

JOHNSON'S Baby Powder
Period III - 9 Ounce Promotion

This promotion offers you and your accounts an outstanding opportunity to generate strong sales volume and profits.

The JOHNSON'S Baby Powder 9 ounce promotion offers lucrative display (\$1.30/12.0%) and advertising allowances (\$.25/2.3%) which reduce the 9 ounce per unit dead net cost to under \$.78.

Promotion Objectives

1. To obtain your individual promotional sales objective.
2. To obtain price features at \$.89/unit in order to stimulate consumer purchases and provide high volume and profits for your accounts.
3. To generate price feature advertising support in 40% of your accounts resulting in increased consumer demand.
4. To increase 9 ounce distribution levels, especially in Mass Merchandiser outlets.

Key Selling Facts

1. JOHNSON'S Baby Powder 9 oz. is one of the best selling sizes of JOHNSON'S Baby Powder, representing 24% of total JOHNSON'S Baby Powder consumer ounce sales year-to-date.
(source: A. C. Nielsen)
2. The 9 oz. size of JOHNSON'S Baby Powder outsells any individual competing brand of shaker top powder at retail. JOHNSON'S Baby Powder 9 ounce consumer volume year-to-date has exceeded the volume of any competing brand (source: A. C. Nielsen)
3. The lucrative allowances (totaling 14.3%) represent the sole promotional opportunity to the trade in 1977 on this popular put-up.
4. JOHNSON'S Baby Powder advertising monies, during the first half of 1976, represented 75% of total category spending; outspending the competition 3 to 1. The JOHNSON'S Baby Powder advertising will continue to impact adult females, female teens and mothers with infants.

Trade Benefits

Volume and profit opportunity via increased inventories and new distribution.

Volume and profit opportunity via cross merchandising and established consumer demand.

Volume and profit opportunity via price feature advertising support.

Stimulation of consumer demand.

Sales Opportunity

Past JOHNSON'S Baby Powder 9 ounce promotions have proven successful in generating incremental consumer ounce sales and generating incremental sales volume and profits for your accounts. Therefore, take advantage of the 9 ounce promotion in 1977 by convincing your accounts to:

1. Display price features and schedule newspaper advertising in support of the 9 ounce JOHNSON'S Baby Powder at \$.89.
2. Take on JOHNSON'S Baby Powder 9 oz. as a new item, especially in Mass Merchandisers.
3. Generate cross-merchandising of JOHNSON'S Baby Powder 9 ounce in both the baby and adult H&BA section to maximize sales and profits.
4. Help your accounts to build off-shelf and end-aisle displays.

Good Luck . . . and good selling.

JNJ000877441_0001

Metadata

AttachCount	0	ORIGINAL
Author	Unknown	ORIGINAL
BegAttach	JNJ 000877439_0001	ORIGINAL
Confidentiality	N	ORIGINAL
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EndAttach	JNJ 000877454_0004	ORIGINAL
ProdVol	TALC_PROD_050	ORIGINAL
Replacement	Yes	ORIGINAL
Title	Johnson's Baby Powder Period III - 9 Ounce Promotion	ORIGINAL
To	Unknown	ORIGINAL

Cash in on your 9oz. Profit Opportunity in 1977



DISPLAY ALLOWANCE

9 oz. \$.50 dozen

(4.6%)

15¢

In-Ad Coupon

Plus 5¢ Handling

DESCRIPTION	CODE	COST	UNIT	DOZEN	CASE	CASE PACK	CASE LBS.	CASE CUBE	CASE SIZE
JOHNSON'S* Baby Powder, 9 oz.	3021	REGULAR	\$.906	\$10.87	\$43.48	4 doz.	33.5	1.13	20 3/4" x 14" x 6 3/4"
		LESS DISPLAY	.864	10.37	41.48				
		PROM. COST							

ORDER DEADLINE: April 1, 1977
SHIPPING PERIOD: February 21 to April 8, 1977
PERFORMANCE PERIOD: February 28 to May 13, 1977
ONE ORDER ONE SHIPMENT
OFFER EXPIRES: April 8, 1977

DISPLAY ALLOWANCE PAYABLE OFF INVOICE for supplemental off-shelf display in all retail stores serviced supported by one or more of the following activities: 1. promoted at a feature price, 2. store's "own coupon"/stamp promotion.

IN-AD PERFORMANCE REQUIREMENTS: The following must appear within the framework of the coupon itself: 1. Brand name, sizes, price reduction reflecting full value of the coupon, 2. Coupon expiration date. This date must not exceed seven days from the date of publication, 3. The Dealer's name, 4. "Limit one coupon per purchase."

