Dr. J. R. Marshall

DATE: June 20, 1[illegible]

BABY PRODUCTS COMPANY
MARKETING RESEARCH PROJECT AUTHORIZATION
PRODUCT TEST

MRD PROJECT # 77-114

PROJECT TITLE: JOHNSON'S Baby Powder - Living Hinge Cap vs. Current Cap

SAMPLE SIZE: 220 mothers of infants in diapers who use JBP on their infants

SUPPLIER: Hase-Schannen

DATE PRODUCT TO BE SHIPPED TO SUPPLIER:

TOPLINE DUE: 6 weeks from initiation of field work

FINAL REPORT DUE: 8 weeks from initiation of field work

ESTIMATED COST: $5,300 ± 10%

BACKGROUND AND OBJECTIVES OF RESEARCH:

The Brand/R&D/Packaging Engineering are investigating a cap that will be more child resistent than the current cap. To this end, a "living hinge" or one-piece constructed cap has been developed to deter children from removing the cap and possibly ingesting powder.

The objective of this test is to determine the functionability and aesthetic appeal of the "living hinge" cap to mothers of infants in diapers. A branded in-home test will be conducted.

PRODUCT DESCRIPTION:

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PRIOR USE TEST FOR COMPARISON:

ACTION TO BE TAKEN:

The results of this test will help determine the advisability of continued development of the "living hinge" cap.

APPROVALS:

PROD. DIR. [signature] 6/6 [signature] 6/7 — Objectives Design/Cost

GROUP P.D. [signature] — Objectives Design/Cost

R&D [signature] — Objectives

MCR DEPT. [signature] — Objectives

(PRODUCT DIRECTOR has reviewed MCR files for currently available data on this subject.)

TYPE OF STUDY: Paired comparison JBP containers. Personal placement/callbacks. Respondents will be told that the powder is the same in both containers . . . the only difference is the cap. 2 weeks usage period per product.

LOCATION: Three geographically dispersed markets

INFORMATION TO BE OBTAINED:

- overall preference
- reasons for preference
- likes about non-preferred product
- ratings on intensity scale
- dislikes about each product
- preference on a series of CAP & usage attributes
  - ...ease of opening
  - ...ease of closing
  - ...attractiveness
  - ...ease of administering product
  - ...safety
  - ...preventing powder from spilling
  - ...ease of directing product use
  - ...ease of handling
  - ...any difference noticed in the powder? What? Preference?
  - ...etc.

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