



Brand Audit Project

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Introduction

- ❖ Johnson & Johnson released Band-Aid in 1921
- ❖ Main target audience were primarily only women at the time
- ❖ Originally sold in metal tins
 - Now paper boxes
- ❖ Target audience today
- ❖ Slogan: “heals the wound fast, heals the hurt faster”
- ❖ Strengths
- ❖ Weaknesses
- ❖ Opportunities
- ❖ Threats



Challenges Faced

- ❖ Old on the market
- ❖ Brandy loyalty
 - Generic products
- ❖ Setting their brand apart
 - Campaigns
- ❖ Victim of generalization
 - Good & bad



Brand Inventory

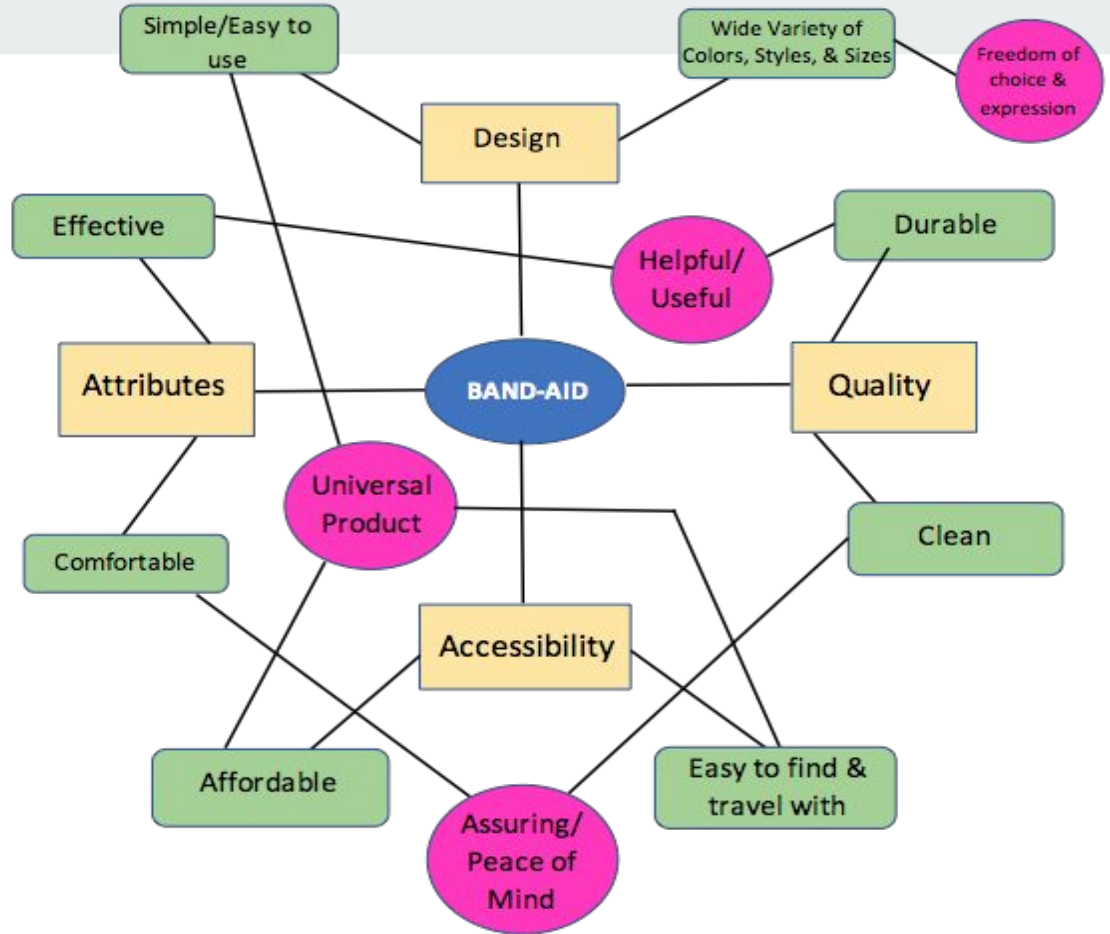
- ❖ Many sub-products
 - All relating to wound care & prevention
- ❖ Overall hierarchy
- ❖ Consumer products
- ❖ Original vs. current packaging
- ❖ The change in advertising campaigns
- ❖ Offers a variety of products
- ❖ Direct & indirect competition



Brand Exploratory

- ❖ Consumer-based brand equity pyramid
- ❖ High recognition
- ❖ Band-Aids “roadmap”
- ❖ Imagery
- ❖ Usage
- ❖ Emotions

ZMET Study Map



Interview Participants:

Corey Dinger

Alyssa Minerd

Rylie Kieffer

Research Procedure:

- First asked participants to express what comes to their minds when they think of first-aid products.
- Then asked them to send a few pictures that represent how they feel towards BAND-AID brand; The brand's products, as well as the brand on its own.
- Lastly, ask them to give a single word that came to mind after hearing specific words that have to do with the brand and see how those words all correlate.

Images Used by Participants:





Reflections & Recommendations

- ❖ Tactical goals
 - Threats
 - Lower prices
- ❖ Brand awareness
 - Masks
- ❖ Arrange of products
- ❖ Strategic goals



References

- ❖ “The First BAND-AID® Brand Adhesive Bandage.” *BAND-AID® History: The First BAND-AID® Brand Adhesive Bandage* | Johnson & Johnson Our Story, ourstory.jnj.com/first-band-aid-brand-adhesive-bandage.