



BENGAY

CREATIVE ADVERTISING CAMPAIGN

SMAD 443 CREATIVE ADVERTISING CAMPAIGNS

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ABOUT L3M



L3M is an advertising agency founded by James Madison University students Julia Danis, Colleen Hall, Kristin Taylor, and Greta Wolking. "L3M represents the middle names of each individual (Leigh, Marie, Marie, and Mackenzie). The name is quick, witty, and memorable...just like its founders.

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PART I:
PRE-CAMPAIGN

RESEARCH & CREATIVE STRATEGY STATEMENT

RESEARCH

BRAND NAME/COMPANY NAME?

- Bengay
 - Brand under Johnson & Johnson
 - Johnson & Johnson was founded during 1886 in New Brunswick, New Jersey by brothers Robert, James and Edward Johnson
 - The brothers noticed physicians' needs for improved and simplified hygiene, so they created sterile suture and dressing material
 - In the next 40 years, the company expanded into consumer goods (with products such as floss, sanitary pads and baby powder)
 - In 1940, Johnson & Johnson started producing products in the Medical and Pharmaceuticals sector
 - In 1944 the company went public (History, 2017)
 - In 1982, a case of cyanide-laced Tylenol due to tampering caused seven people to die. The tragedy resulted in an 18% drop in stocks (Dougal, Salamine, and Sworsky, 2014)
 - In 2006, the company acquired Pfizer which gave the company Listerine, Benadryl, and Bengay (History, 2017)

HOW LONG HAS THE PRODUCT EXISTED?

- Bengay was created in 1898 to treat sore muscles by Dr. Jules Bengue, a French pharmacist.
 - He realized when menthol is mixed with body heat it creates a warming effect. He added the painkiller methyl salicylate which effectively treats arthritis, gout, and neuralgia. (Schwarcz, 2003)

WHERE IS THE PRODUCT SOLD?

- Sold in mass grocery/pharmacy/convenience stores and some grocery stores
 - Walmart, CVS, Target, Food Lion, Walgreens, Amazon, Dollar General

WHAT IS THE COST OF THE PRODUCT?

- Bengay: sales growth -7.7%, \$38.3million in sales 2017
- Walmart: 1) Vanishing Scent 2 oz cream- \$3.48
2) Ultra Strength 4 oz cream- \$5.97 (Kristin, Personal Observation, 2017)

- CVS: 1) Ultra Strength 2 oz- \$6.79
2) Ultra Strength 4 oz- \$9.79
3) Vanishing Scent 2 oz- \$6.29
4) Greaseless 2 oz- \$6.29
5) Ultra Strength Large Pain Patch Pack of 4- \$9.29 (Julia, Personal Observation, 2017)

WHAT ARE THE MAIN COMPETITORS AND THEIR COSTS?

- Icy Hot: 17.6% sales growth, 2017 sales \$140.1 million
 - Walmart: Original cream 1.25 oz cream- \$3.48
Original cream 3 oz cream- \$4.96
Regular patches- \$1.48
Advanced relief cream 3 oz- \$5.48
Roll-on applicator 2.5 oz- \$5.48
Spray- \$6.78 (Kristin, Personal Observation, 2017)
 - CVS: Max Strength Lidocaine 2.7 oz- \$9.79 (Julia, Personal Observation, 2017)
- Salonpas : 2017 sales growth 31.5%, 2017 sales \$8.7 million
 - Walmart: Original cream 3 oz- \$9.98
Original patches - \$6.98 (Kristin, Personal Observation, 2017)
 - CVS: Jet Spray- \$10.49
Deep Relieving Gel 2.75 oz- \$10.49
Pain Patches Pack of 60- \$10.99
(Julia, Personal Observation, 2017)
- Biofreeze: 2017 sales growth of 497.5%, 2017 sales of \$49.1 million
 - Walmart: Regular gel 8oz- \$11.98
On-the-go single patches - \$6.98
(Kristin, Personal Observation, 2017)
 - CVS: Gel 3 oz- \$14.79
Roll on 3 oz- \$14.79 (Julia, Personal Observation, 2017)
- Aspercreme: 2017 sales \$12.5 million
 - Walmart: Original 1.25oz cream 1.25 oz- \$2.44
Regular patch- \$2.68
Odor free cream 2.7 oz- \$6.48
Fast acting cream 2.5 oz - \$5.48 (Kristin, Personal Observation, 2017)

