

Johnson's® baby

MARKET

Johnson & Johnson, through its operating companies, is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical, and medical devices and diagnostics markets. The more than 230 Johnson & Johnson operating companies employ approximately 115,600 men and women in 57 countries and sell products throughout the world.

The fundamental objective of Johnson & Johnson is to provide scientifically sound, high quality products and services to help heal, cure disease and improve the quality of life. This is a goal that began with the Company's founding in 1886.

The baby care market is a particularly fast moving one. In order to be successful, manufacturers must constantly keep pace with an increasingly mobile population, shifting lifestyles and growing health awareness. They must accommodate advances in medical understanding and new technology which lead to steady product development and in recent years they have had to combat growing competition from retailer's own brand rivals, counterfeit and cheap brands that imitate the original.

In the Middle East the Arab and Asian mothers share some differences and some similarities when compared to their western counterparts. The Arab mothers tend to have many children, are more traditional, are more indulgent, take care of the children at home either themselves or through maids and looking after children is not seen as the sole purpose of existence. The Asian mothers, who are present in large numbers as expatriates in the Middle East, have fewer children, are a mix of both traditional and modern and children seem to be their focus of existence. But all mothers, no matter where they are, are becoming more and more educated and seeking information about the products they use on their babies. They all want the products to be hypoallergenic and mild and prefer to use brands they trust. They are very receptive to quality branding.

ACHIEVEMENTS

Since the introduction of the brand, more than 100 years ago, Johnson's baby has prided itself on the quality, safety and trustworthiness of its products. Today, and for many years, Johnson's baby is top of mind for mothers and is considered the pre-eminent brand leader for baby toiletries. Today its products are the most used baby products in hospitals. Several of its products have won awards in the UK, USA and other countries and continue to win even today. Johnson's bedtime range of products is a recent example. Other products that have won awards include the Johnson's baby Skincare wipes and the Nappy rash cream.

HISTORY

The Johnson brothers – Robert Wood Johnson and Edward Mead Johnson – set up business in 1895 producing

surgical dressings from a factory in New Brunswick, New Jersey. The brothers' first products were improved medical plasters containing medicinal compounds mixed in adhesive. Then a revolutionary surgical dressing was quickly developed and placed on the

market.

Recognising the critical need for improved antiseptic surgical procedures, the Company designed a soft, absorbent cotton and gauze dressing that could be mass produced and shipped in quantity to hospitals and every crossroads physician and druggist. They soon diversified into a range of other medical products including 'kola' preparations for the relief of nausea.

The development of the first ready-made, ready-to-use surgical dressings by Johnson & Johnson in the mid-1880s marked not only the birth of a company, but also the first practical application of the theory of antiseptic wound treatment. A new product, based on a new surgical concept, led to a dramatic reduction in the threat of infection and disease, which claimed an appalling number of postoperative victims.

In response to a doctor's complaints of patient skin irritation caused by the Company's plasters, they sent the patient a container of Italian talc to soothe the skin. The Company began packaging the talc with the plasters, and



soon customers were asking for more of the powder. The scented talc was soon being sold as JOHNSON'S® Baby Powder, which remains one of the most recognised and trusted products in the world. This led to the introduction of a number of other baby products, and a series of advertisements proclaimed the new line of products, "Best for your baby, best for you."

PRODUCT

In the beginning there was Johnson's Baby powder. The success of this however led to a wide range of other baby care products being launched. Products are classified according to the mother's baby care regimes: pre bathing, bathing, post bathing, care and protect, out and about etc. and range from lotions to nursing pads.

RECENT DEVELOPMENTS

Johnson's baby is committed to constant product development and innovation throughout its products' preparation, packaging and design. Some examples include the Bedtime Bath, Softwash and Softlotion, oil gel and spray, Top To Toe wash, Skincare and Extracare wipes, Johnson's Junior range for toddlers and many others.

PROMOTION

By the mid sixties Baby Powder advertising in the US began to focus on the profound emotional bond between mother and new-born child – a theme which continues in today's advertising. A typical execution featured the image of a small child kissing his mother, accompanied by the words: "Your touch tells him everything. That's why we make our baby powder so pure and soft and soothing. It feels like love."

Johnson's baby invests heavily in quality television and press advertising, point of sale material, educational literature and product sampling.



BRAND VALUES

At Johnson & Johnson there is no mission statement that hangs on the wall. Instead, for more than 60 years, a simple, one-page document written in 1943 by Robert Wood Johnson – Our Credo – has guided their actions in fulfilling their responsibilities to their customers, their employees, the community and their stockholders. Their worldwide Family of Companies shares this value system in 36 languages spreading across Africa, Asia/Pacific, Eastern Europe, Europe, Latin America, Middle East and North America.

Our Credo

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services.

In meeting their needs everything we do must be of high quality.

We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately.

Our suppliers and distributors must have an opportunity to make a fair profit. We are responsible to our employees, the men and women who work with us throughout the world.

Everyone must be considered as an individual. We must respect their dignity and recognise their merit.

They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe.

We must be mindful of ways to help our employees fulfill their family responsibilities.

Employees must feel free to make suggestions and complaints.

There must be equal opportunity for employment, development and advancement for those qualified.

We must provide competent management and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well.

We must be good citizens – support good works and charities and bear our fair share of taxes.

We must encourage civic improvements and better health and education.

We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit.

We must experiment with new ideas.

Research must be carried on, innovative programs developed and mistakes paid for.

New equipment must be purchased, new facilities provided and new products launched.

Reserves must be created to provide for adverse times.



When we operate according to these principles, the stockholders should realise a fair return.

Johnson's is dedicated to making baby skin and hair care products of the highest quality. The core mild and gentle qualities of the brand have stayed constant over the decades. More recent product launches, product innovations and packaging redesigns reflect the demands of today's consumers. For many years the company's positioning in the marketplace has been: "Best for baby, best for you". This is still the case today as products continue to be developed for the youngest member of the family upwards, with many grown-ups valuing the mild and gentle properties of the trusted brand. Other slogans that also portray the brand's values include: "From the day you were born" and "The most trusted name in baby care."

www.johnsonsbaby.com

Things you didn't know about Johnson's® baby

Johnson's® baby skincare wipes are enriched with baby lotion on embossed SOFTWAVETM fabric for best ever softness. They are excellent for cleaning the nappy area and consumers' vote of confidence has resulted in share growth over the recent years and consequent market leadership.

New Johnson's® baby softlotion Extracare is enriched with caring baby oil to leave skin perfectly baby soft all day long – and no greasy after feel. This innovation provides skin with 24 hour softness.

The new Johnson's® baby soaps with natural ingredients are the only soaps with baby lotion and promise baby soft skin to both mothers and babies.

Johnson's® baby brand image in Middle East is among the strongest they have across the world.

Johnson's baby was ranked number one in market share in Saudi Arabia cosmetics and toiletries market recently against all baby and adult brands.

Superbrands