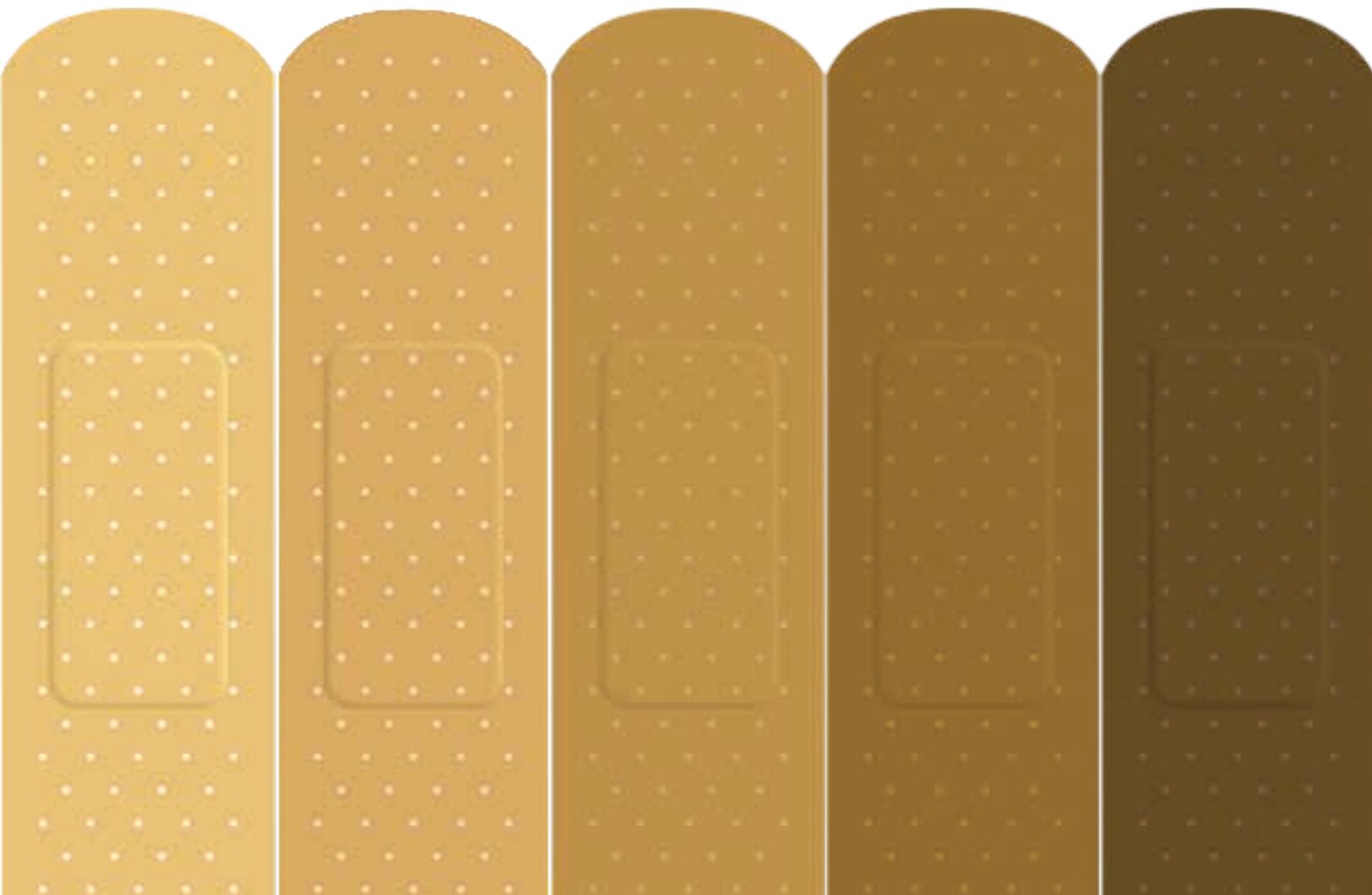


# BAND-AID

## — TONES —

**Band-Aid Campaign**  
**SMAD 443-0001: Creative Advertising Campaigns**  
**December 13, 2017**  
**Talia Faigen, Patrick McGrath,**  
**Corinne Schmidt, Laura Tworek**





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Harrisonburg, VA 22807

[www.jmu.edu/smad/](http://www.jmu.edu/smad/)

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# Pre-Campaign



# Research

## **Brand name/company name**

-*Johnson & Johnson (Band-Aid).*

## **How long has the product existed?**

-The product was founded in 1920 (Johnson & Johnson, 2017).

## **Where is your product sold? (Limited or mass distribution)**

-Mass distribution (Johnson & Johnson, 2017).

-*Amazon*

-*Target*

-*Walmart*

-*RiteAid*

-*Walgreens*

-*CVS Pharmacy*

-*Jet*

## **What is the cost of your product?**

-Depending on the location, *Band-Aids* cost an average of \$2.79 (InfoScout, 2017).

## **What are the main competitors and their costs?**

-Bandages in general (Amazon, 2017)

-*Nexcare*: depending on the location, an average of \$3.27 (InfoScout, 2017).

-*Curad*: depending on the location, an average of \$2.78 (InfoScout, 2017).

## -Multi-skin-toned Bandages

-*Ebon-Aide Flesh Tone Band-aids* (FleshTone, 2016): \$2.29 (50 bandages) (Ebon-Aide, 2017).

-*Tru-Colour Skin Tone Bandages* (Tru-Colour, 2017): \$6.00 (30 bandages) (Tru-Colour, 2017).

## **How does your product compare in terms of shelf space with the competition?**

-*Band-Aid* is the leader in sales in comparison to its competition. It is the most prominently featured bandage on the shelf (Statista, 2017).

## **Who buys the product and why?**

-Multiple different groups purchase *Band-Aids* (InfoScout, 2017). Brand loyalty may come into play as there are cheaper alternatives on the shelves. *Band-Aid* remains the top-selling bandage because it is a trusted brand (Statista, 2017). These groups include:

-Brand loyal consumers

-Families

-Women

-Have kids

-35-44

-Annual income of 100,000+

-High levels of education

## **What is the main feature that differentiates your product from the competition?**

-*Band-Aid* was the pioneer of first-aid bandages (Johnson & Johnson, 2017).