Only promotional merchandise received prior to the date of the feature will constitute the quantity against which

coupons can be redeemed. Refer to Contract #101 for other specific requirements. Completed Contract must be returned with coupons for payment at A. C. Nielsen, P. O. Box 1369, Clinton, Iowa 52734.

All promotion orders must be received and approved by your JOHNSON & JOHNSON sales representative by the order deadline.

Carload allowance: 2%, 1,000 cases; 1%, 500 cases. May be assorted with other Baby Products Company products. Cash discount: 2% - 30 days.

B 1477 H
(03-77-010 B)
P - 3

Johnson & Johnson Baby Products Co., New Brunswick, N.J. 08903



Johnson's Baby Powder
SAVE 15¢
 Reg. \$0.00
Now only \$0.00
 9 oz. SIZE

WITH THIS COUPON
 Limit one coupon per purchase
 Coupon good from _____ to _____
 STORE NAME _____



Johnson's Baby Powder
SAVE 15¢
 Reg. \$0.00
Now only \$0.00
 9 oz. SIZE

WITH THIS COUPON
 Limit one coupon per purchase
 Coupon good from _____ to _____
 STORE NAME _____

JNJ000877443_0001

Metadata

AttachCount	0	ORIGINAL
Author	Johnson & Johnson Baby Products Co	ORIGINAL
BegAttach	JNJ 000877439_0001	ORIGINAL
Confidentiality	N	ORIGINAL
Custodian	TJJCIRIM	ORIGINAL
DocumentType	Marketing	ORIGINAL
EndAttach	JNJ 000877454_0004	ORIGINAL
ProdVol	TALC_PROD_050	ORIGINAL
Replacement	Yes	ORIGINAL
Title	Cash In On Your 9 Oz. Profit Opportunity In 1977	ORIGINAL
To	Unknown	ORIGINAL

Cash in on your 9oz. Profit Opportunity in 1977



DISPLAY ALLOWANCE

9 oz. \$.50 dozen

IN-AD COUPON

15¢

Plus 5¢ Handling

DESCRIPTION	CODE	CASE PACK	DIS. ALLOW. 1	
JOHNSON'S* Baby Powder, 9 oz.	3021	4 doz.	\$.50 doz.	

SHIPPING PERIOD: February 21 to April 8, 1977
PERFORMANCE PERIOD: February 28 to May 13, 1977
PAYMENT PERIOD ENDS: June 24, 1977
ONE ORDER ONE SHIPMENT
OFFER EXPIRES: April 8, 1977

¹DISPLAY ALLOWANCE PAYABLE BY SEPARATE CHECK. Payable for supplemental off-shelf display supported by one or both of the following activities: 1. promoted at a feature price, 2. store's "own coupon"/stamp promotion. To receive payment, submit wholesaler's invoice to JOHNSON & JOHNSON Baby Products Co., New Brunswick, N.J.

IN-AD PERFORMANCE REQUIREMENTS: The following must appear within the framework of the coupon itself: 1. Brand name, sizes, price reduction reflecting full value of the coupon, 2. Coupon expiration date. This date must not exceed seven days from the date of publication. 3. The Dealer's name, 4. "Limit one coupon per purchase."

Coupon can be run only once during the promotion. Payment will not exceed the promotional order placed during the promotion period. Refer to Contract #102 for other specific

requirements. Completed Contract must be returned with coupons for payment to A. C. Nielsen, P.O. Box 1369, Clinton, Iowa 52734. To obtain a copy of Contract #102, write JOHNSON & JOHNSON Baby Products Company, T.C.F. Department, New Brunswick, N.J. 08903.

Allowances will be paid on merchandise purchased during the Shipping Period and offered for consumer resale before the end of the Performance Period. These allowances are not available to direct buying accounts of the Baby Products Company. Display material may be ordered directly from JOHNSON & JOHNSON Advertising Dept., New Brunswick, N.J. 08903.

WHOLESALESALES SHEET

Johnson & Johnson Baby Products Co., New Brunswick, N.J. 08903

B 1478 I
(03-77-010 B)
P - 3

*Trademark of JOHNSON & JOHNSON

JNJ000877445-0001

JNJ000877445_0001

Metadata

AttachCount	0	ORIGINAL
Author	Johnson & Johnson Baby Products Co	ORIGINAL
BegAttach	JNJ 000877439_0001	ORIGINAL
Confidentiality	N	ORIGINAL
Custodian	TJJCIRIM	ORIGINAL
DocumentType	Marketing	ORIGINAL
EndAttach	JNJ 000877454_0004	ORIGINAL
ProdVol	TALC_PROD_050	ORIGINAL
Replacement	Yes	ORIGINAL
Title	Cash In On Your 9 Oz. Profit Opportunity In 1977	ORIGINAL
To	Unknown	ORIGINAL

