

# J&J x Listerine

## Final Proposal

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# Team member



## Ellie Chen

Totally an Energy guy of our team.  
Designed our campaign in different  
perspective to make it perfect.



## Justin Liu

The leader of our team.  
Charged for arranging the schedule  
and planning the every next step.

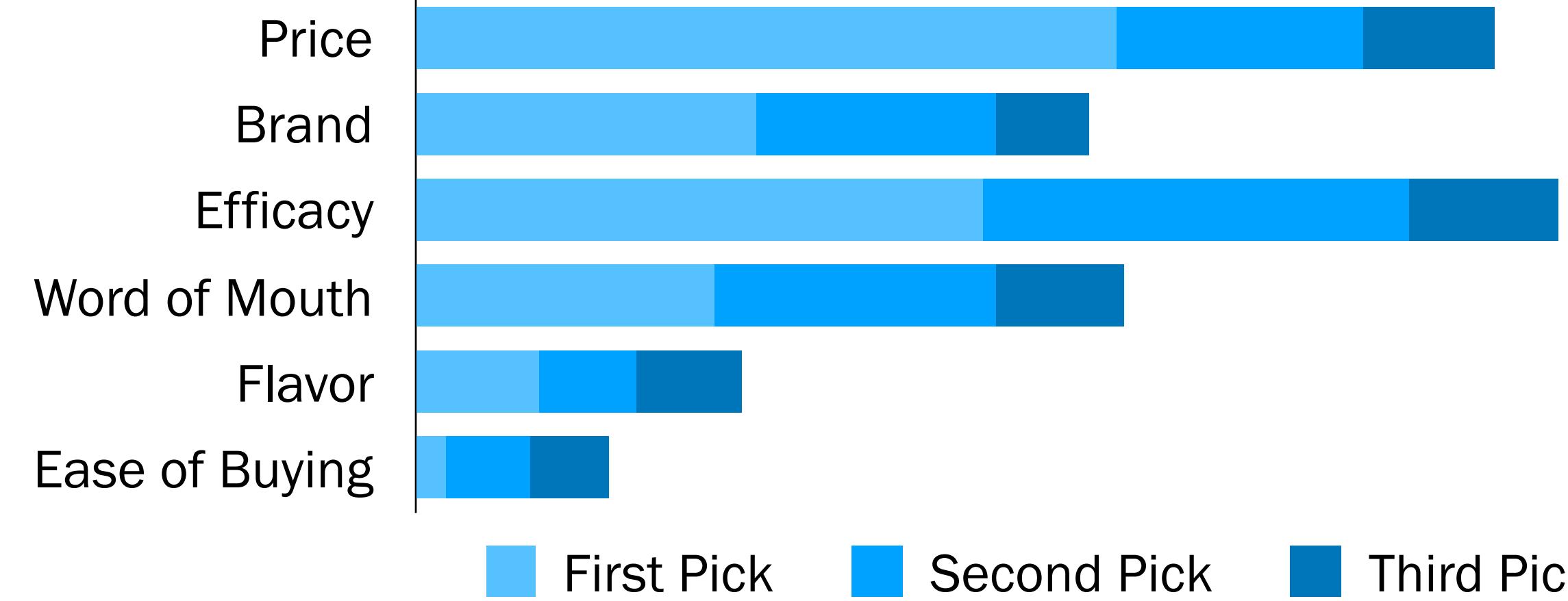
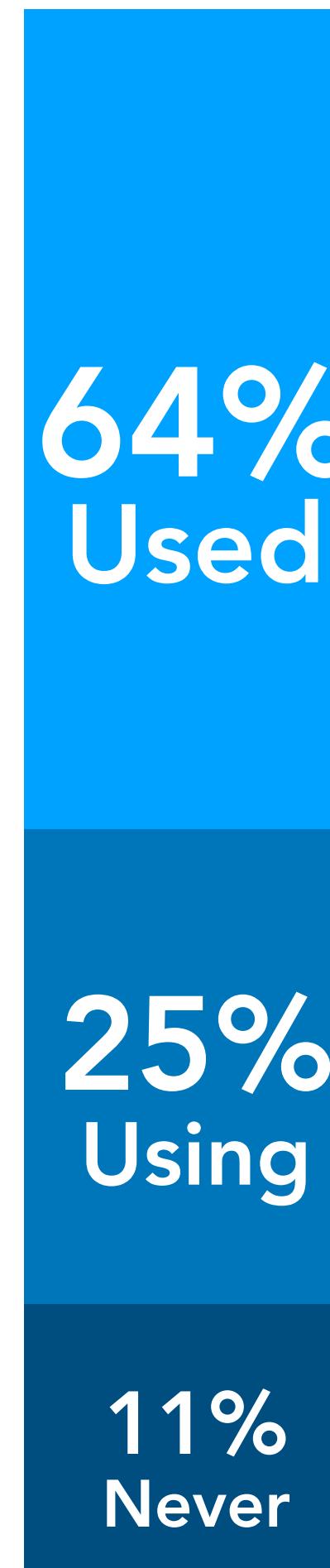