## **What are your personal impressions of the strengths and weaknesses of the product?**

-Strengths

-Dominates bandage market

-High brand loyalty

-Distinguished itself as a brand, differentiating itself from competitors

- Offers a variety of products
- Recent print advertisements and commercials

-Weaknesses

- Does not have a wide range of “skin tone” bandages
- Competition tempts consumers by having similar products at lower prices
- Advertising efforts could be executed better as whole campaigns rather than separate advertisements (Faigen, personal observation, 2017)

## Is your product currently being advertised?

-Skin Flex product line - “Stick With It” Campaign

-In 2017, *Band-Aid* has used television commercials to target athletes and dancers for their new Skin Flex line of bandages. The commercials featured dancers and a celebrity endorsement from singer and dancer Kelly Rowland to encourage others to put *Band-Aids* on, “Stick With It,” and keep working at their dreams.

-Video: Ballet (Band-Aid, 2017)



-Video: Kelly Rowland Endorsement (Band-Aid, 2017)



Kelly Rowland's STICK WITH IT™ Story | BAND-AID® Brand Adhesive Bandages

882,543 views

LIKE DISLIKE SHARE

-Band-Aid Website Banner (Band-Aid Skin-Flex, 2017)



# Creative Strategy Statement

## Target Market

### -Demographics (InfoScout, 2017)

- Families of all races and ethnic backgrounds, or mothers of children that would benefit from a wider range of “skin tone” bandages

- Ages 35-44

- Annual income of 100,000+

- High levels of education

### -Geo-demographics (InfoScout, 2017)

- United States

### -Psychological Profile (VALS Types, 2017)

#### -VALS Types: Achievers

- Have a “me first, my family first” attitude

- Believe money is the source of authority

- Are committed to family and job

- Are fully scheduled

- Are goal oriented

- Are hardworking

- Are moderate

- Act as anchors of the status quo

- Are peer conscious

- Are private

- Are professional

- Value technology that provides a productivity boost

-Behavioristics (VALS Types, 2017)

-Purchases by convenience (ex: in grocery stores, pharmacies, etc)

## **Current Mindset**

-Currently, *Band-Aid* is the leading bandage brand (Statista, 2017) and is completely separate from its competitors in the minds of its consumers. Its target audience does not ask for a bandage when they have a cut, they ask for a *Band-Aid*. However, most consumers may not know that *Band-Aid* is a *Johnson & Johnson* product, and many can not find bandages that blend in with their skin tone.

## **Competition**

-The target market tends to reach for the *Nexcare* and *Curad* (InfoScout, 2017) brands when searching for standard bandages. When seeking bandages with skin tone variations, the target market currently can choose between competitors such as *Ebon-Aide Flesh Tone* (FleshTone, 2016) bandages and *Tru-Colour Skin Tone* (Tru-Colour, 2017) bandages. The target market views these brands as diverse and inclusive, while *Band-Aid* has never previously released bandages with varying skin tones.

## **Desired Mindset**

-Ideally, we would like for *Band-Aid* to continue to be the leading bandage brand and remain separate from its competition. We would like its target audience to recognize *Band-Aid* as a transformative, inclusive brand that creates products for all of its consumers.

## **Message Objective**

- To position *Band-Aid* as a leader in improving diversity and equality within the minds of the consumer.
- To strengthen *Band-Aid*'s ranking in comparison to other bandage brands.

## **Creative Strategy**

-The consumer promise behind the *Band-Aid* multi-skin-toned bandage product line is that, for the first time in *Band-Aid* history, colored bandages for all different skin tones are available, leading the target market to position the *Band-Aid* brand as a leader in equality and inclusivity.

## **Supporting Evidence**

-The supporting evidence is found within the fact that no other popular medical bandage company has a product line that includes colored bandages for different skin tones. Specifically, this means that the *Band-Aid* bandage product line itself is revolutionary within the industry's top competitors, setting the standard for other large brands. By solidifying the product line as the first of its kind, the *Band-Aid* brand directly displays to the target market that it cares deeply about issues in race and equality.

## **Creative Concept**

-The big idea will be shown through advertisements and media that have people of different races wearing *Band-Aids* that match their skin tone, creating a sense of inclusivity among consumers.

## **Tone**

- Inspirational
- Inclusive
- Comforting



# Print Ads



# Headlines & Taglines

## Headlines

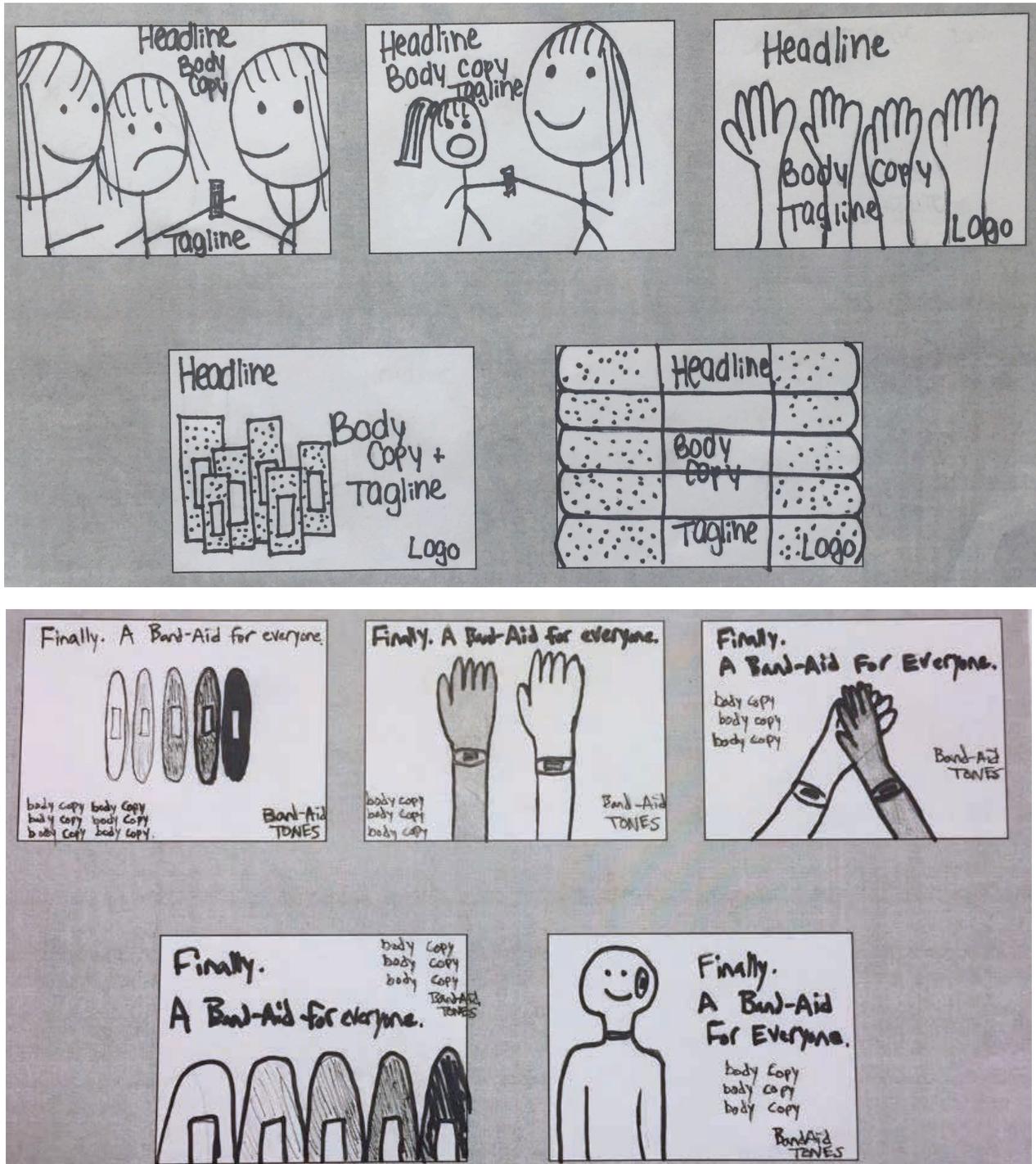
1. Because everyone falls down.
2. Blood only comes in one color. *Band-Aids* shouldn't.
3. It's about time.
4. Finally. A *Band-Aid* for everyone.
5. A *Band-Aid* that can keep up with the times.
6. Inclusivity shouldn't stop at healing.
7. Suited for every skin tone.
8. For the modern family.
9. True invisibility.
10. Why doesn't this *Band-Aid* match me?