Cash in on your 9oz. Profit Opportunity in 1977



DISPLAY ALLOWANCE

9 oz. \$1.30 dozen

(12.0%)

ADVERTISING ALLOWANCE

9 oz. \$.25 dozen

(2.3%)

DESCRIPTION	CODE	COST	UNIT	DOZEN	CASE	CASE PACK	CASE LBS.	CASE CUBE	CASE SIZE
JOHNSON'S* Baby Powder, 9 oz.	3021	REGULAR	\$.906	\$10.87	\$43.48	4 doz.	33.5	1.13	20 3/4" x 14" x 6 3/4"
		LESS DISPLAY	.798	9.57	38.28				
		LESS DISPLAY & ADV.	.777	9.32	37.28				
		PROM. COST							

ORDER DEADLINE: April 1, 1977

SHIPPING PERIOD: February 21 to April 8, 1977

PERFORMANCE PERIOD: February 28 to May 13, 1977

ONE ORDER ONE SHIPMENT

OFFER EXPIRES: April 8, 1977

DISPLAY ALLOWANCE PAYABLE OFF INVOICE for supplemental off-shelf display in all retail stores serviced supported by one or more of the following activities: 1. promoted at a feature price, 2. store's "own coupon"/stamp promotion.

ADVERTISING ALLOWANCE PAYABLE BY SEPARATE CHECK at National Line Rate or full amount earned with a one (1) column inch ad. 70% of the promotional order must be in retail locations in the principal circulation area of the A. B. C. listed newspapers used at the time of the ad. Tear sheets required. Use computerized certificate of performance.

All promotion orders must be received and approved by your JOHNSON & JOHNSON sales representative by the order deadline.

Carload allowance: 2%, 1,000 cases; 1%, 500 cases. May be assorted with other Baby Products Company products. Cash discount: 2% - 30 days.

B 1417 H
(03-77-010 A,B)
P - 3

Johnson & Johnson Baby Products Co., New Brunswick, N.J. 08903

JNJ000877446_0001

Metadata

AttachCount	0	ORIGINAL
Author	Johnson & Johnson Baby Products Co	ORIGINAL
BegAttach	JNJ 000877439_0001	ORIGINAL
Confidentiality	N	ORIGINAL
Custodian	TJJCIRIM	ORIGINAL
DocumentType	Marketing	ORIGINAL
EndAttach	JNJ 000877454_0004	ORIGINAL
ProdVol	TALC_PROD_050	ORIGINAL
Replacement	Yes	ORIGINAL
Title	Cash In On Your 9 Oz. Profit Opportunity In 1977	ORIGINAL
To	Unknown	ORIGINAL

Cash in on your 9oz. Profit Opportunity in 1977



DISPLAY ALLOWANCE

9 oz. \$1.30 dozen

ADVERTISING ALLOWANCE

9 oz. \$.25 dozen

DESCRIPTION	CODE	CASE PACK	DIS. ALLOW. 1	ADV. ALLOW. 2	
JOHNSON'S* Baby Powder, 9 oz.	3021	4 doz.	\$1.30 doz.	\$.25 doz.	

SHIPPING PERIOD: February 21 to April 8, 1977
PERFORMANCE PERIOD: February 28 to May 13, 1977
PAYMENT PERIOD ENDS: June 24, 1977
ONE ORDER ONE SHIPMENT
OFFER EXPIRES: April 8, 1977

¹ DISPLAY ALLOWANCE PAYABLE BY SEPARATE CHECK. Payable for supplemental off-shelf display supported by one or both of the following activities: 1. promoted at a feature price, 2. store's "own coupon"/stamp promotion.

² ADVERTISING ALLOWANCE PAYABLE BY SEPARATE CHECK. Allowances may be earned 1. for Retailer by Wholesaler authorized to perform advertising services, or 2. independently by Retailer whereby reimbursement will be made for ad(s) based on the following schedule: 1. National Line Rate, or 2. full amount earned for minimum one (1) column inch ad in A.B.C. listed newspapers.

Allowances will be paid on merchandise purchased during the Shipping Period and offered for consumer resale before the end of the Performance Period.

To receive payment for Display Allowance, submit wholesaler's invoice; and to receive payment for Advertising Allowance, also include invoice for advertising and tear sheets - send to JOHNSON & JOHNSON Baby Products Co., P. P. Dept., New Brunswick, N.J. before the end of the Payment Period. These allowances are not available to direct buying accounts of the Baby Products Company. Display material may be ordered directly from JOHNSON & JOHNSON Advertising Dept., New Brunswick, N.J. 08903.

