

2022

Neutrogena Social Media Marketing Campaign

Johnson and Johnson Innovation by:

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Varamaju

Prompt

- Create a social media campaign on today's platforms, which demonstrate the aim to drive better engagement across a specific JNJ Brand
- Explain the current problem and why it is important to address
- Deliver a marketing campaign inclusive of launch schedule and why this campaign is unique
- Support your case with quantitative metrics



The Break Down

01

BACKGROUND

02

RESEARCH

03

STRATEGY

04

CONTENT
PLAN

COMPANY BACKGROUND



The Brand

Mission Statement: *“To break down barriers that stand between you and your best skin.”*

- Values: Maintaining healthy skin for all people with skin.
 - Inclusivity, Science, Transparency, and Engagement.
- Focuses on simplicity of their products & science to support it
- Target audience: Millennials (32% of Instagram users)
- Buyer Persona: those concerned about their skin, want a convenient/affordable solution

The Neutrogena logo is displayed in white serif font on a black rectangular background. The word "Neutrogena" is followed by a registered trademark symbol (®). The entire logo is enclosed in a thin blue border.

Skincare & cosmetics brand

Research/ Analysis



KEY PERFORMANCE INDICATORS



REACH

INCREASE brand awareness
+ social listening=high # of
Followers



ENGAGEMENT

The rate should be **HIGH** for
target demographic. Its key for
long-term success



INSTA STORIES

CONNECT with your
audience and learn what
holds their attention



GROWTH

Insta follow & unfollow
feature helps to **TRACK**
viewers



TRENDING #’s

Hashtag performance helps
drive audience
ENGAGEMENT



TRAFFIC

INSIGHT to how many visit
the companies website
through Insta.

TARGET BUYERS via INSTAGRAM

ANALYZE

Understand your target Audience

TRENDS

Hashtags to reach target audience increases engagement by 12.6%



MARKET RESEARCH

Assess your competitor's audience
65% of Gen Z is on Instagram

COLLABORATE

Boost engagement with "micro influencers" to drive in revenue

S.W.O.T ANALYSIS

STRENGTHS

- Credibility from their parent company InJ
- Variety of different products that target different skin concerns
- Influential amongst its buyers (Gen Z)
- High customer satisfaction rates
- Celebrity Association

WEAKNESSES

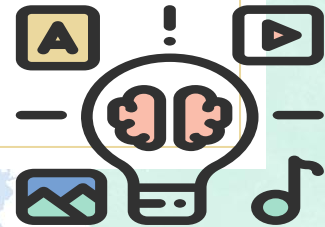
- Inconsistency with use of social media platforms
- Product may be out of reach for individuals that are low income
- Social Media platforms cater to adults more than teens

OPPORTUNITIES

- Making products more approachable to a younger demographic
- Associate products with hospitals/health centers, hotels, etc.
- Use social media more and things like the Metaverse, MarTech, and CDP

THREATS

- Despite Neutrogena having a 16.7% Market Share in the acne treatment industry...
 - CeraVe is the leading skincare brand (39%) amongst Gen Z buyers
 - Kylie Cosmetics is the leading brand (25.37%) beauty brand on social media
- Gen Z is challenging traditional beauty standards
 - Environmentalism
 - Price sensitivity
 - Inclusivity
 - Glamour and unique makeup styles

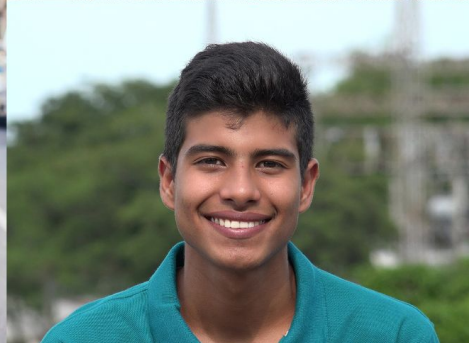


STRATEGY



Focus

- *Neutrogena to promote skin positivity and self confidence towards the younger generation*
- *Beauty backed by science*