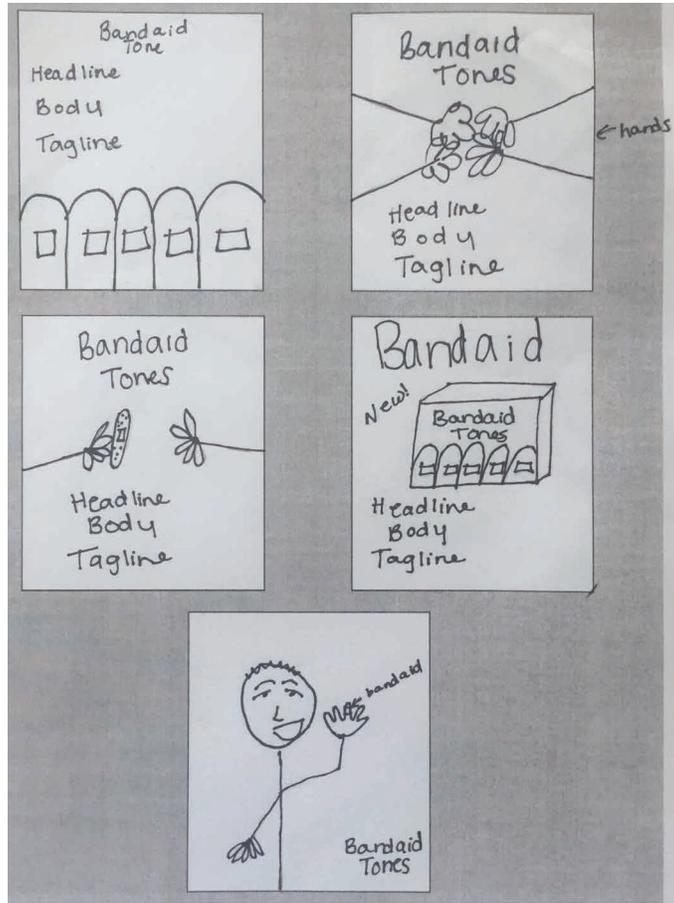
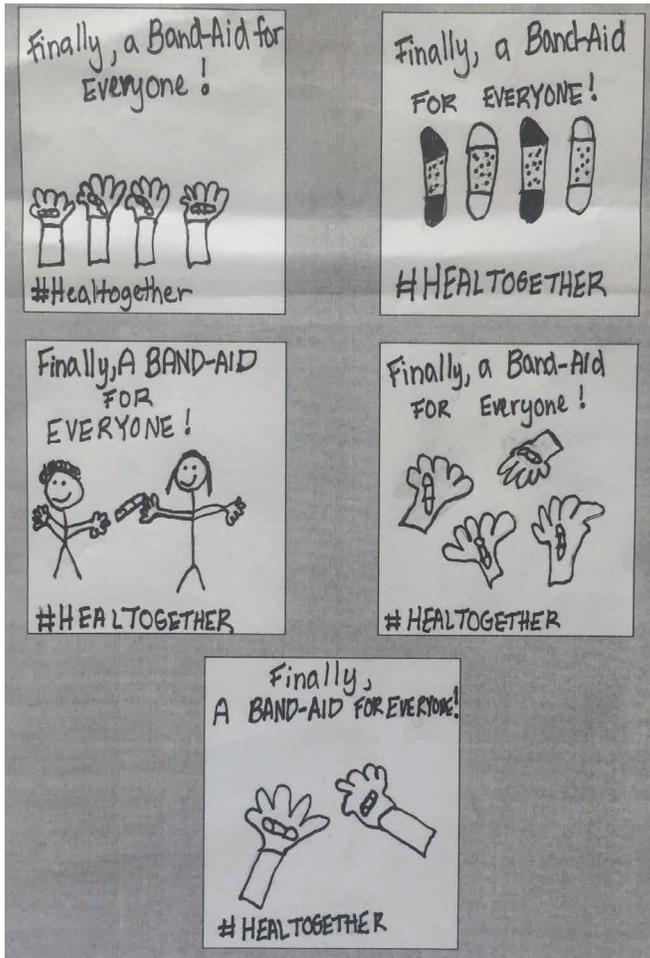
## Taglines

1. Blood runs deep.
2. *Band-Aids* heal.
3. Heal together.
4. A *Band-Aid* that matches you.
5. Compatible for all.
6. For everyone.
7. Stuck on you.
8. Embracing everyone.
9. Heal to thee.
10. Stick together.



# Layout/Thumbnails





# Final Print Ads



## Finally. A Band-Aid for everyone.

Have you ever found it difficult to find a Band-Aid that matches your skin tone? The search is over! Introducing the new **Band-Aid Tones** product line, with five different skin tone options. Visit [www.band-aid.com/tones](http://www.band-aid.com/tones) or stop by your local drugstore to find a Band-Aid that matches you today.

