

CLIENT Johnson & Johnson

INDUSTRY Consumer Goods

COUNTRY/REGION Netherlands



## Healthcare giant boosts brand usage with Personal Expression

Johnson & Johnson Consumer B.V. (JJCBV) wanted to boost awareness of its o.b. tampon brand among young women in the Netherlands. Because the vast majority of Dutch women aged between 14 and 18 use Windows Live Messenger, the company worked with Microsoft Advertising to create a Personal Expression; a collection of interactive content used in the application. The hugely successful campaign increased brand usage by six percent among the target audience.

**REQUIREMENT** Increase awareness of o.b. and its sponsorship links with professional female beach volleyball players

**TARGET AUDIENCE** Dutch women aged between 14 and 18

**PRODUCTS USED** Windows Live™ Messenger

**SOLUTION** Personal Expression—downloadable content collection for Windows Live Messenger, consisting of beach volleyball themed emoticons, winks, backgrounds and display pictures

**KEY RESULTS** Use of o.b. increased six percentage points among the target audience, and awareness of o.b. beach volleyball sponsorship went up by 15 percentage points

**MEDIA AGENCY** Digilogue

### Client Objectives

- Raise brand awareness
- Reinforce link between the brand and professional beach volleyball
- Boost awareness of brand website

### Creative Solution

With young women spending more time using instant messaging services and browsing the internet, advertisers find it harder to reach this target market using traditional offline channels such as TV. JJCBV worked with Microsoft Advertising to produce a Personal Expression for Windows Live Messenger, to raise awareness of its o.b. tampon brand.

Users downloaded beach volleyball themed winks, emoticons, backgrounds, and display

pictures. The content was designed to raise awareness of the links between the o.b. brand and the sport.

Many of those who downloaded the branded content used it on a daily basis while chatting with friends and family. This level of engagement was vital in driving traffic to the redesigned o.b. website, [www.mijnob.nl](http://www.mijnob.nl), which includes more interactive features and games. By promoting o.b. in a fun way that appealed to technologically literate young women, the company attracted visitors who were likely to use the new features and spend more time interacting with the brand.

### Campaign Results

The campaign was extremely successful in raising awareness of o.b. and improving perceptions about the brand:

- Brand usage increased by six percentage points among target audience
- Awareness of beach volleyball brand sponsorship rose 15 percentage points
- Awareness of brand website went up by ten percentage points



- More than 160,000 downloads recorded
- Of the girls who use a different brand of tampon, 77 percent said they were very likely to use o.b. tampons in the future

“Together with Microsoft, we developed a magnificent campaign that produced fantastic results among our target audience. Windows Live Messenger adds a huge amount of value to online campaigns. It’s a unique brand-building tool.”

**MONIQUE KOUWENHOVEN,**  
Product Group Manager,  
Johnson & Johnson Consumer B.V.

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Consumer B.V.