

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
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3. Mildly perfumed and non staining

4. The most widely distributed baby oil brand in India
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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
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2.Limited presence in the rural market where indigenous oils are considered better
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Opportunities

1. Promote brand to be also used by mothers

2.Rural market tapping through sachets
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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