*Heal Together*



#HealTogether

**BAND-AID**  
TONES

# Finally.

**BAND-AID**  
TONES

## A Band-Aid for everyone.

Have you ever found it difficult to find a Band-Aid that matches your skin tone? The search is over! Introducing the new **Band-Aid Tones** product line, with five different skin tone options. Visit [www.band-aid.com/tones](http://www.band-aid.com/tones) or stop by your local drugstore to find a Band-Aid that matches you today.

*Heal Together* #HealTogether



*Johnson & Johnson*

# Finally.

**BAND-AID**  
—TONES—

## A Band-Aid for everyone.

Have you ever found it difficult to find a Band-Aid that matches your skin tone? The search is over! Introducing the new **Band-Aid Tones** product line, with five different skin tone options. Visit [www.band-aid.com/tones](http://www.band-aid.com/tones) or stop by your local store to find a Band-Aid that matches you today.



*Heal Together*



# TV Commercial



# Script

*Band-Aid*

:30 TV

“Blend Into You”

December 13, 2017

1. MS OF DARK SKIN-TONED ACTOR TYING A SHOE IN LIVING ROOM. *BAND-AID* IS SEEN ON ACTOR’S HAND.

2. CU OF MEDIUM SKIN-TONED ACTOR’S PLACING APPROPRIATE *BAND-AID* ON DARK SKIN-TONED ACTOR’S ARM IN KITCHEN.

3. QUICK CU SHOTS OF DIFFERNT SKIN-TONED ACTORS IN LIVING ROOM, ALL WITH APPROPRIATE SKIN-TONED *BAND-AIDS* ON THEIR ARMS.

4. CU OF LIGHT SKIN-TONED ACTOR HANDING DARK SKIN-TONED ACTOR A *BAND-AID* THAT MATCHES HIS/HER SKIN-TONE IN LIVING ROOM.

MUSIC: LIGHT, HEARTFELT MUSIC STARTS AT BEGINNING OF SPOT.

ANNCR: (VO) For so long, bandages have only catered to a certain group of people.

MUSIC: LOWERS AND PLAYS LIGHTLY IN BACKGROUND.

ANNCR: (VO) But now, *Band-Aid* is changing the game so that injuries truly don’t have to be noticeable for anyone anymore.

ANNCR: (VO) Introducing the new *Band-Aid Tones*, with five different skin tone options made to blend into you.

ANNCR: (VO) Finally, a *Band-Aid* for everyone.

5. CU OF LIGHT SKIN-TONED ACTOR'S HAND INTERTWINES WITH MEDIUM SKIN-TONED ACTOR'S HAND, EACH WITH APPROPRIATE COLORED *BAND-AIDS*. *BAND-AID* LOGO AND TEXT OVERLAY OF TAGLINE "HEAL TOGETHER" AND CALL TO ACTION "WWW.BAND-AID.COM/TONES" APPEARS.

MUSIC: COMES BACK IN.  
ANNCR: (VO) *Band-Aid Tones*. Heal Together.

# Storyboard

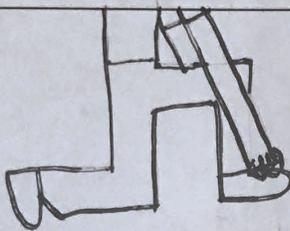
*Band-Aid*

:30 TV

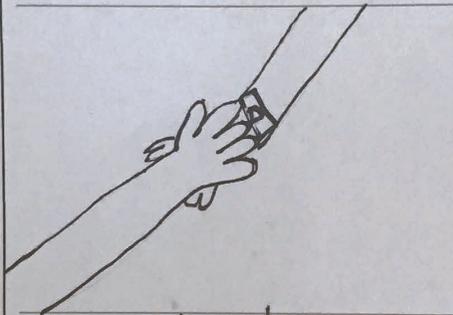
"Blend Into You"

December 13, 2017

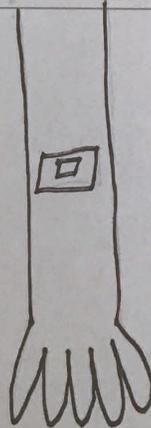
1. MS OF DARK SKIN-TONED ACTOR TYING A SHOE IN LIVING ROOM. *BAND-AID* IS SEEN ON ACTOR'S HAND.



2. CU OF MEDIUM SKIN-TONED ACTOR'S PLACING APPROPRIATE *BAND-AID* ON DARK SKIN-TONED ACTOR'S ARM IN KITCHEN.



3. QUICK CU SHOTS OF DIFFERNT SKIN-TONED ACTORS IN LIVING ROOM, ALL WITH APPROPRIATE SKIN-TONED *BAND-AIDS* ON THEIR ARMS.



MUSIC: LIGHT, HEARTFELT MUSIC STARTS AT BEGINNING OF SPOT.

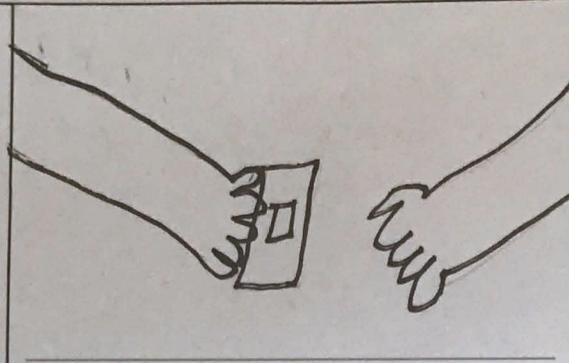
ANNCR: (VO) For so long, bandages have only catered to a certain group of people.

MUSIC: LOWERS AND PLAYS LIGHTLY IN BACKGROUND.

ANNCR: (VO) But now, *Band-Aid* is changing the game so that injuries truly don't have to be noticeable for anyone anymore.

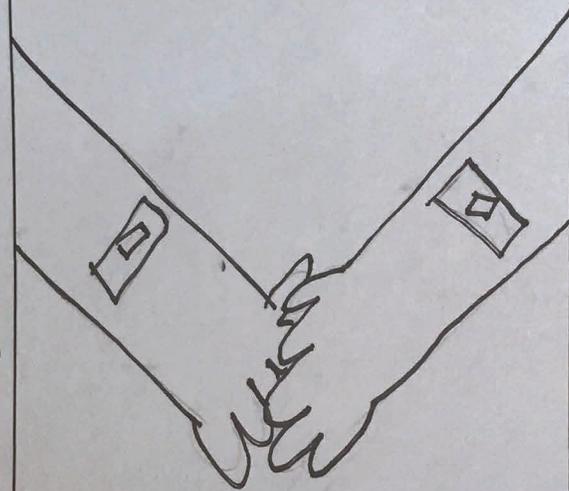
ANNCR: (VO) Introducing the new *Band-Aid Tones*, with five different skin tone options made to blend into you.

