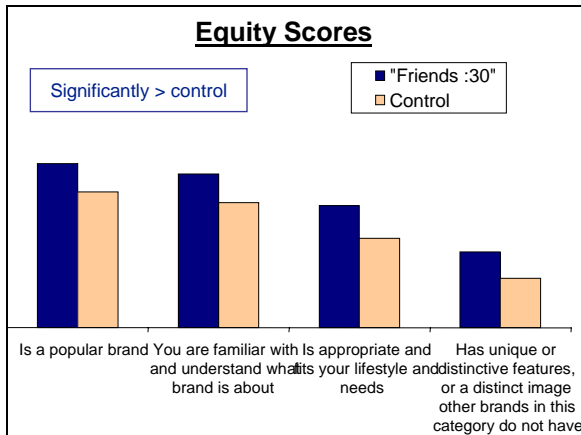
## Recall Drivers:

Superior “Friends :30” recall results were driven by an above average number of brand mentions, as well as powerful audio and character presence. Strong brand linkage and near universal likeability, all helped to make the ad memorable. Engaging characters speaking directly into camera helps consumers connect with the ad, resulting in entertainment scores 2.5 times higher than norm!



## Persuasion Drivers:

“Friends :30” persuasion results were driven by relevant and informative communication that re-enforced core equity metrics. The ad is focused with characters engaged in story telling versus using a voice over and trying to sync with the visuals. Commercial ‘healing’ main idea was communicated effectively and was highly different, relevant and believable. The information value and newsworthiness of the ad both significantly exceed norm.



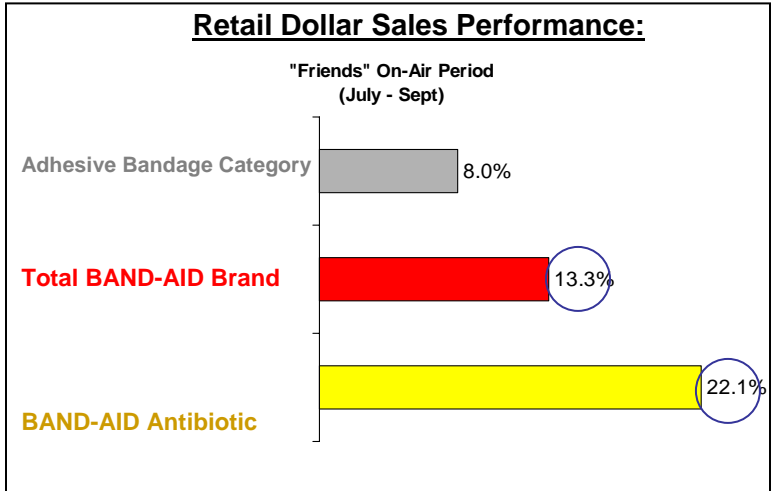
**72%** “For people like you” is rated 2.5X higher than norm, indicating strong commercial relevance

**Business Results:**

The “Friends” execution was on air from July through September 2007. Despite having less than 600 GRP’s in total, the BAND-AID® Brand experienced very exciting results.

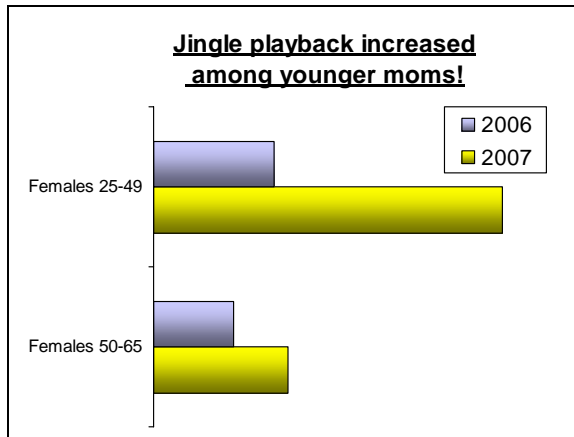
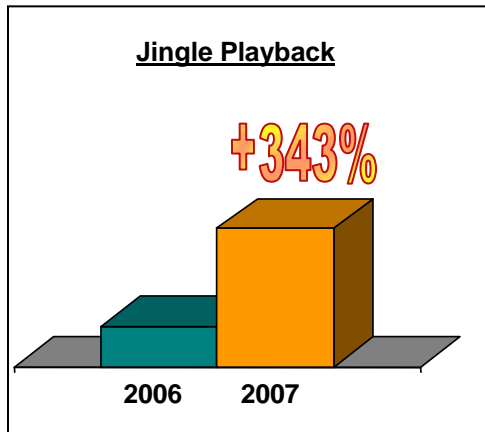
Sales data from Information Resource Inc. shows the following:

- Double digit dollar sales growth for advertised form and total brand during the on-air period!
- Total BAND-AID® Brand YTD dollar consumption growth: +10.9%
- BAND-AID® Brand Plus Antibiotic YTD dollar consumption growth : +32.9%



Strong in market sales performance for Antibiotic sub-line was driven by increased consumption and increased brand penetration as the communicated healing benefit was proven to be highly relevant among consumers of all ages.

Additionally, most recent tracking data indicates the goal of strengthening jingle playback among younger moms was significantly achieved. The updated lyrics successfully introduce BAND-AID® Brand jingle to a new generation.



The team contributes the overwhelming success of the “Friends” execution to the disciplined marketing research approach which leveraged consumer input and validation throughout the multiple phases of business decision making.

Business Objectives		MET
Continue to support the re-launch of 'Plus Antibiotic' premium sub-line by driving trial and awareness		<input checked="" type="checkbox"/>
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Equity Objectives		MET
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# Backup

“Friends” Storyboard

# "Friends :30"



Girl: "I am stuck on Band-Aid brand 'cause Band-Aid's stuck on me."



Boy: "I am stuck on Band-Aid brand,"



Boy: "cause germs don't stick on me."



Girl: "Cause they hold on tight."



Boy: "No matter what."



Girl: "On fingers,"



Girl: "toes, and knees."



Boy: "So."



Announcer: "Only Band-Aid plus antibiotic has ointment,"



Announcer: "directly on the pad. It delivers protection,"



Announcer: "against infection in one simple step."



Announcer: "Effective, convenient and from the brand you trust."



Girl: "I am stuck on Band-Aid brand,"



Boy & Girl: "Cause Band-Aid helps heal me."