

Johnson & Johnson



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Building a Relationship with Moms to Drive Baby Market Leadership...

Situation

Johnson & Johnson approached Rosetta to gain a better understanding of Moms - the core drivers of the Johnson's Baby franchise. They wanted to characterize new and expectant mothers into a manageable number of segments differentiated by their needs, attitudes and behaviors towards caring for baby and baby personal care products in order to improve the relevance and impact of Johnson's Baby marketing.

Solution

The overall objective was to inform Johnson's Baby Brand and Relationship Marketing about the baby personal care product purchases of mothers and optimize marketing, messaging and tonality in order to build an ongoing relationship with this core demographic. With this goal in mind, Rosetta developed a Mom Personality® segmentation framework which characterizes new and expectant mothers to gain a comprehensive understanding of their wants, needs and hot buttons.

Results

- The Mom segmentation uncovered five sharply differentiated Mom segments including two high value targets that offer the greatest opportunity for customer relationship management (CRM) messaging. Based upon these Mom Personality insights, all marketing - including CRM messaging and tonality - was optimized to deeply resonate among these two Mom targets.
- Rosetta also designed and delivered segment-based media consumption analysis to optimize the Johnson's Baby media plan in order to maximize reach and frequency among the highest value Mom targets.
- Additionally, Johnson & Johnson retained Rosetta to engage hundreds of thousands of Moms each month via two popular baby websites (*Babycenter.com and Baby.com*) with communication optimized by Mom Personality and baby life stage.