WHOLESALESALES SHEET

B 1418 I
(03-77-010 A,B)
P - 3

Johnson-Johnson Baby Products Co., New Brunswick, N.J. 08903

JNJ000877447_0001

Metadata

AttachCount	0	ORIGINAL
Author	Johnson & Johnson Baby Products Co	ORIGINAL
BegAttach	JNJ 000877439_0001	ORIGINAL
Confidentiality	N	ORIGINAL
Custodian	TJJCIRIM	ORIGINAL
DocumentType	Marketing	ORIGINAL
EndAttach	JNJ 000877454_0004	ORIGINAL
ProdVol	TALC_PROD_050	ORIGINAL
Replacement	Yes	ORIGINAL
Title	Cash In On Your 9 Oz. Profit Opportunity In 1977	ORIGINAL
To	Unknown	ORIGINAL

Handwritten:
7/11/02
JBL



**The #1 "brand"
of adult powder***

**The JOHNSON'S[†] Baby Powder
14 oz. size outsells any other total
brand of adult powder.**

In other words, JOHNSON'S Baby Powder 14 oz.
size outsells all sizes of each of the following
brands . . . Cashmere Bouquet, Clairol Herbal
Essence, private label, or any other brand of
adult powder.

Johnson's
**baby
powder**
PUREST PROTECTION

Johnson & Johnson

NET WT. 14 OZ.

*Leading retail audit firm, unit movement, past 12 months.

[†]Trademark of Johnson & Johnson

JNJ000877448_0002

**The JOHNSON'S Baby Powder 9 oz.
size outsells any other total brand
of adult powder.**

In other words JOHNSON'S Baby Powder 9 oz.
size outsells all sizes of each of the following
brands . . . Cashmere Bouquet, Clairol Herbal
Essence, private label, or any other brand of
adult powder.

**In fact, JOHNSON'S Baby Powder
14 oz. and 9 oz. sizes each outsells
these other adult-oriented health
and beauty aid products:†**

Gleem Toothpaste 5 oz.
Sure Deodorant Spray 6 oz.
Vaseline Petroleum Jelly 1.5 oz.
Head & Shoulders Shampoo 11 oz.
Scope Mouthwash 24 oz.
Colgate Toothpaste 9 oz.
Listerine Mouthwash 3 oz.

†A leading warehouse movement auditing firm unit movement,
past 12 months.

Why should you think of JOHNSON'S
Baby Powder 14 oz. and 9 oz. sizes
is the leading adult powders?

because....

37%

of all **adult women** who use a shaker top
powder use JOHNSON'S Baby Powder on
themselves.*

47%

of all **female teenagers** who use a shaker top
powder use JOHNSON'S Baby Powder on
themselves.*

38%

of all **adult males** who use a shaker top powder
use JOHNSON'S Baby Powder on themselves.*

National independent research firm usage and attitude study: 1976

JNJ000877448_0004

How will stocking JOHNSON'S Baby Powder 14 oz. and 9 oz. sizes in both the baby and adult powder sections increase your sales and profits?

Like this....

A recent retail research study showed:*

Total Powder Category Sales Volume

Up 33%

by stocking JOHNSON'S Baby Powder in both the baby and adult powder sections.

Total JOHNSON'S Baby Powder Sales Volume

Up 49%

by stocking JOHNSON'S Baby Powder in both the baby and adult powder sections.

In other words, by stocking JOHNSON'S Baby Powder 14 oz. and 9 oz. sizes in both your baby and adult powder sections, your total powder sales and profits will increase through volume increases on JOHNSON'S Baby Powder and volume increases to other adult powder brands.

*1974 study conducted by independent retail auditing research firm, based on overall volume.

How is JOHNSON'S Baby Powder supporting your placement of 14 oz. and 9 oz. sizes in both the baby and adult powder sections?

Through advertising....

JOHNSON'S Baby Powder is spending over 4½ million dollars against the following user groups:

adult females, female teenagers, mothers with infants....

In these media:

Network Prime Time television ■ Network Daytime television ■ Spot television ■ Magazines

Utilizing the following highly persuasive advertisements:

print



tv



JNJ000877448_0001

Metadata

AttachCount	0	ORIGINAL
Author	Unknown	ORIGINAL
BegAttach	JNJ 000877439_0001	ORIGINAL
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Custodian	TJJCIRIM	ORIGINAL
DocumentType	Marketing	ORIGINAL
EndAttach	JNJ 000877454_0004	ORIGINAL
ProdVol	TALC_PROD_050	ORIGINAL
Replacement	Yes	ORIGINAL
Title	Are You Maximizing Your Sales And Profits From The # 1 And # 2 Brands Of Adult Powder	ORIGINAL
To	Unknown	ORIGINAL