

Johnson's Baby Oil

Parent Company

Johnson and Johnson

Category

Baby care

Sector

FMCG

Tagline/ Slogan

Love in a bottle; Turn on a tan with Johnson's

USP

Mild, Gentle and moisturizing mineral baby oil

STP

Segment

Baby care product

Target Group

Babies and mothers

Positioning

A silky soft moisturizer for silky soft skin it locks in up to ten times more moisture on wet skin than an o

SWOT Analysis

Strengths

1. Trusted brand serving for more than 120years

3. J&J Oils are popular amongst urban mothers for their children

3. Mildly perfumed and non staining

4. The most widely distributed baby oil brand in India

5. Good advertising and reach

6. Strong backing of the brand by the J&J brand

Weaknesses

1. The oil doesn't helps dry skin in winters

2.Limited presence in the rural market where indigenous oils are considered better

Opportunities

1. Promote brand to be also used by mothers

2.Rural market tapping through sachets

3.Tie-ups with hotel chains, children playhouses, crèches

Threats

1.Competitive brands and products in the same segment

2. Indigenous products as substitutes

Competition

Competitors

1.Figaro olive oil

2.Himalaya herbal

3.Gentelle

4.Chicco
