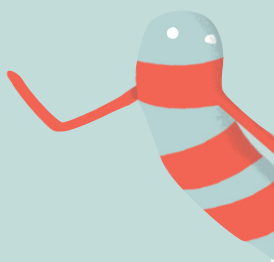


CREATING A SERVICE TO BOND WITH  
MOMS LONG BEFORE THEIR BABIES ARE  
BORN... AND, POTENTIALLY, FOREVER.

**Hello,**  
**my name means**

- FROM JOHNSON'S BABY -





## - SUMMARY -

### **THE CREATION OF A NEW SERVICE TO BOND WITH MOMS LONG BEFORE THEIR BABIES ARE BORN**

Every brand aims to build a lasting and meaningful relationship with their customers and to impact their lives in a positive way.

This case tells the story of how Johnson's Baby understood that in order to wield influence within a new scenario, it had to offer much more than high-quality products and a cute communication approach.

By breaking away from the former product-oriented mindset which has guided the category, Johnson's Baby has managed to launch a new service that placed the brand at the center of one of the most important decisions a mother-to-be needs to make: choosing the baby's name.

With the launch of "Hello my name means", Johnson's Baby gained competitive advantage by bonding with moms as soon as pregnancy starts. But more important than this, the brand reinforced its leadership by reclaiming its influence.

## MARKET LANDSCAPE: A LEADER THREATENED BY @CONNECTEDMOMS AND BY AN EVER-COMPETITIVE MARKET

Johnson's Baby has been in Brazil for 80 years. For most of it, it has been the uncontested market leader in the "maternity" category, as well as a major influencer in the mother-child relationship.

Johnson's Baby taught Brazilian mothers how to take care of their babies more softly by being the brand that first launched essential products such as the baby powder, the no more tear formulas and the head to toe soap in the Brazilian market.

However, this situation has changed over the past years.

Mothers have become connected and started to enjoy all of the information and power that the Internet offers to learn online everything about the moment they are living.

According to J&J's 2010 Mom's Central research, 70% of moms talk to other mothers in online communities and message boards and 61% want to make new friends.

Besides boosting maternity's social networks, digital media has offered mothers a channel where they feel at ease to openly talk about tips, mistakes, ask questions and express concerns.

With the evolution of the target, Johnson's Baby ceased to be the main influencer when it comes to pregnancy. Nevertheless, the target evolution was not the only obstacle the brand was facing.

Over the past years, the Latin American baby market has been the fastest-growing market in the world. New brands were launched and existing well-known brands have stretched their product's portfolio. Although neither of these brands had managed to truly bond with the connected mothers and market competition was still taking place mostly within the product scope, Johnson's Baby began to feel the pressure.

The brand still maintained its leadership in the Toiletries category, but its leadership in Maternity was no longer incontestable.

## JOHNSON'S BABY CHALLENGE: TO WIN BACK MOMS' HEARTS ❤️

In order to reinforce its leadership, not only in sales, but also, and more importantly, in influence, Johnson's Baby faced an enormous challenge: It had to be much more than a reliable brand; Johnson's Baby had to become the target's main partner. This influence was essential along with keeping its winning position in sales.



## THE 1-MILLION-DOLLAR PLANNING QUESTION: WHEN DOES THE BABY BRAND RELATIONSHIP WITH MOTHERS BEGIN?

The planning team began to ask themselves: 'Would there be any opportunity for a Toiletries brand to interact with this target?' 'How could we help Johnson's baby become the first and foremost brand to bond with these mothers?'

With this in mind, we delved into these women's behavior while they experienced such a special moment in their lives.

## **- OUR DISCOVERIES -**

### **PREGNANCY - A TIME OF MANY CHANGES AND MANY CHOICES**

When a woman gets pregnant everything changes.

There are changes in her body, in her mood, in the relationship with her husband and with her relatives.

This happens to every mother-to-be. A baby changes everything.

There are all sorts of anxieties, a wide range of questions and a never-ending list of do's and don'ts.

Pregnant women worry about a million things at once. Things such as:

- Diet
- Medical check-ups
- Maternity Hospital
- Type of labor
- Baby room
- Godparents
- Baby apparel and accessories
- Name
- Baby shower

These important decisions bring about a plethora of insecurities.

### **PREGNANCY - A TIME WHEN THE MOTHER'S LAST PRIORITY IS TO CHOOSE WHICH BRANDS HER CHILD WILL USE**


Amidst such pressing matters - many of which involve health - there was little room for a brand to appeal to mothers, especially for brands with product-oriented mindset.





