

# J&J **x** Listerine Final Proposal

漱嗎寶貝 | Justin Liu, Ellie Chen, Jada Lee

# 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.

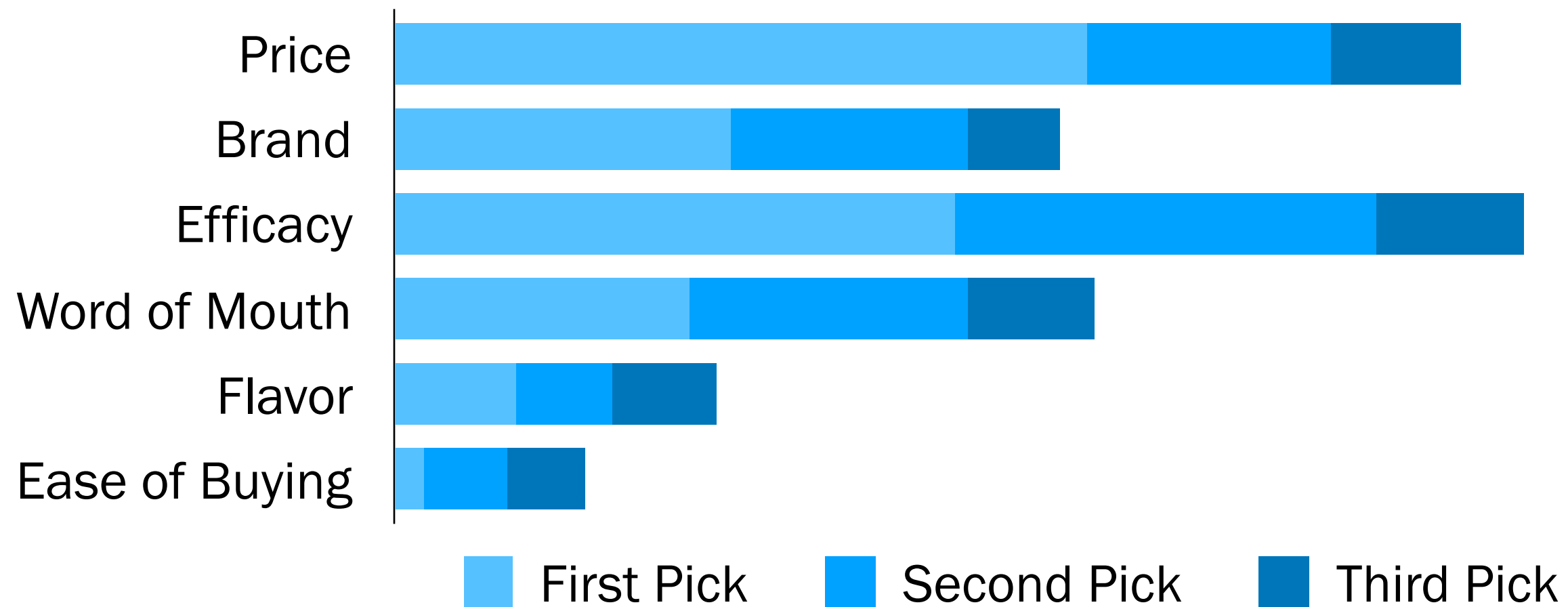
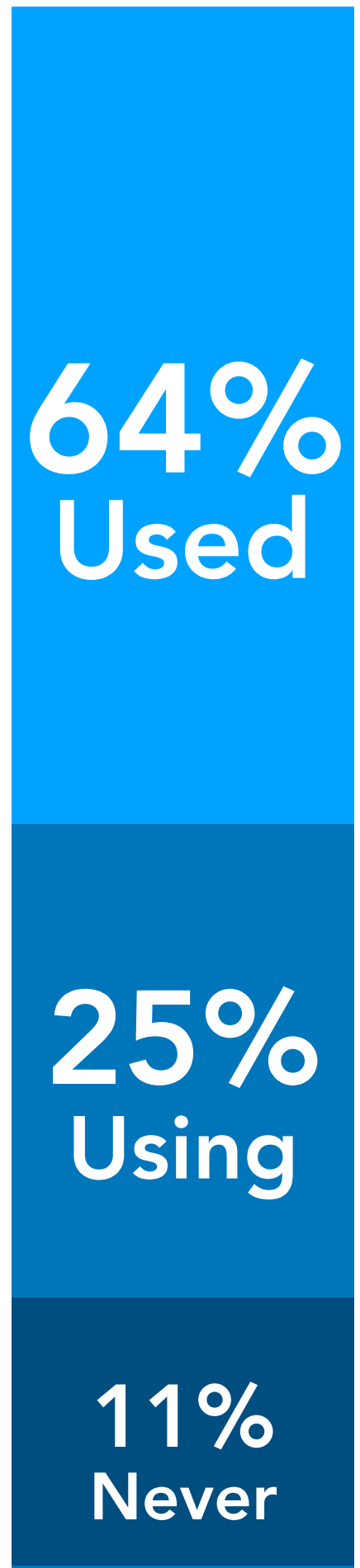