4. CU OF LIGHT SKIN-TONED ACTOR HANDING DARK SKIN-TONED ACTOR A *BAND-AID* THAT MATCHES HIS/HER SKIN-TONE IN LIVING ROOM.



ANNCR: (VO) Finally, a *Band-Aid* for everyone.

5. CU OF LIGHT SKIN-TONED ACTOR'S HAND INTERTWINES WITH MEDIUM SKIN-TONED ACTOR'S HAND, EACH WITH APPROPRIATE COLORED *BAND-AIDS*. *BAND-AID* LOGO AND TEXT OVERLAY OF TAGLINE "HEAL TOGETHER" AND CALL TO ACTION "WWW.BAND-AID.COM/TONES" APPEARS.



MUSIC: COMES BACK IN.  
ANNCR: (VO) *Band-Aid* Tones. Heal Together.

# Key Frame & Rationale

**Brand:** *Band-Aid*

**Title:** Blend Into You

**30 Secs.**

## **Rationale and explanation of the TV Spot**

Blend Into You

The television advertisement is produced in accordance with the brand's big idea of creating bandages of multiple skin tones to promote inclusivity. The advertisement is composed primarily of close-up shots in order to place emphasis on the bandage itself, so that the viewer is still able to see the bandage and realize what is being advertised even though the bandage blends in with the actor's skin tone. The key frame is of a person with a lighter complexion holding the hand of a person with a darker complexion, each wearing a bandage that matches their skin tone. The image of the two people holding hands is made to interlace the brand's original product of a single skin tone with its new line of inclusive skin-toned bandages. Through the juxtaposition of the skin tones with their corresponding bandages, this key frame illustrates the overall message that every race should feel represented within the *Band-Aid* brand.



# Radio Commercial



# Script

*Band-Aid*: 12/13/2017

Radio: 60 seconds

“No One Will Notice”

Produced

CHILD: I’m gonna go practice riding my bike now.

MOTHER: Ok honey, have fun!

SFX: DOOR CLOSES

SFX: SOUNDS OF A BIKE PEDALING WITH DING OF A BELL.

SFX: LOUD SOUND OF BIKE CRASHING.

CHILD: Mom!

SFX: FOOTSTEPS RUNNING.

MOTHER: Oh-no, it’ll be okay! Let’s clean you up. Here’s a *Band-Aid*! It even matches your skin tone so no one will notice.

MUSIC: MUSIC FADES IN FROM BACKGROUND

CHILD: Wow, I’ve never had one that matched me before. Now my friends won’t see that I fell off my bike!

ANNCR (MALE): Finally, a *Band-Aid* for everyone. Introducing the new *Band-Aid* Tones, with five different skin tone options. Visit [www.band-aid.com/tones](http://www.band-aid.com/tones) or stop by your local drugstore to find a *Band-Aid* that matches you today.

CHILD: *Band-Aid*. Heal together.

MUSIC: FADES OUT COMPLETELY.