## Jada Lee

Had nice interaction with  
shoppers and strong insight to  
their needs during our campaign.

# Before selling activity

“ We conducted the questionnaire survey to compute the percentage of mouthwash usage.



People who neither smoke nor chew betel nuts, ” are not students but younger, are more likely to use mouthwash.

	Do you ever use mouthwash? (1 = using, 2 = used to, 3 = never)						
	M1	M2	M3	M4	M5	M6	M7
Teeth Score	.020 (.046)					.030 (.046)	
Smoke nor/ or/and eat betel nuts		.160+ (.086)			.189* (.087)		.182* (.086)
Job				-.043 (.083)		-.156 (.098)	-.134 (.097)
Age					.006 (.005)	.011* (.005)	.010+ (.005)
Gender	-.051 (.084)	-.011 (.086)	-0.48 (.084)	-.069 (.084)	-.016 (.087)	-.066 (.084)	-.019 (.086)
Residence	.113* (.046)	.095* (.046)	.117* (.046)	.098* (.047)	.073 (.048)	.097* (.047)	.075 (.048)
Constant Term	1.635** (.232)	1.494** (.207)	1.757** (.204)	1.594** (.194)	1.355** (.293)	1.693** (.206)	1.473** (.230)
N	200	200	200	200	200	200	200
R <sup>2</sup>	0.035	0.05	0.035	0.041	0.045	0.051	0.072

“Designed the decision tree to simulate the different situation we might face.