**Jada Lee**

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)	-.163+ (.097)
Age				.006 (.005)	.011* (.005)	.010+ (.005)	0.11* (.005)
Gender	-.051 (.084)	-.011 (0.86)	-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**

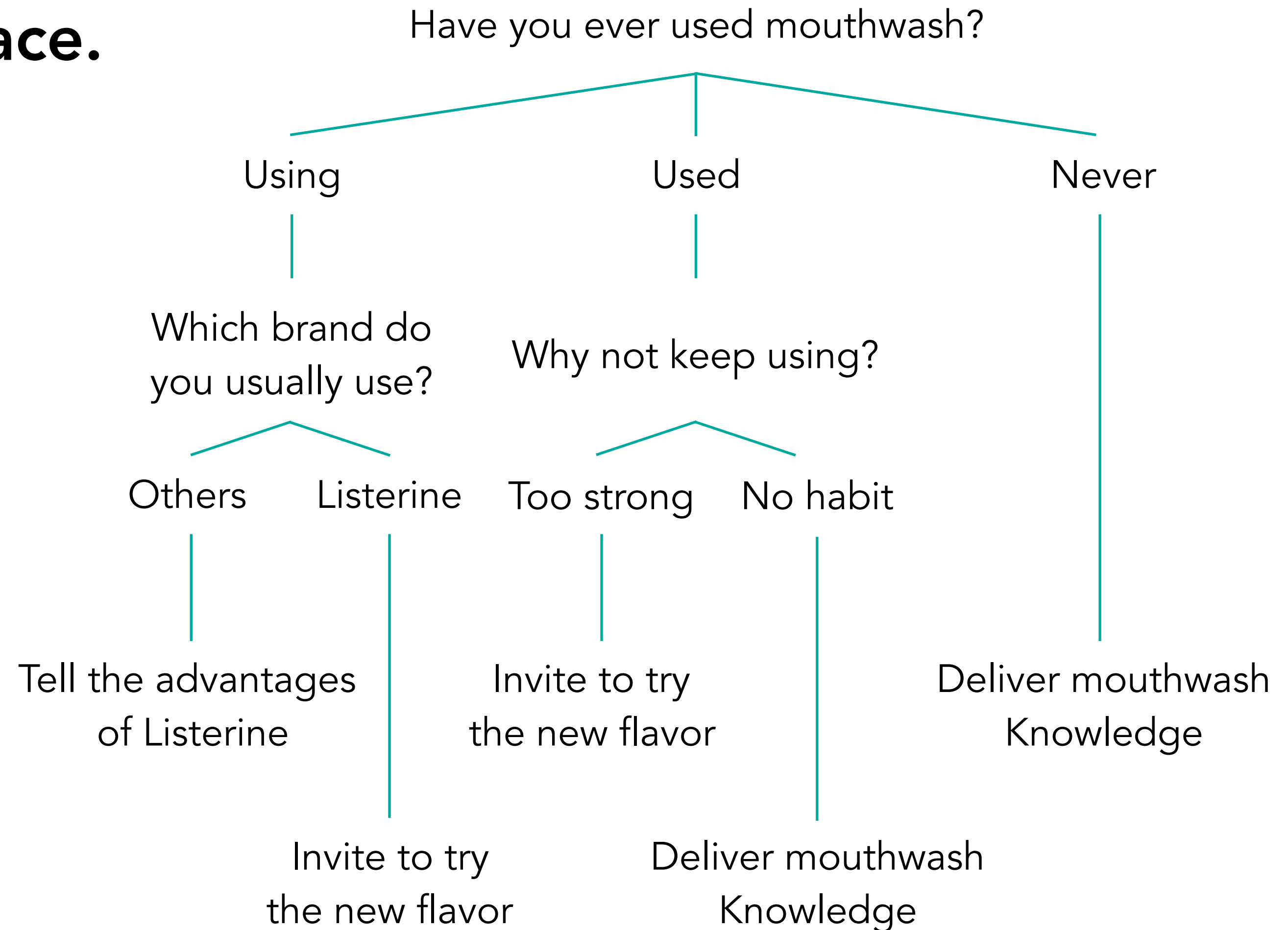
Collect their brand or flavor preference, and promote the new flavor

