

J&J x Listerine

Final Proposal

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Just try it, Baby!

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.

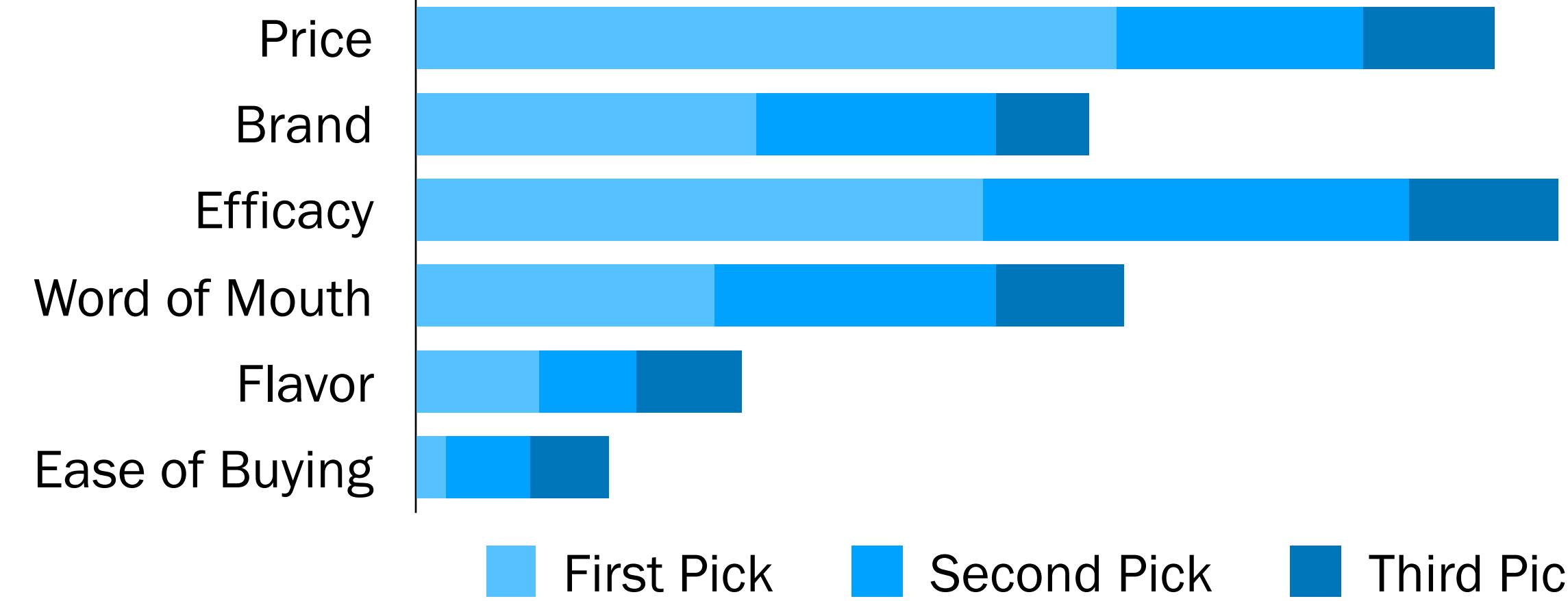
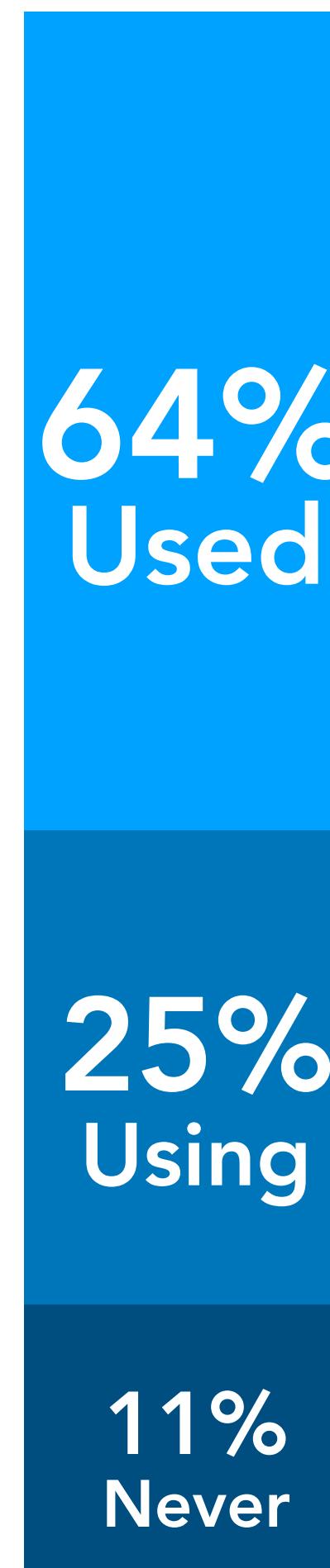