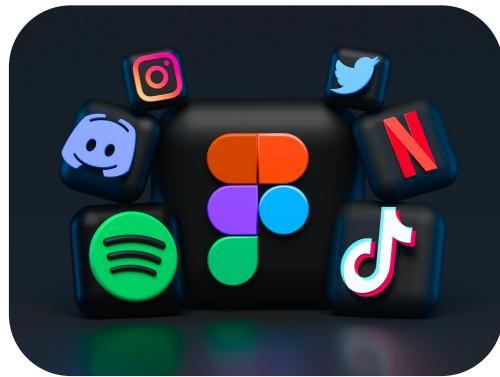


Target Audience

- Individuals aged 17-25 who are of all genders, ethnicities, and identities
- Middle-lower socioeconomic class
- Active on social media
- Value self care and individual physical appearance



Content Plan





Content Pillars

01

EDUCATION

02

ENTERTAINMENT

03

EXPERIENCE

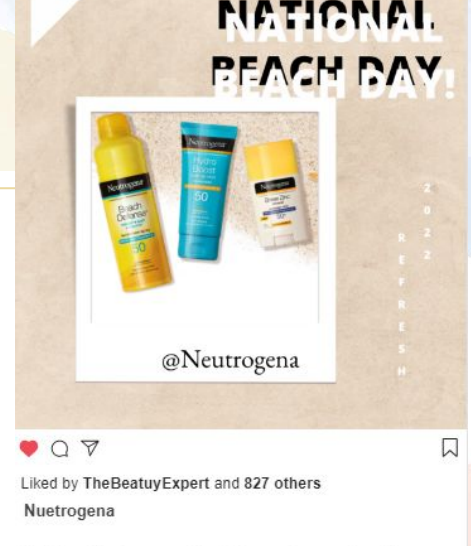
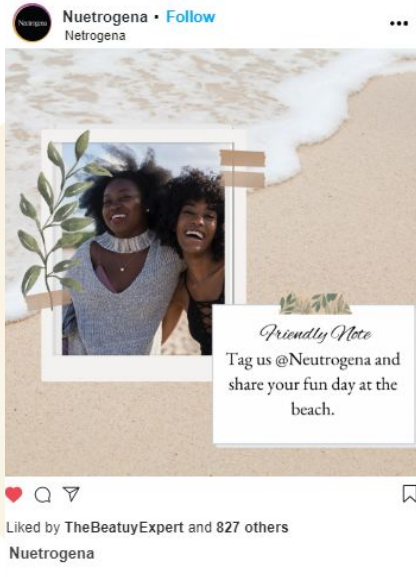
04

PROMOTION

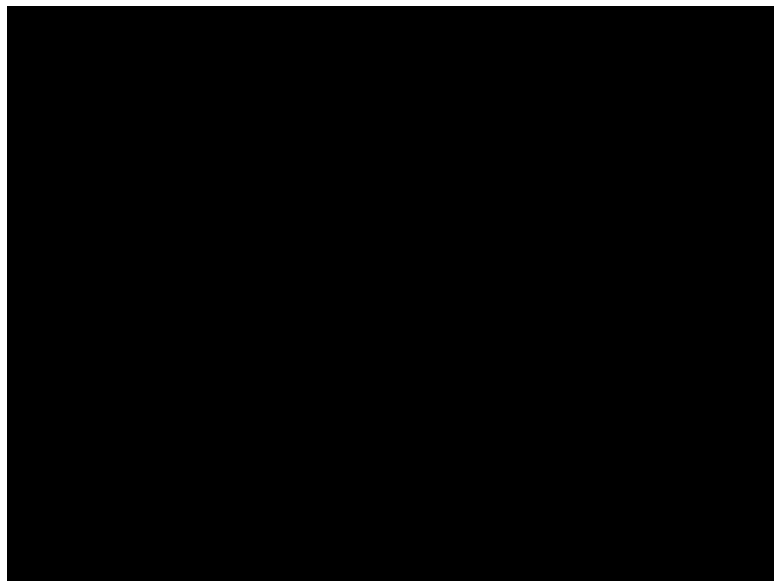


Education

The beach is always exciting, but sometimes we forget to use sunscreen amidst all the excitement. Using sunscreen protects against UVA and UVB which causes sunburn, damage to the epidermis and dermis (layers of the skin), cause wrinkles, and in worst cases, skin cancer. Using any of our #Nuetrogena sunscreens will protect you from these UV Rays AND keep your skin feeling at its best. #NationalBeachDay #SPF #LovemySkin #BeachVibes



