

JOHNSON & JOHNSON STRATEGIC PARTNERSHIP

Bringing to Life J&J's Purpose and Social Value on the Global Stage

On January 21-24, 2020, the World Economic Forum (WEF) took place and the theme was “Stakeholders for a Cohesive and Sustainable World.” The theme addressed the heavy reputational fire the private sector had come under in recent years and served as a call to action to all stakeholders. We helped J&J answer the call with a multifaceted 360° campaign.

CHALLENGE & OBJECTIVE

Help reshape the role of—and public perception of—private sector, including healthcare companies: from serving shareholders to serving all its stakeholders while delivering value to society at large. Elevate J&J’s reputation for public health leadership and rally stakeholders toward critical action to improve public health, and establish J&J as an indispensable partner of choice on global issues related to health.

STRATEGY

Position Johnson & Johnson as the first healthcare company at the WEF annual meeting to establish a solid physical presence at the Forum for convenorship and collaborative action. Focus on catalyzing positive impact in under-addressed societal challenges, including Alzheimer’s Disease, epidemic outbreaks, global health security, and mental health. Architect unique experiences, convene stakeholders in dialog and discussion and transparently bring Davos “closed door” discussions to the public by producing unique, engaging content and amplifying it across multiple channels through an onsite media studio.

CREATIVE EXECUTION

To bring to life J&J's value and purpose on the global stage we created a 360° One Team engagement program consisting of:

- Newsletter, blog posts, social posts, videos, photos and graphics
- Daily paid social media amplification and monitoring
- J&J coLaboratory: a dedicated onsite studio that filmed and produced 30 pieces of original video content
- Adapted content shared by J&J employees using LinkedIn Activate



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RESULT HIGHLIGHTS

30 original videos & tweets =
11,324,258
total impressions

View rates of
≥65%
(above the industry average)

Instagram =
750%
Growth rate
In one week

@JNJNews, J&J Facebook
& LinkedIn video views =
1,299,075