\* **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.



**900**

***Shopper flow***



***2-4/7-9 p.m.***

***peak time***

# 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



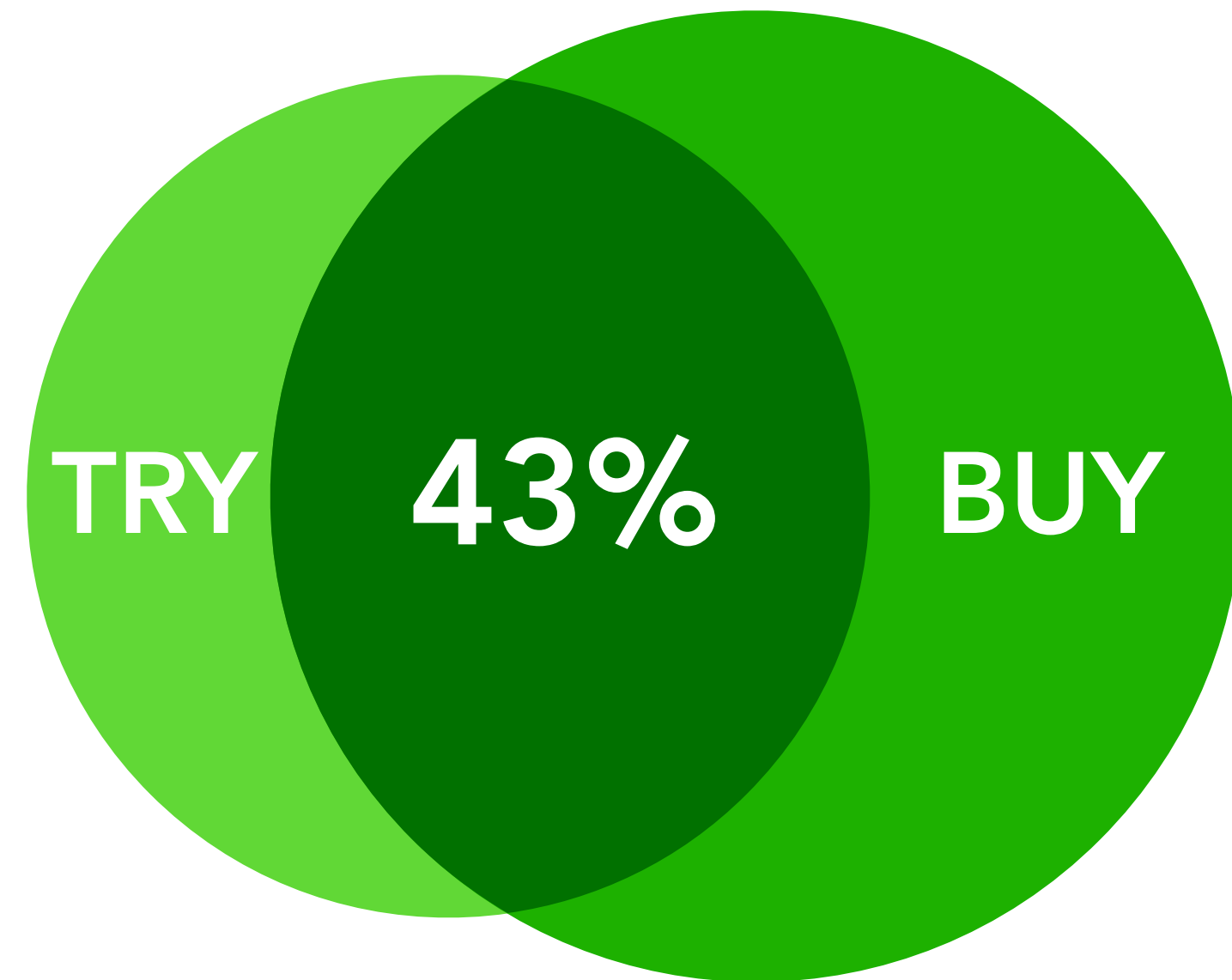
## no try and no buy

- 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

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.

