

Brand Momentum, Perfectly Packaged . . .

. . . *Johnson & Johnson*

What they do

Listerine is the flagship oral health brand of **Johnson & Johnson**, one of the global leaders in consumer healthcare. The client's objective was to develop a more clinical profile for the brand amongst dental clinicians, and wanted to use the launch of the new Listerine Advanced Defence Gum Treatment to underpin and reinforce this new positioning. With field sales activity limited to key dental practices, the challenge was how to build awareness of the new product within the dental profession ahead of the consumer TV launch.



What we did

Precision developed and executed a cohesive campaign, encompassing packaging design, print, direct mail and response. A cross channel follow up phase across telemarketing, email and postal created multiple touch points, delivering detailed attitudinal profiles and further insight for the J&J team. We fulfilled and despatched over 20,000 Listerine sample bottles to dental practices and, with a focus on data management throughout, built a clinician database to drive targeted and relevant future brand communications for the client.