Education



Entertainment

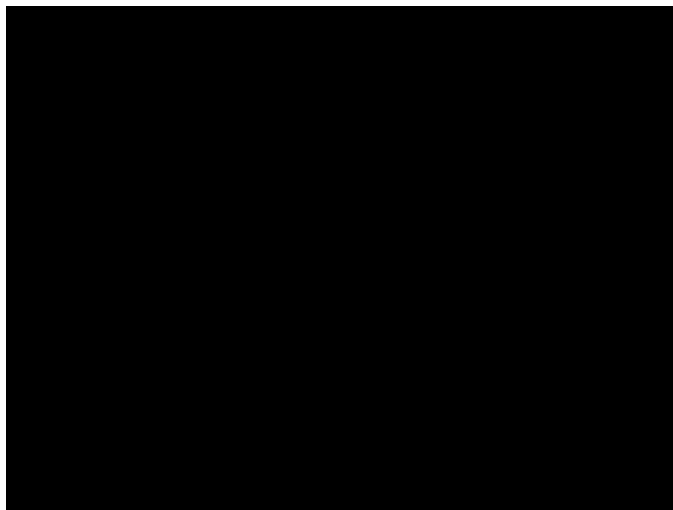


Post 1: Glow Up with Neutrogena. With Products that Enhance Your Inner Glow in 3 easy steps. Step 1: Wake Up and Wash. Step 2: Apply SPF Moisturizer. Step 3: Use Sheer Foundation. Go to @Neutrogena to share your GLOW UP with us! [#neutrogenaglowup](#) [#selfcare](#)

Experience

National Back to School Prep Day
(August 15)

Here, we present personal experiences of teenagers with a Neutrogena product dedicated for students to help reach that demographic of Gen Z kids.



Promotion



🔔 GIVEAWAY ALERT ✨

Neutrogena is proud to announce that we are giving away a complete bundle of our accredited hydro boost collection. Everything you could ask for in a perfect skin care routine can be at your fingertips . We are giving away 10 BUNDLES.

CLICK THE LINK IN THE BIO TO ENTER!

