

cc. PLAR
MRD File

DATE: March 29, 1977 BABY PRODUCTS COMPANY MARKETING RESEARCH PROJECT AUTHORIZATION MRD PROJECT # 77-061
PRODUCT TESTS

PROJECT TITLE: JOHNSON'S Baby Powder vs. JOHNSON'S Baby Powder with Fragrance Strip

DATE PRODUCT TO
BE SHIPPED
TO SUPPLIER:

SAMPLE SIZE: 150 Mothers of infants in Diapers who use JOHNSON'S Baby Powder on their babies.

TOPLINE DUE: 6 Weeks from initiation of field work
FINAL REPORT DUE: 8 Weeks from initiation of field work
ESTIMATED COST: \$3,970 ± 10%

SUPPLIER: Hase-Schannen

BACKGROUND AND OBJECTIVES OF RESEARCH:

To increase the stability of the current JOHNSON'S Baby Powder fragrance, the Brand will consumer test the addition of a perfume impregnated cellulose strip to the current JOHNSON'S Baby Powder formula. This test will determine consumer preference of our current product versus product with the impregnated strip, aged six months.

PRODUCT DESCRIPTION:

TEST PRODUCT: Current JOHNSON'S Baby Powder with impregnated fragrance strip . . . reinforced back.

CONTROL PRODUCT: Current JOHNSON'S Baby Powder with strip (no fragrance) . . . reinforced back.

PRIOR USE TEST FOR COMPARISON:

ACTION TO BE TAKEN:

If little or no difference is perceived, the Brand will re-evaluate the need for additional tests and/or the efficacy of the fragrance strip. If favorable difference is perceived, the Brand will recommend testing product aged 12 months.

Upon successful completion of the 4 tests, the product will be recommended for test mark

APPROVALS:

PROD. <u>CEH 3/1/77</u>	GROUP <u>8/1/77</u>	R&D <u>JRM</u>	MCR DEPT. <u>MH</u>
DIR. <u>CEH 3/1/77</u>	P.D. <u>8/1/77</u>	Objectives Design/Cost	Objectives

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

TYPE OF STUDY: Paired Comparison Product Test - Personal Placement, Personal Callback

JOHNSON'S Baby Powder containers to be used. Control to have similar strip as test (without fragrance).

LOCATION:

Four (4) Geographically Dispersed Markets

INFORMATION TO BE OBTAINED:

- Overall preference
- Reasons for preference
- Likes about non-preferred product
- Degree of acceptance (thermometer scale)
- Dislikes of each product
- Preference on series of product attributes

RECEIVED

MAR 31 1977

END OF PROJECT

Copies
for
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