

Case studies

Johnson & Johnson.



LISTERINE®

Johnson & Johnson

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| Agency: | FuturLink |
| Advertiser: | Johnson & Johnson |
| Sector: | Pharmaceuticals |
| Campaign: | Listerine |
| Location: | Barcelona - Spain |



Challenge

In January 2008 the pharmaceutical company Johnson & Johnson held a convention for the presentation of its Sales and Marketing plan for 2008.

With the aim of presenting a new campaign in 2008 for its product Listerine, the company opted to use a proximity communication channel to reach to the mobile phones of the audience.

Solution

Thanks to Futurlink's technology, distributing and maintaining a permanent campaign of the new product to the mobile phones of the audience was possible. They placed an access point in the convention hall, which incorporated a screen that helped people to view the contents that they could download via Bluetooth to their mobile phones.

At the time of the presentation, participants also received an invitation to download to their mobile phones, the commercial of the 2008 campaign of Listerine.

Results

All attendees could download the Listerine commercial of the 2008 campaign and at the same time could understand the novelty of Futurlink's Mobile Marketing platform for other products.