# Out-of-Home (OOH)



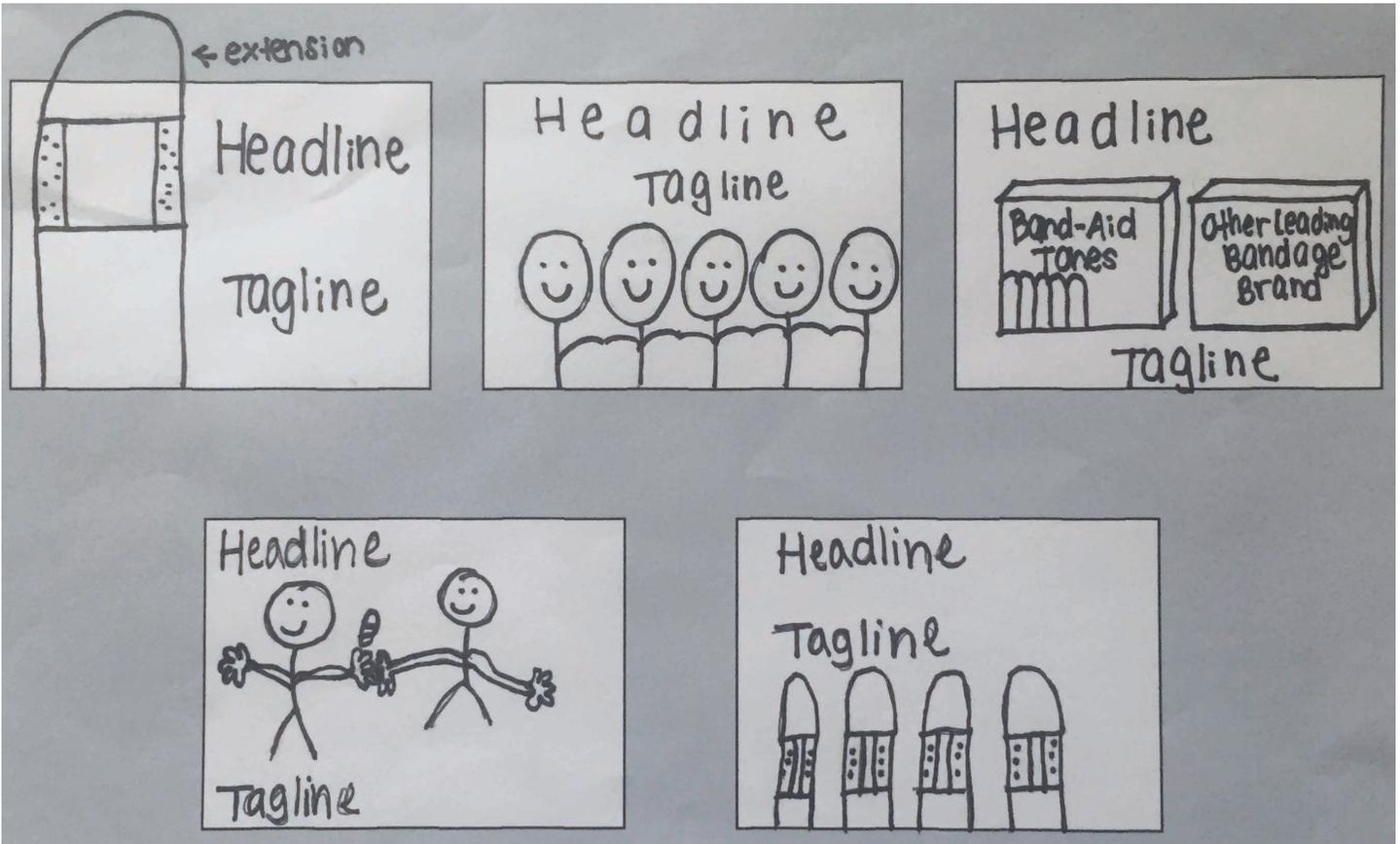
# Headlines

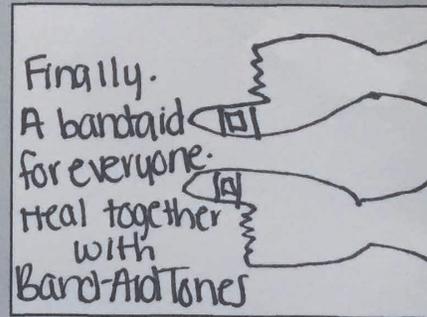
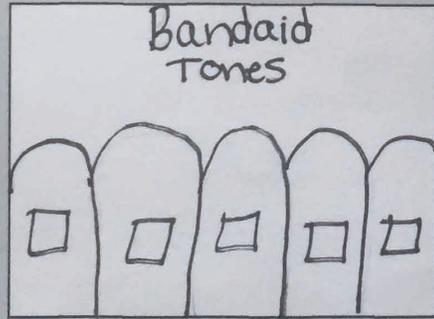
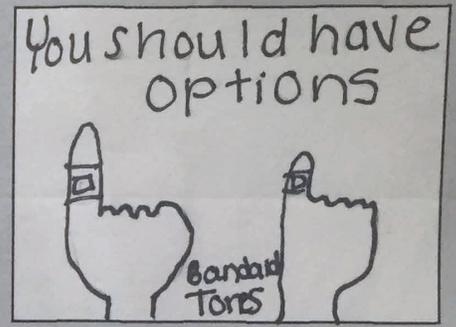
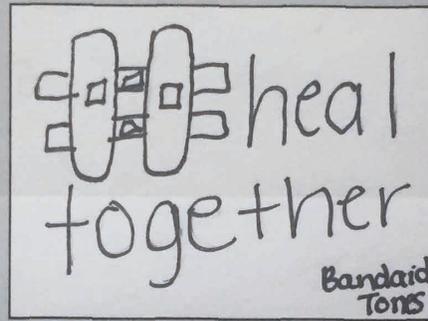
## Headlines

1. Choose equality, choose *Band-Aid*.
2. A *Band-Aid* to stick on everyone.
3. Everyone's stuck on *Band-Aid* because *Band-Aid*'s stuck on everyone.
4. *Band-Aids* help everyone heal.
5. Try to find a better *Band-Aid*.
6. Find your match.
7. Celebrate diversity with *Band-Aid*.
8. You won't even know it's there.
9. A match made in *Band-Aid* heaven.
10. One color does not fit all.



# Layout/Thumbnails





# Final OOH Ad



**BAND-AID**  
— TONES —

**Finally.**  
A Band-Aid for everyone.

*Heal Together*





# Viral Video



# Rationale

**Brand:** *Band-Aid*

**Title:** My #HealTogether Moment

**30 Secs.**

## **Rationale and explanation of the Viral Video**

My #HealTogether Moment

*Band-Aid* Tones introduces the topic of racial equality. Therefore, while many of the videos that go viral are humorous, this video's objective is to make a difference through a more serious tone that can be relatable to families of all shapes, sizes, and races. Although viral videos are practically free, it is extremely difficult to get a video going viral without a way to grab the audience's attention. Similar to its most recent campaign, "Stick To It," promoting Skin-Flex bandages, where *Band-Aid* utilizes a celebrity endorsement by singer and dancer Kelly Rowland, "My #HealTogether Moment" centers around a relatable professional athlete to tug at the heart-strings of families across the nation. By having a celebrity introduce the "My #HealTogether Moment" movement, the video is more likely to take off and be shared across social media than it would without the celebrity due to a celebrity's large following. The video was produced in the hopes that parents, one of *Band-Aid*'s most popular target markets and a large percentage of *Facebook* users, would share and create their own videos with the hashtag #HealTogether and make the video go viral.