Trialists Buyers



## 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

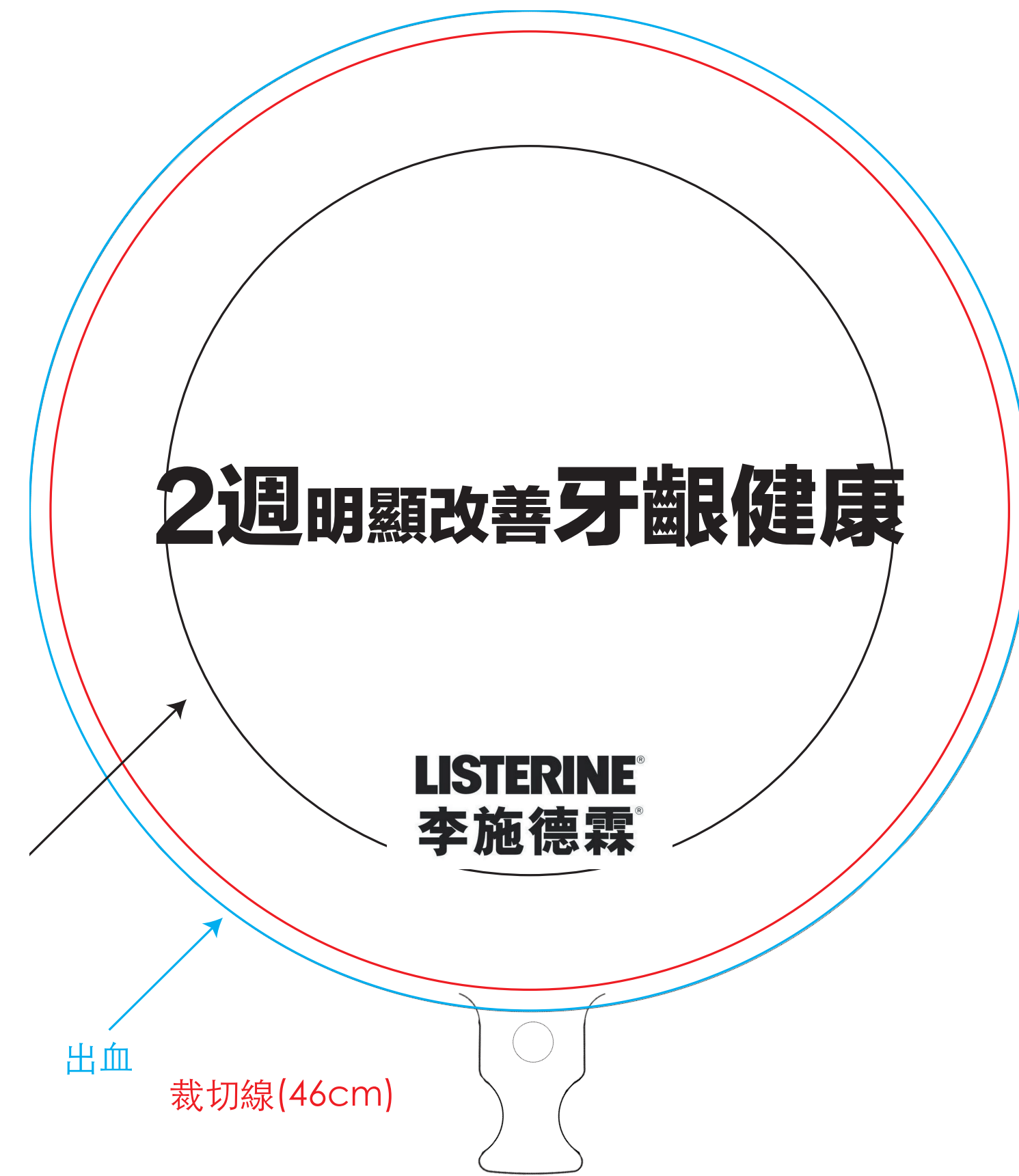


More precise



Promoter friendly

# Self-inflating balloons



# *How do we run the campaign*

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- ▶ Try and get 1 free ballon