Jada Lee

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							
Age							
Gender							
Residence							
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 ²	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

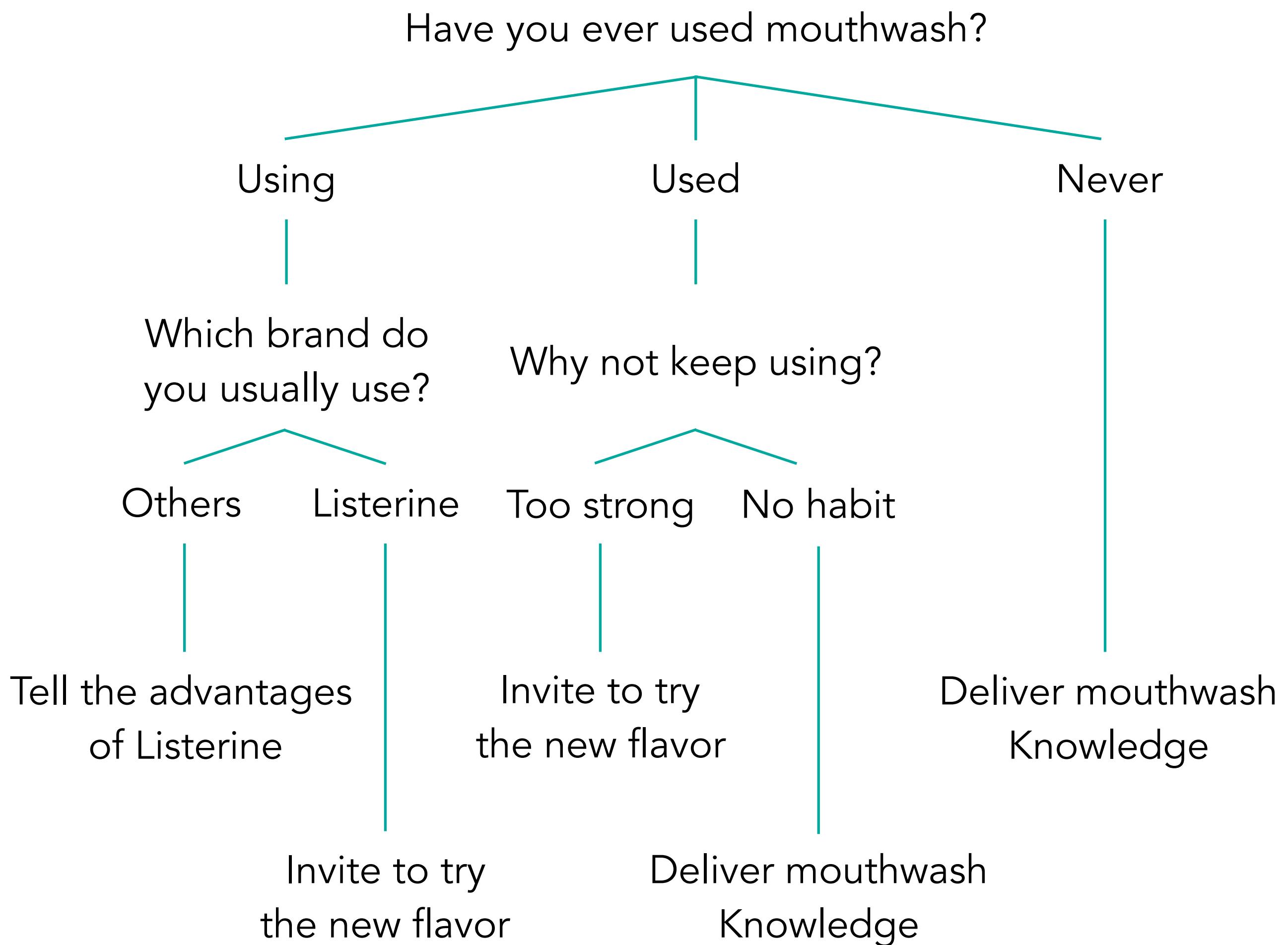


Shopper in Carrefour