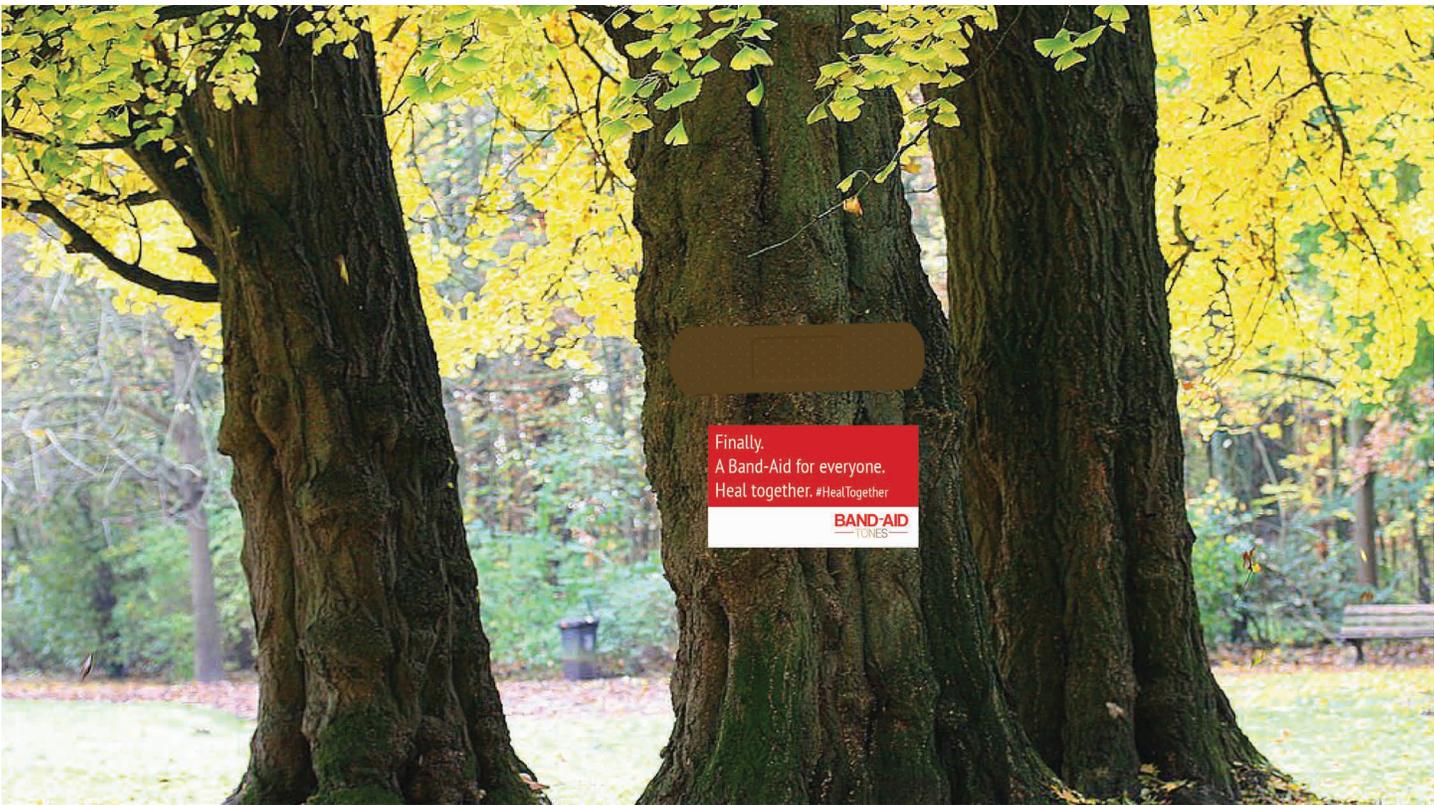


# Guerrilla Marketing



# Guerrilla Marketing





# Appendices



# Appendix A: Powerpoint

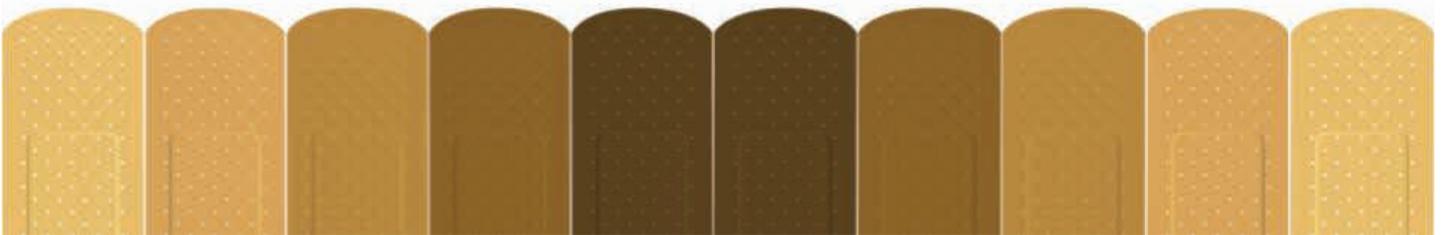
## **BAND-AID** — TONES —

Brand: Band-Aid

SMAD 443-0001: Creative Advertising Campaigns

December 13, 2017

Talia Faigen, Patrick McGrath,  
Corinne Schmidt, Laura Tworek



**Agency  
Logo**



# Pre-Campaign

## Research

**Brand/Company:** *Johnson & Johnson (Band-Aid)*

**Founded:** 1920 (Johnson & Johnson, 2017)

**Sold:** Mass distribution (*Amazon, Walmart, etc*) (Johnson & Johnson, 2017)

**Cost:** \$2.79 (InfoScout, 2017)

### Competitors:

- **Bandages in general:** (Amazon, 2017)
  - *Nexcare* (\$3.27) (InfoScout, 2017)
  - *Curad* (\$2.78) (InfoScout, 2017)
- **Multi-skin-toned bandages:** (FleshTone, 2016)
  - *Ebon-Aide Flesh Tone Band-aids* (\$2.29) (Ebon-Aide, 2017)
  - *Tru-Colour Skin Tone Bandages* (\$6.00) (Tru-Colour, 2017)

### Compare in terms of shelf space:

- Leader in sales in comparison to its competition
- The most prominently featured bandage on the shelf (Statista, 2017)

# Research (Part 2)

## Buyers and why?:

- Brand loyal consumers
- Families
- Women
- Have kids
- 35-44
- Annual income of 100,000+
- High levels of education

(Statista, 2017)

## Differentiating Factor:

- Pioneer of first-aid bandages

(Johnson & Johnson, 2017)

## Strengths & Weaknesses:

- Strengths:
  - Dominates bandage market
  - High brand loyalty
  - Distinguished itself as a brand
  - Differentiating itself from competitors
  - Offers a variety of products
  - Recent print advertisements and commercials
- Weaknesses:
  - Does not have a wide range of “skin tone” bandages
  - Competition tempts consumers by having lower prices
  - Advertising efforts could be executed better as whole campaigns rather than separate advertisements

(Faigen, personal observation, 2017)

# Research (Part 3)

## Band-aid's Current Advertising Efforts:

- Skin-Flex product line - “Stick With It” Campaign  
(Band-Aid, 2017)

### Video: Ballet



BAND-AID® Brand SKIN-FLEX™ Bandages – STICK WITH IT™ Campaign  
7,360 views

### Kelly Rowland Endorsement



Kelly Rowland's STICK WITH IT™ Story | BAND-AID® Brand Adhesive Bandages  
882,492 views

# Creative Strategy Statement

## Target Market: (InfoScout, 2017)

- Families
- Ages 35-44
- Annual income of 100,000+
- High levels of education
- Geo-demographics: U.S. (InfoScout, 2017)
- Psychological Profile: (VALS Types, 2017)
  - VALS Type: Achievers
- Behavioristics: (VALS Types, 2017)
  - Purchases by convenience

## Current Mindset: (Statista, 2017)

- Leading bandage brand
- Separate from competitors
- Don't know Band-aid is a J&J product

## Desired Mindset:

- Continue to be the leading brand
- Be transformative and inclusive

## Competition:

- Nexcare and Curad (InfoScout, 2017)
- Ebon-Aide Flesh Tone bandages (FleshTone, 2016) and Tru-Colour Skin Tone (Tru-Colour, 2017)

## Message Objective:

- Improving diversity and equality
- Strengthen ranking among competition

## Supporting Evidence:

- No other medical bandage company has a product line that includes colored bandages for different skin tones (*Band-Aid* is revolutionary among its top competitors)

## Creative Concept:

- Shown through advertisements

## Tone:

- Inspirational, inclusive, comforting

## Big Idea

The consumer promise behind the *Band-Aid* multi-skin-toned bandage product line is that, for the first time in *Band-Aid* history, colored bandages for all different skin tones are available, leading the target market to position the *Band-Aid* brand as a leader in equality and inclusivity.



# Print Ads

## Ad #1



**Finally.**  
A Band-Aid for everyone.

Have you ever found it difficult to find a Band-Aid that matches your skin tone? The search is over! Introducing the new **Band-Aid Tones** product line, with five different skin tone options. Visit [www.band-aid.com/tones](http://www.band-aid.com/tones) or stop by your local drugstore to find a Band-Aid that matches you today.