### \* Using mouthwash

Collect their brand or flavor preference, and promote the new flavor

### \* Used mouthwash

Ask them the reason why not keep using, and introduce the benefits of mouthwash

### \* Never use mouthwash

Deliver mouthwash knowledge



# *Shopper profile*

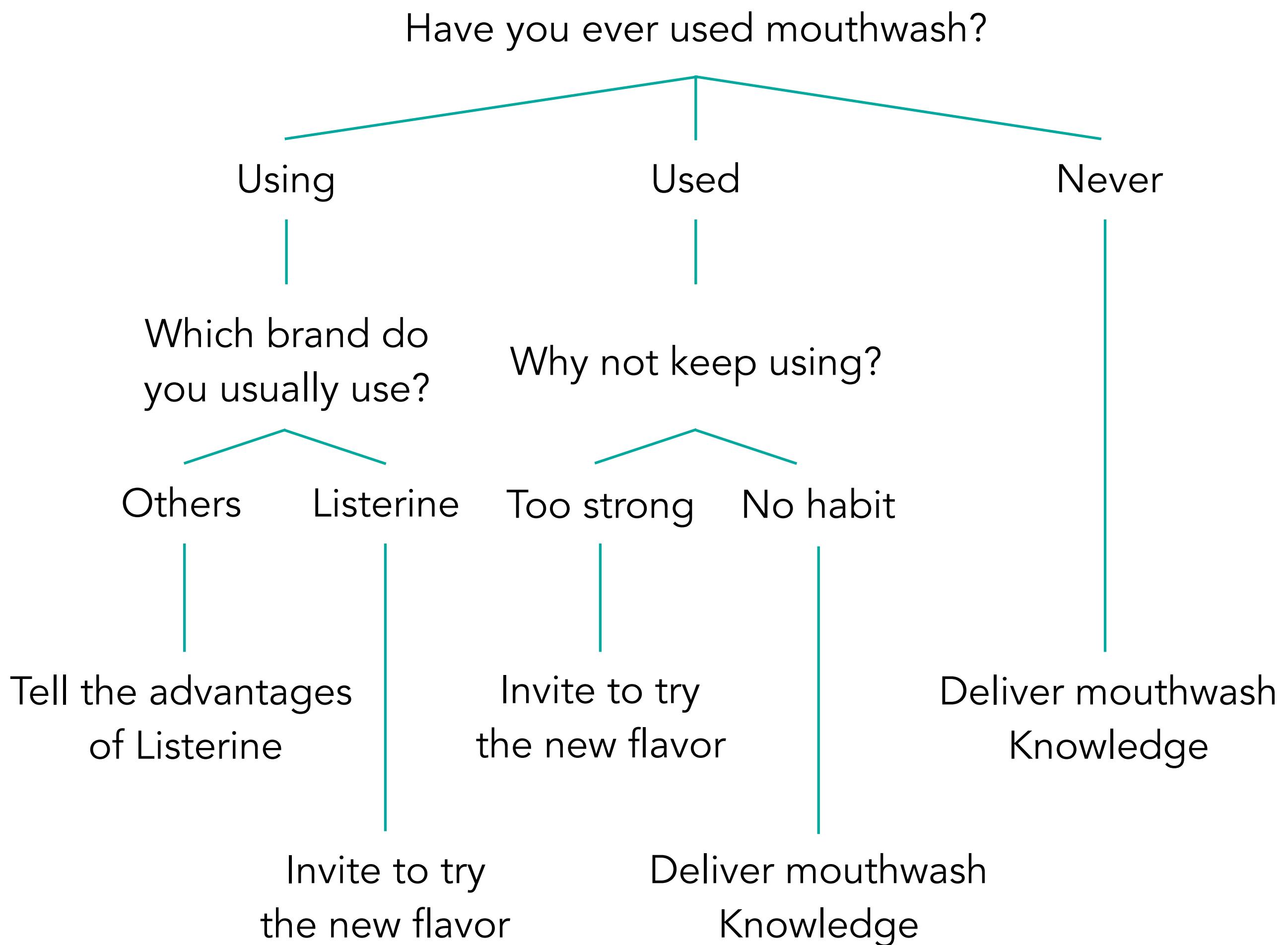


## **Shopper in Carrefour**

- \* Couples — who live near the community
- \* Family shoppers — who purchased daily commodities
- \* Foreigners — who live near the shopping area.



# Shopper insight



# Pitch

How we changed

## \* Elderly

Emphasized Listerine can prevent from gum disease.

## \* Family with child

Emphasized Listerine can prevent from tooth decay,  
and tell them new flavor is mild and not strong.

## \* Young ladies

TOTAL CARE keeps your teeth whiten.

## \* Foreign shoppers

Hello! Do you want to try it? We have a new flavor!