#GIVEAWAY #hydroboost #skincare

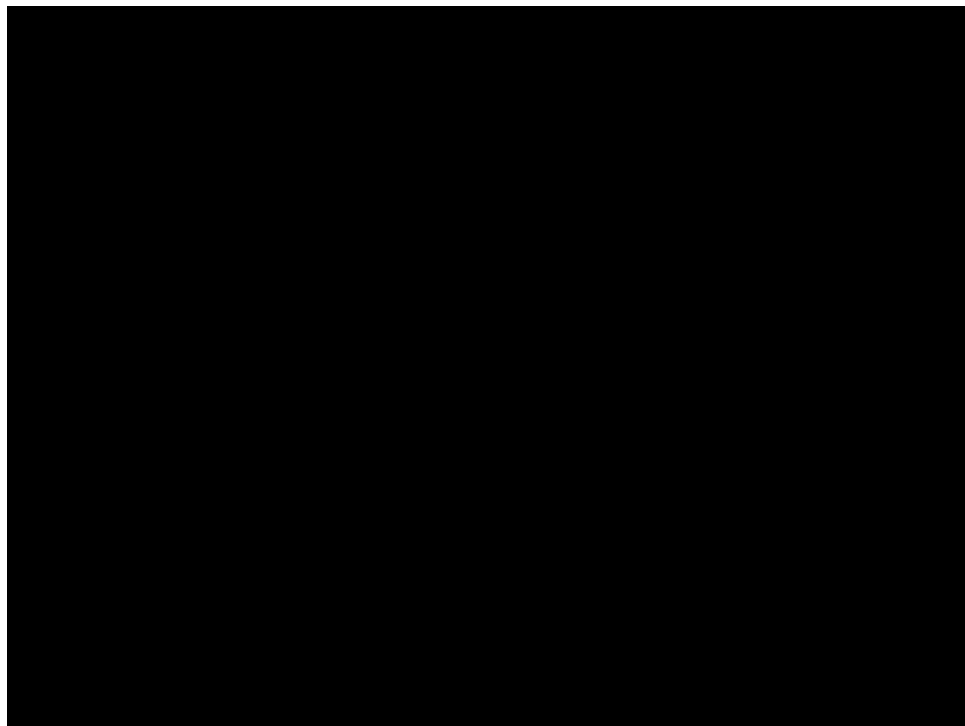
Gen Z Trends

- According to ICSID, Gen Z spend \$313 a month(\$3756 a year) on beauty
- According to a survey conducted in February 2021 in the United States, skin care was the most shopped-for beauty category across all age groups. The majority of Gen Z shoppers (aged 18 to 24 years) said skin care was the product category they currently spend the most on.

<https://www.statista.com/statistics/1271009/shoppers-spending-most-on-skin-care-in-the-beauty-sector-united-states/>

- **72 percent** of Gen Z said they'd more readily make a purchase from brands they follow on social media. [Source: [National Retail Federation](#)]
- **26 percent** of Gen Z report using social media to make a purchase. [Source: National Retail Federation]

Our Takeaways





Thank You !

Any questions?



Appendix

Meet The Team



Sky Coleman

College Freshman

Loyola Marymount University



Ava DeJesus

High School Sophomore

Da Vinci Communications



Gil Lopez

High School Senior

Middle College High School

Meet The Team



Rahul Ghosh

High School Junior

Aliso Niguel High School



Joel Morales

High School Senior

High Point Regional High School



Avnika Vamaraju

High School Junior

Metea Valley High School

Meet The Team



Ilham Idriss

High School Senior

SA High School of Liberal Arts



Penelope Eull

High School Junior

Da Vinci Communications

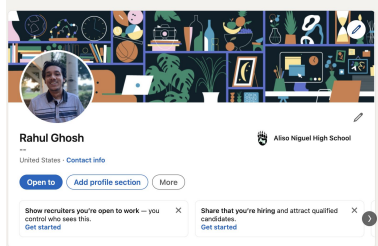


Victoria Juarez

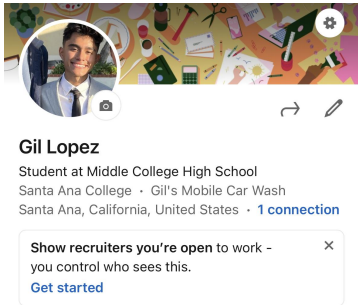
High School Senior

Santa Ana High School

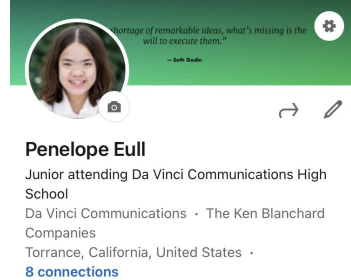
Contact Us!