- ▶ 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**

**Knowledge**

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

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

# *Advantages of “Shake it, Baby”*



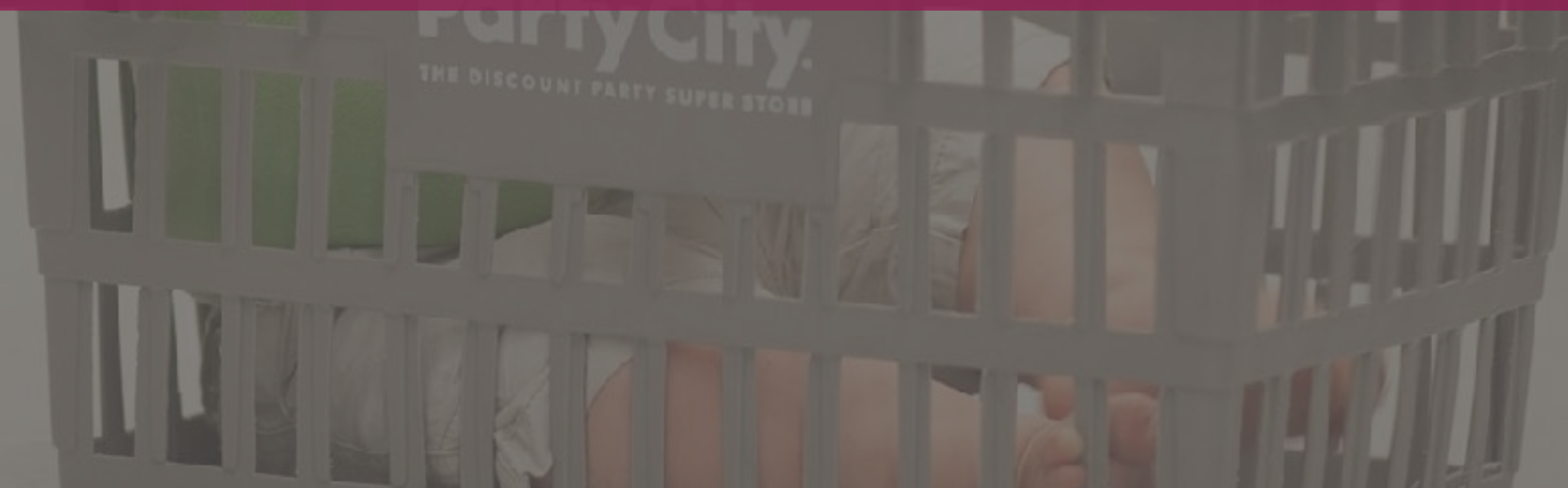
Easy to duplicate



Easy to ship



Ads effect





*Thank you for your listening*