# *Four types of shoppers*

29

## TRY and BUY

- Have poor impression before
- First time to use and love it

13

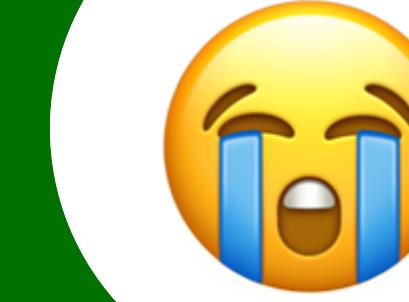
## Only BUY

- The royal shoppers of Listerine

27

## Only TRY

- Still have stock
- Feel unaccustomed

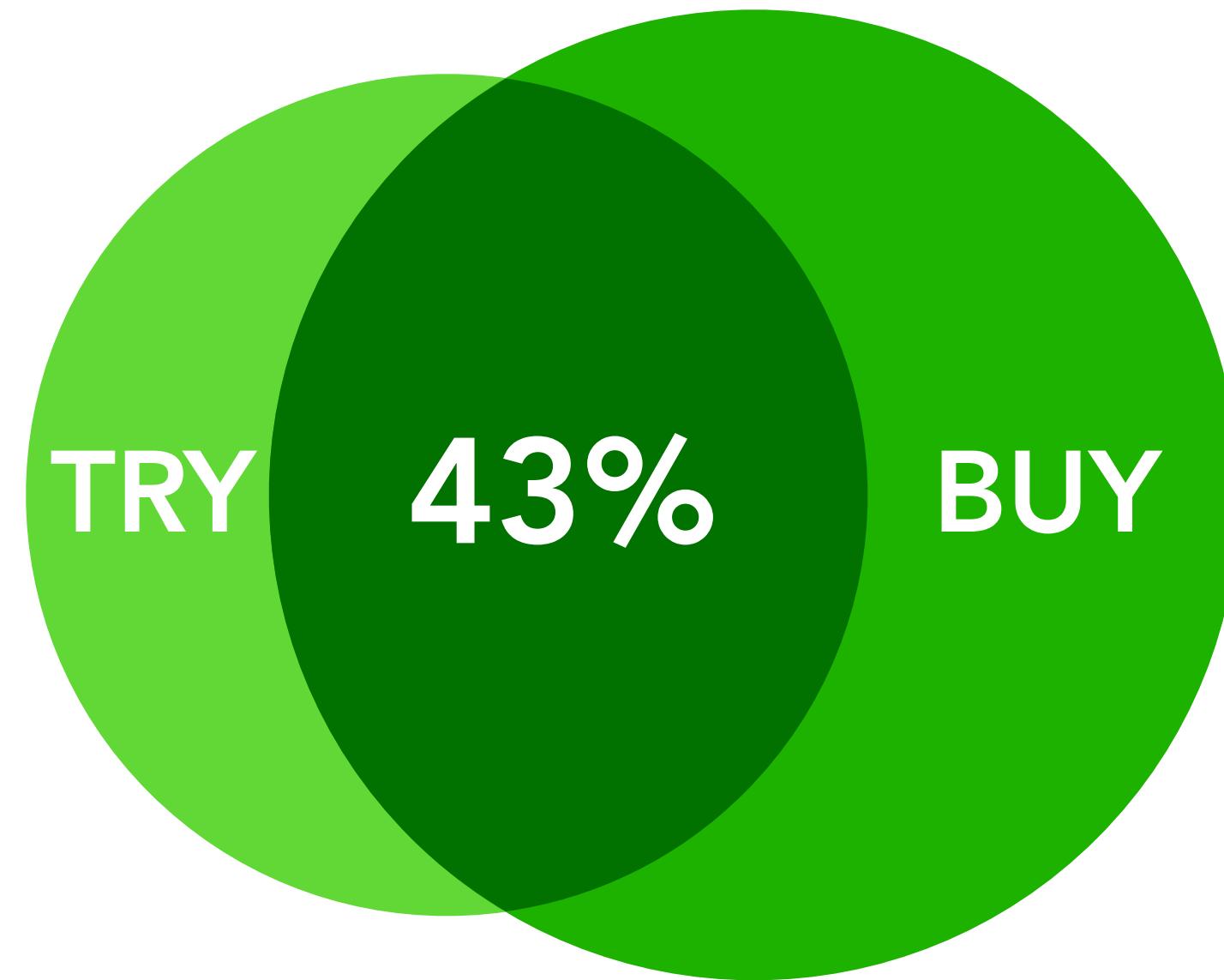


## no try and no buy

- Not interested
- Using specific brand

\*3/25 selling data

# *Further data...*



- \* Highly overlap between “TRY” and “BUY”
- \* Although some shoppers only tried, we delivered the correct knowledge of oral care.

**52%**

More than half percentage of shoppers would purchase the mouthwash after try it.

**\*3/24 & 3/25 selling data**

# *Performance*

■ Trialists   ■ Buyers

**2.19x**

**119% growth rate**  
during this campaign  
the daily revenue up to \$10,415



**First week**  
followed decision tree  
Figure out the decision tree is only applicable to the interested customers. We must start with attractive incentives, like discounts or freebies.



**Second week**  
meet shoppers' need  
we changed our sales strategy, recommending different function mouthwash to meet shoppers' need and seize every single chance.