- * 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

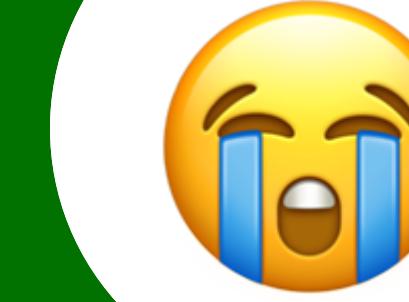
Only BUY

- The royal shoppers of Listerine

27

Only TRY

- Still have stock
- Feel unaccustomed

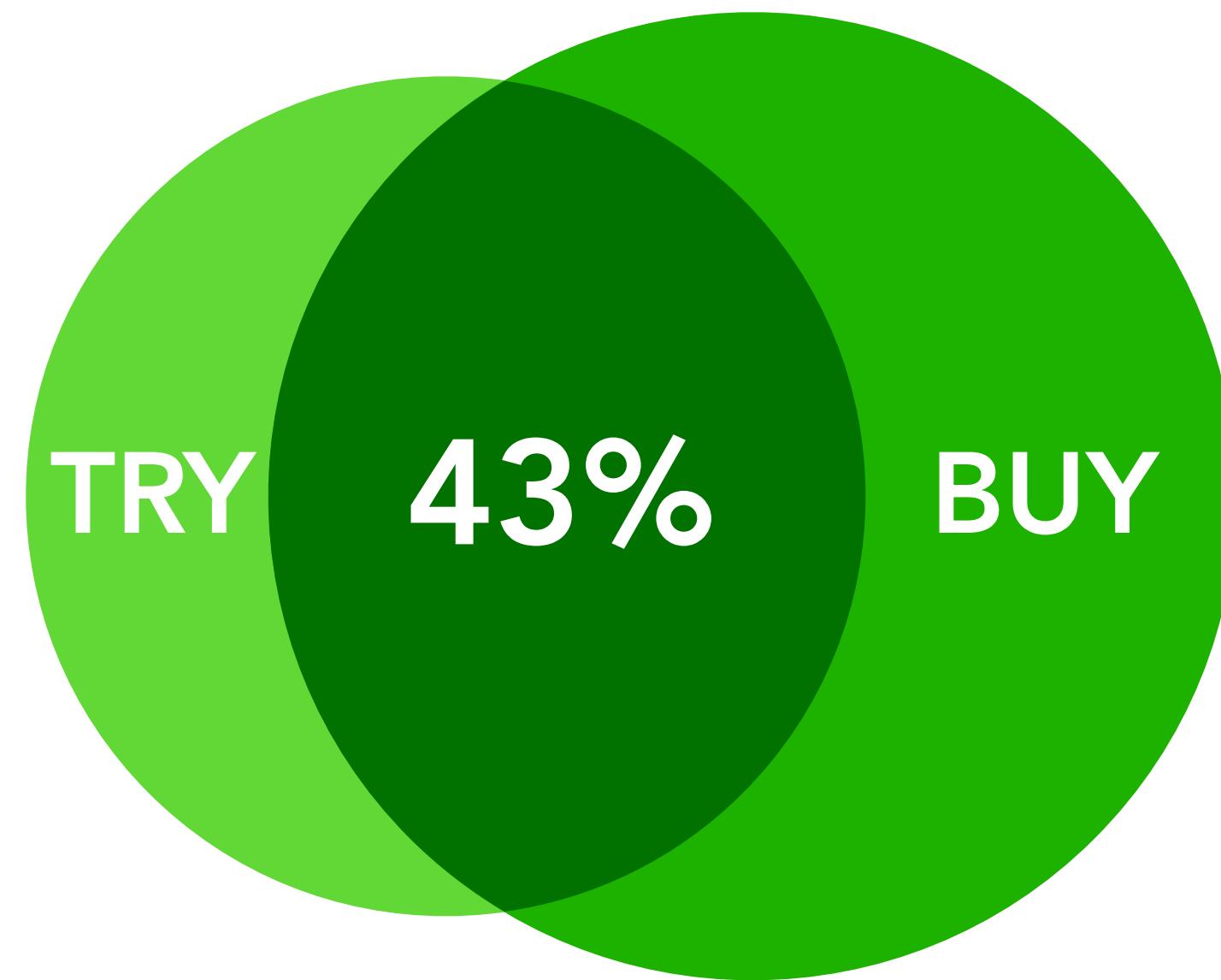


no try and no buy

- 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.