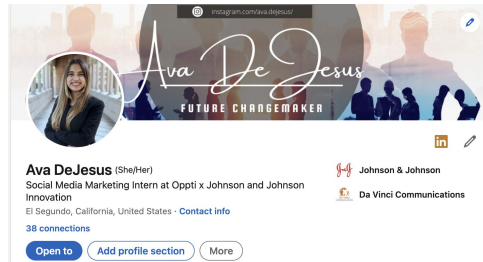
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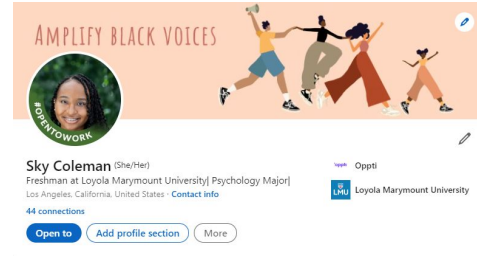
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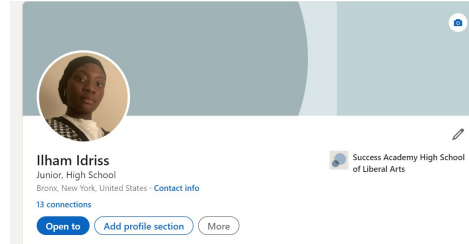
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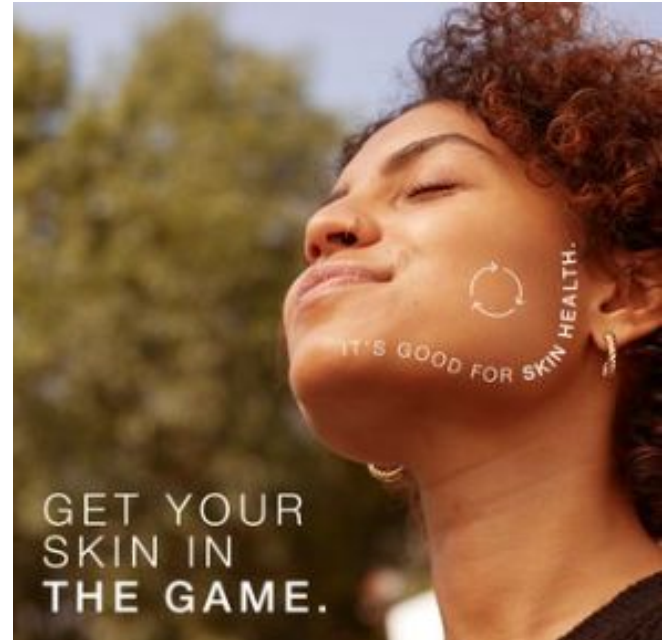
ilham.idriss23@gmail.com

Content Calendar

Business Goal	Overall Goal of Marketing Campaign to Meet Client Need(s): i.e., Increase traffic to website from Instagram by 25% and double in-store referrals					
Creative Strategy Brief	Opportunity: Neutrogena to promote skin positivity and self confidence towards the younger generation		Target Audience: Young Adults, Teenageers (gen Z) - 17-25 age range		Insight: Neutrogena is a brand that values the diverse commonality that everyone has skin	
Values and Voice	Values: Inclusivity , Science, Transparency, Engagement			Voice: For people with skin. By People with Skin		
Content Pillars Gil & Joel's "4 E's to Success!"	Content Pillar #1: Education Focusing on EDUCATING people about Neutrogena's products/uses, origins, impacts, etc. Example Posts: about the ingredients or environmental impact, explanation of product (how/when they should be used).		Content Pillar #2: Entertainment ENTERTAINING viewers through engaging and trendy posts Example Posts: Reels with trending audios.		Content Pillar #3: Experience Personal EXPERIENCES with Neutrogena and it's products. Example Posts: package opening and reviewing, get ready with me video/vlog, testimonials.	
				Content Pillar #4: Promotion ENCOURAGING people to buy Neutrogena's products, through sales or focusing on promoting specific products Example Posts: promotion and sales, "product of the day," testimonials.		
Month/Year: Mid August - Early September				Instagram, Tik Tok		
Key Dates in this Month (Holidays, Important Events, etc.)	National Back to School Prep Day (August 15)	National Thrift shop day (August 16)	Be an Angel Day (August 22)	National Beach Day (August 30)	National Acne Postive Day (September 1st)	
	World Breast Cancer Research Day (August 18th)	World Photo Day August 19th, 2022	Internet Self-Care Day (August 21)	National Kiss and Make-Up Day (August 25th)	woman's equality day (August 26)	
	National Relaxation Day (August 15th)	National Day for people of African Descent Day (August 31)	National Suicide Prevention Month (Spetember)			
WEEKLY THEMES						
WEEK 1	Theme/Focus: Education on skin concerns and breaking down the stigma behind "ideal skin" (Sky, Joel Victoria) Summary of Content: Call to Action:					
WEEK 2	Theme/Focus: Reels/TikToks (Ava, Ilham) Summary of Content: Call to Action:					
WEEK 3	Theme/Focus: Testimonials and Q&As that will add to the experience of Neutrogena (Gil, Penelope) Summary of Content: Call to Action:					
WEEK 4	Theme/Focus: Advertising our products through social media platforms (Avnika ,Rahul) Summary of Content:					

Insight

- *Neutrogena is a brand that values the diverse commonality that everyone has skin*



Appendix

- [Team Spreadsheet](#)
- [Content](#)

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