*Campaign*

*Shake it, Baby*

# *Objectives*



Elevate trialists

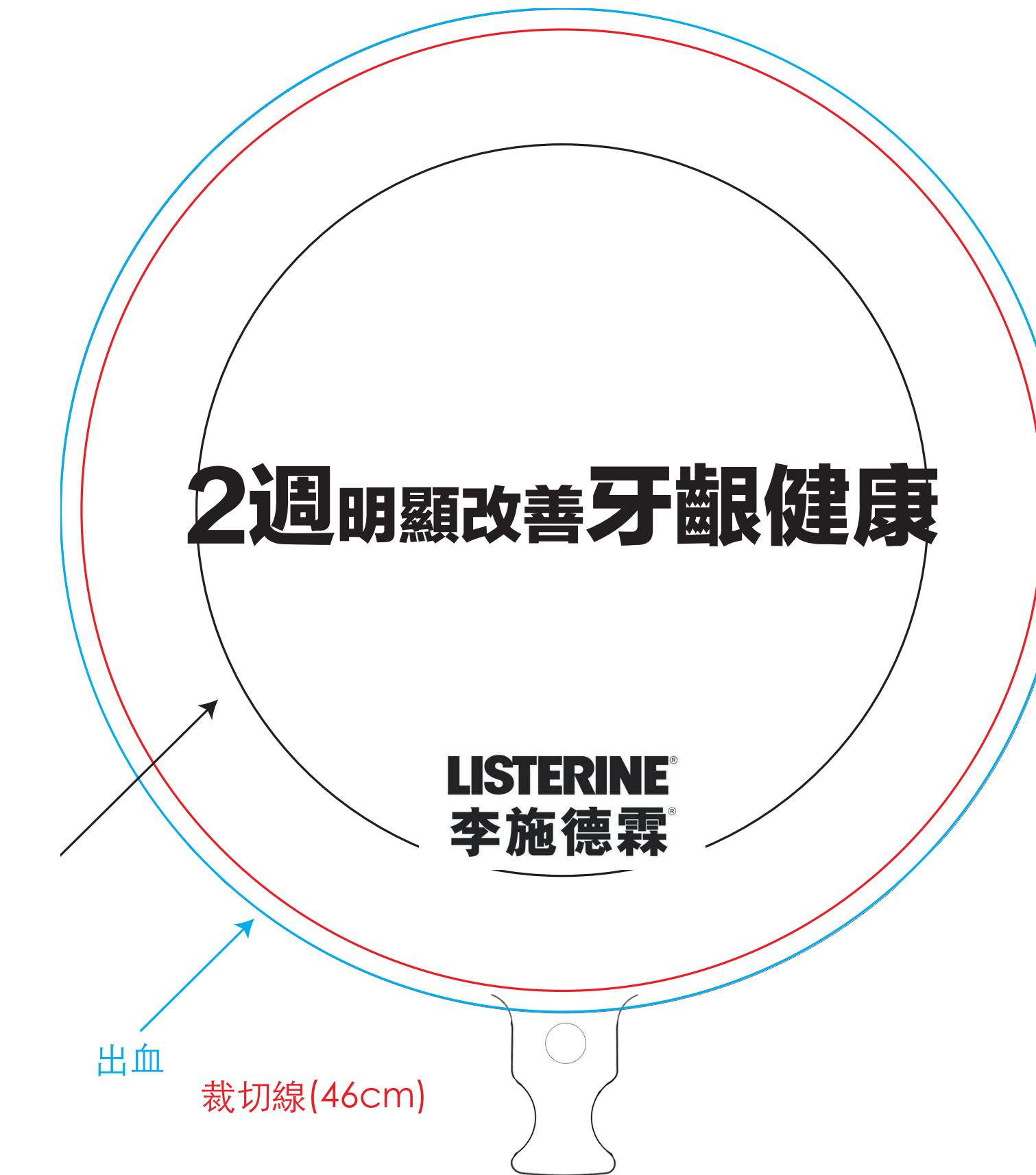


More precise



Promoter friendly

# *Self-inflating balloons*



# *How do we run the campaign*

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- ▶ Try and get 1 free balloon
- ▶ Buy 1 and get 1 free mouthwash(100ml)



\$18 (per balloon, 18cm) x 70 = 1,260



\$25 (per mouthwash) x 45 = 875



\$140 (per hour) x 6 = 840

▶ 2 p.m. ~ 9 p.m.

**Total: 2,975**

# *Expected outcomes*

**\$7,350**



**Trialists**

**Revenue**

Compared to the weekend sales of Ching Hai Carrefour is 4,753, we have the 1.5x growth.

**Knowledge**

Balloons with the promoting sentences can last up to 90 days.

# *Advantages of “Shake it, Baby”*



Easy to duplicate



Easy to ship



Ads effect

*Thank you for your listening*