## A SHIFT IN PERSPECTIVE: FROM A PRODUCT-ORIENTED BRAND TO A MATERNITY EXPERT PARTNER BRAND

In view of all these aspects, we proposed a strategic change to Johnson's Baby; an evolution in the way the brand connected with maternity:

from  to

<b>PRODUCT-ORIENTED BRAND</b>	<b>MATERNITY EXPERT PARTNER BRAND</b>
<b>PRODUCT-ORIENTED SPEECH</b>	<b>DIALOGUE</b>
<b>FOCUS ON SALES</b>	<b>FOCUS ON RELATIONSHIP</b>

Through this innovative brand perspective it was easier to see that Johnson's Baby would only become meaningful throughout pregnancy if it became a subject women would enjoy spending their time on.

Positioning Johnson's Baby as an expert meant much more than understanding mothers-to-be have insecurities and questions; It meant the brand had to truly become these women's closest partner and help them in their most difficult choices.

Among all of the issues pregnant women are interested in, one question stood out as an opportunity Johnson's Baby could take advantage in order to become more actively present during pregnancy.

## “WHAT IS THE PERFECT NAME FOR MY BABY?”

Choosing a name is surely one of the most important and personal decisions a family makes.

It is something babies will bear throughout all their lives.

It is a parent's first most important responsibility.

It is the first heritage parents endow their children with.

The perfect name must sound good, must be easy to pronounce, and must be a perfect match for the surname.

Many people believe a name goes way beyond a mere set of letters; names have meanings. Some names are chosen to honor a family member, other names are chosen due to religious influences. Some names are chosen because they are believed to convey strength, courage, beauty, etc.

When parents choose the baby's name their expectations about their child become clear. In Brazil, this is so prominent that more often than not, one can find Brazilian-style versions of iconic figures, such as Valdisnei (Walt Disney) or John Lennon da Silva (da Silva is a popular Brazilian surname).

Every family struggles to find the perfect name, the one that will channel the most positive energies; the one that will ensure a life of happiness and accomplishments.

Defining the baby's name is a complex process which involves a lot of research, family talks, flexibility and acquiescence.

## INSIGHT: WHAT IF JOHNSON'S BABY HELPED MOMS CHOOSE THE PERFECT NAME FOR THEIR BABIES?

Then we saw a unique opportunity – an opportunity no other brand had seen before: Johnson's Baby could help mothers-to-be in this life-changing decision in their babies' life.



# - INTRODUCING - "HELLO MY NAME MEANS"

We, then, came up with "Hello My Name Means", a service that gathers all the available information about a name on the web and generates a complete database about a name's meaning.

The tool indicates the most common preferences and interests of a prospect name. Things such as musical taste, career choice, as well as other curiosities. In addition, users can know how popular that name is at the moment.

All this information is available to the consumer both in an intuitive, easy-to-use dashboard and in a shareable video for those who want to involve more people in the decision-making process.

The image shows a screenshot of the 'Hello my name means' dashboard. The main interface features the 'Hello my name means' logo in a red speech bubble. Below it, a text box explains: 'What will your baby's life be like? We will scour the Internet to gather information from all over the world, we'll show you where that name is from, where that name is now & what the future holds!'. A search bar contains the name 'Daniel', and a dropdown menu lists suggestions: Daniela, Daniele, Danielle, and Danilson. To the right, a vertical stack of four shareable video thumbnails is shown. The first is titled 'Daniel's Board'. The second shows a blue character and text: 'Daniels usually feel Happy They use more :) than :('. The third says 'Most Daniels are talking about #fifaworldcup'. The fourth features a musical note and text: 'Daniels listen to Rock'.

dashboard example



## THE NEW SERVICE LAUNCH

To launch the new service we developed a strategy based on digital and PR that tapped into the most interesting dashboards. The plan also encompassed offline high-impact initiatives: OOH media and print ads were created to bring the project to life and increase its visibility.

Finally, Johnson's Baby partnered with the country's leading hospitals to offer a special gift to the moms who gave birth on the service's launch day: a maternity door board with the baby's name dashboard.



maternity frames



OOH





## - THE RESULTS -

“Hello My Name Means” was launched in April '14 and, since then, it has reached 24 million people through its site, Facebook and communication pieces.

Over 2.5 million names have been researched and figures grow every day. Mothers-to-be have spent on average 6 minutes each time they have used the tool.

Moreover, the idea has been awarded a Bronze Cyber Lion from 2014 Cannes Festival.

But much more important than all these massive results in such a short time, Johnson's Baby raised its brand awareness in a very meaningful way:

- Johnson's Baby launched a ground-breaking service. It has brought intelligence to one of the most difficult decisions a family must make.
- Johnson's Baby has significantly raised its brand awareness in digital media.
- Johnson's Baby took a step ahead of competition. No other brand engages in dialogue with mothers at such an early stage.
- Johnson's Baby has become a landmark in the baby's life even before birth.

In the end, the brand has bonded with mothers in an innovative and modern way by helping them in a life-long family decision.