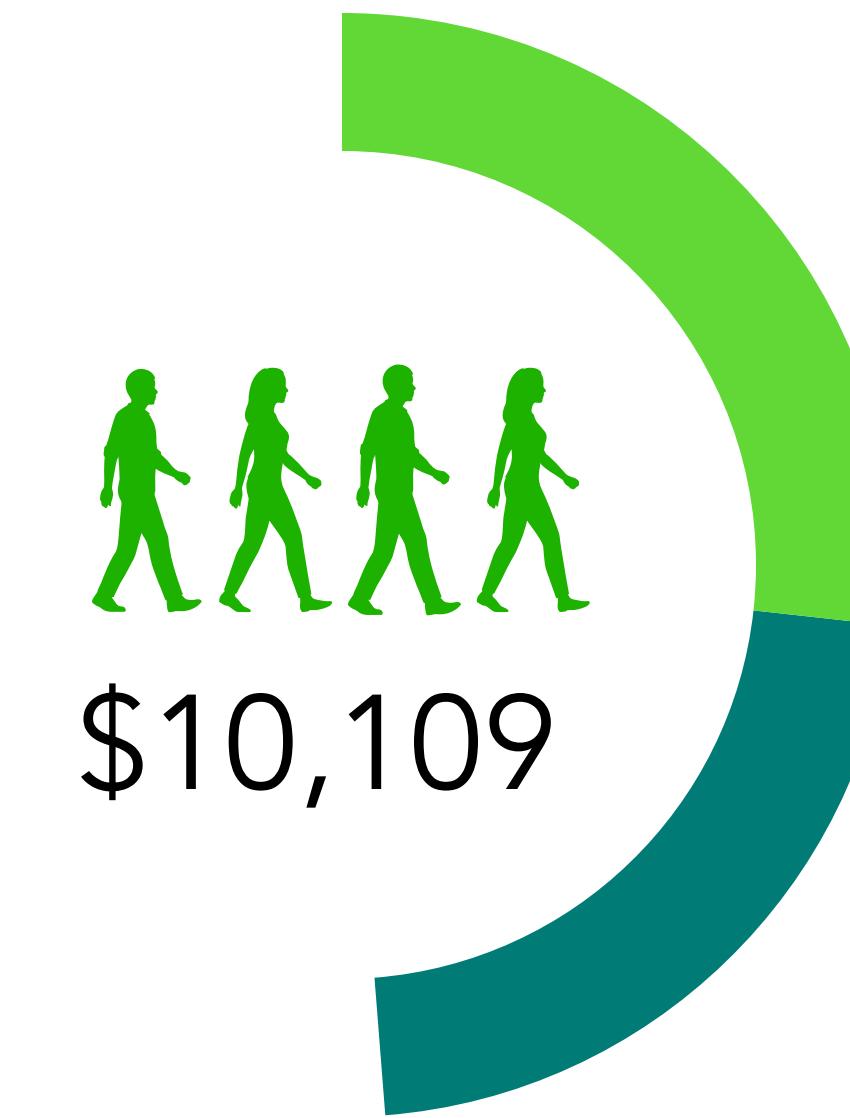
***3/24 & 3/25 selling data**

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

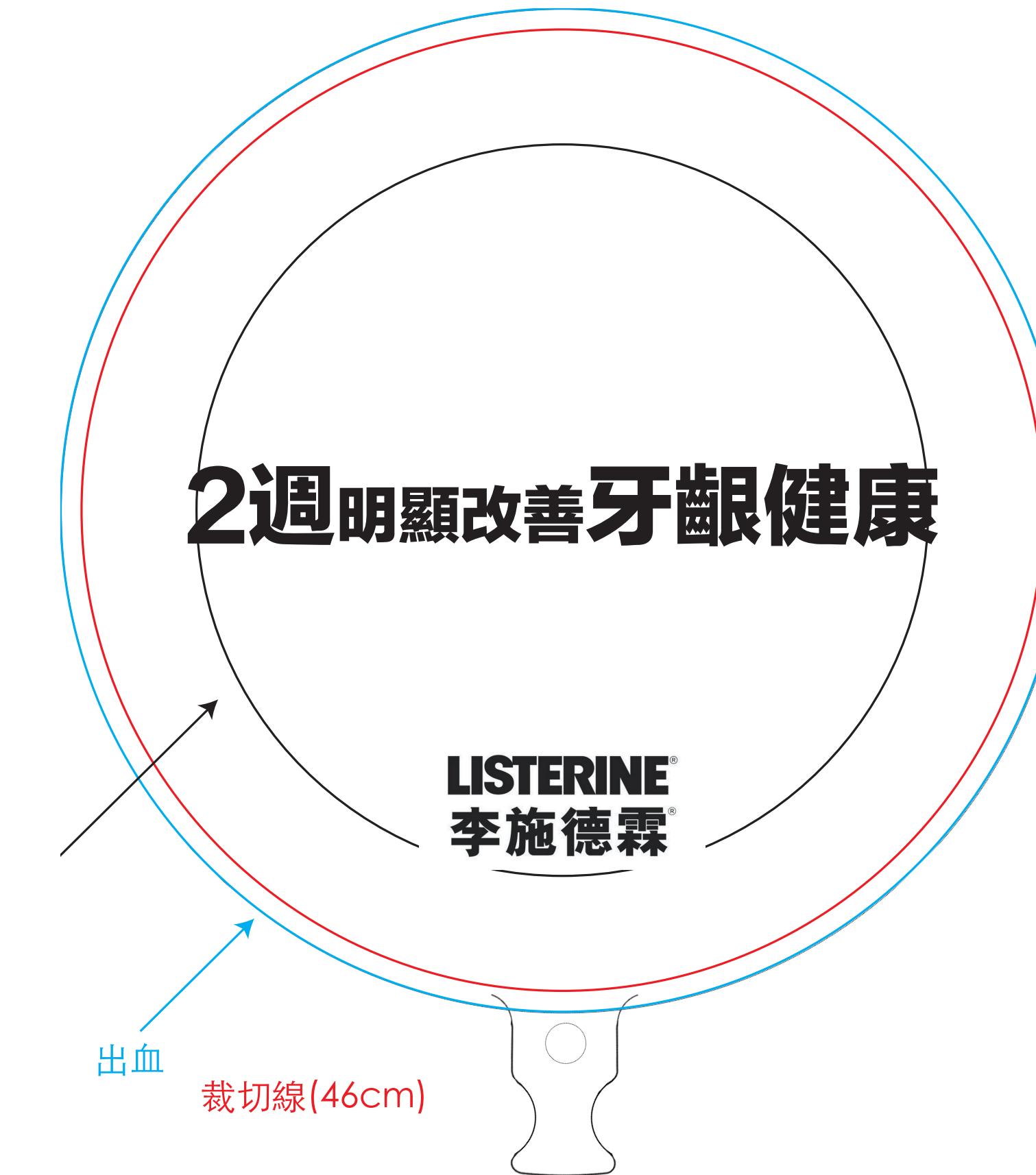


More precise



Promoter friendly

Self-inflating balloons



How do we run the campaign

- ▶ 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