*Heal Together*



**BAND-AID**  
TONES

NEW!  
FIVE NEW AND EXCLUSIVE SHADES TO CHOOSE FROM

#HealTogether

**BAND-AID**  
TONES

## Ad #2



**Finally.** **BAND-AID**  
TONES

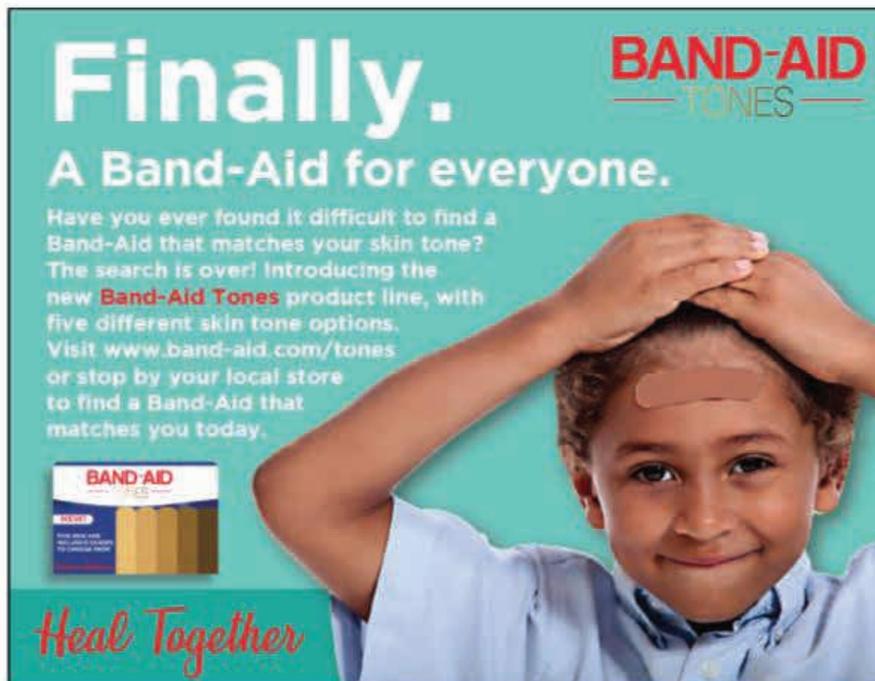
**A Band-Aid for everyone.**

Have you ever found it difficult to find a Band-Aid that matches your skin tone? The search is over! Introducing the new **Band-Aid Tones** product line, with five different skin tone options. Visit [www.band-aid.com/tones](http://www.band-aid.com/tones) or stop by your local drugstore to find a Band-Aid that matches you today.

*Heal Together #HealTogether*

Johnson & Johnson

## Ad #3



**Finally.** **BAND-AID**  
TONES

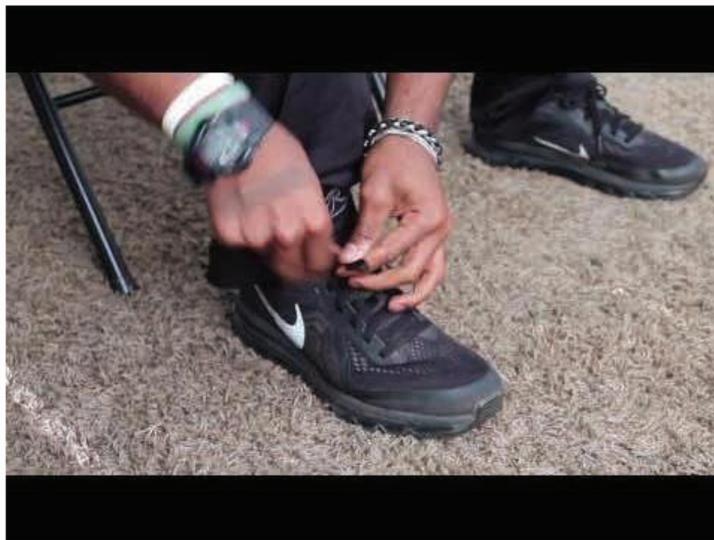
**A Band-Aid for everyone.**

Have you ever found it difficult to find a Band-Aid that matches your skin tone? The search is over! Introducing the new **Band-Aid Tones** product line, with five different skin tone options. Visit [www.band-aid.com/tones](http://www.band-aid.com/tones) or stop by your local store to find a Band-Aid that matches you today.

*Heal Together*

# TV Commercial

## TV Commercial



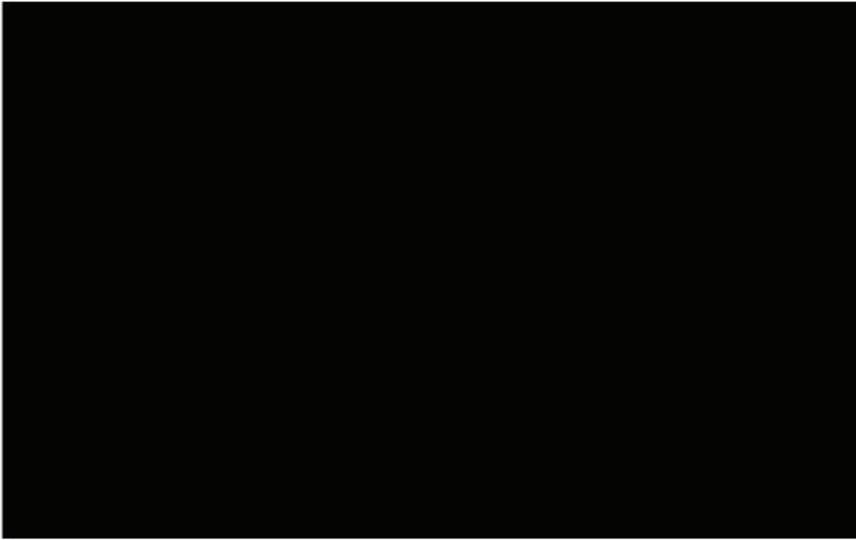
## Key Frame



- Close-Up
- Combining  
*Band-Aid's* old and new product
- Inclusivity and representation in the brand

## Radio Commercial

## Radio Commercial



**Out-of-Home  
(OOH)**

## OOH Ad



## OOH Ad



# Viral Video

## Video



- Racial equality - serious not humorous
- Similar to past campaign
- Celebrity's large following
- Target = parents = use *FB*
- Goal: share their own "My#HealTogether Moment" on the *Band-Aid FB* page

# Guerrilla Marketing

## Guerrilla Ad #1



## Guerrilla Ad #2



## Guerrilla Ad #3



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