- CVS: Lidocaine 2.7 oz- \$8.79
Lidocaine 4.7 oz- \$12.29
Maximum Strength 3 oz- \$7.29
Heat 2.5 oz- \$6.99 (Julia, Personal Observation, 2017)

HOW DOES THE PRODUCT COMPARE IN TERMS OF SHELF SPACE WITH THE COMPETITION? (AS OF NOVEMBER 2017)

- Walmart
 - Bengay had the least amount of self space in comparison to its top competitors.
 - Walmart only offered two of Bengay's products, not including their gel or patches. The products were also located above the consumer's natural eye-line on the shelf.
 - In comparison, Icy Hot was in the eye-line of the consumer and filled up an entire shelf.
 - Aspercreme also took up an entire shelf below Icy hot and TheraCare took up half of the bottom shelf.
 - Similarly to Bengay, Biofreeze only offered two products (Kristin, Personal Observation, 2017).
- CVS
 - Bengay had the most shelf space in comparison to its top competitors.
 - Salonpas had the second largest amount of shelf space (Julia, Personal Observation, 2017).



CVS Shelf
November 9, 2017



Walmart Shelf
November 9, 2017

WHO BUYS THE PRODUCT AND WHY?

- According to a survey conducted with over 200 respondents across all demographics, the main buyers of Bengay are females between the age range of 18 and 23 (Wolking, Taylor, Hall, Danis).

WHAT IS THE MAIN FEATURE THAT DIFFERENTIATES THE PRODUCT FROM THE COMPETITION?

- Contains only the basic ingredients needed to provide pain relief. Does not have any extravagant ingredients as other similar products do (Solomon 2017).
- Comes in many variations that will suit different needs, such as a patch, a cream, an odorless cream, and a gel (Solomon 2017).
- Relieves mild to moderate joint pain, muscle soreness, and minor aches
- Primary ingredients: Menthol, Methyl Salicylate, Camphor (Solomon 2017).
- Cooling/numbing sensation when applied to area

PERSONAL IMPRESSIONS?

- People buying pain relief products go for patches because they are less messy, easier to apply, and cheaper (Kristin, Personal Observation, 2017).
- Bengay products are limited and vary across mass stores they are sold (Kristin, Personal Observation, 2017).
- There are not many variations of the product
- One size of patches, no heat-activated creams, two gel products, two creams, no roll-ons (BENGAY Pain Relief Products, 1970).

IS THE PRODUCT BEING ADVERTISED?

- Bengay is not currently being advertised
 - The last time the product was advertised was in:
 - 2008 print advertisement
 - 2012 television commercial for the newly released Bengay Zero Freeze product
 - 2013 television commercial for Bengay Relief + Massage.

- **Print Ad, 2008**

- The advertisement shows an injured soccer player on a field holding his leg in pain with a medic on the field offering him an entire new leg.
- The tagline in the advertisement is “immediate relief from muscle pain.”
- This advertisement’s big idea is that Bengay will relieve your pain so fast and well, it will feel like you have an entirely new body part.
- The advertisement was primarily printed in China and the advertisement was created by JWT in Shanghai, China (Bengay: Leg, 2008).



- **Television Commercial Ad, 2012**

- The advertisement features two men buried next to each other with only their heads peaking out from the snow. Another man, with only the lower portion of his body visible, walks behind them with a cooler. He offers Bengay as an alternative method, rather than literally icing their entire bodies, to deal with their soreness.



- **Television Commercial Ad, 2013**

- This advertisement for Bengay Relief + Massage uses a shock humor technique by having a teenage girl lift a car because she uses Bengay.
- The teenage girl's mother narrates the commercial and then explains while you can't lift a car from using Bengay, it makes everyday activities a lot easier.
- The commercial has a product demonstration and describes the special nubs the product has.
- The call to action is to go to their website to claim a \$5 off coupon.



CREATIVE STRATEGY STATEMENT

WHO IS THE TARGET?

Demographics:

- Males and females between the ages of 17-25
- African American and Caucasian
- Single
- Either enrolled in high school, college, graduate school, or starting their young professional careers
- No to some college
- Make around \$20,000-\$35,000 a year
- Come from upper-to-middle class families and environments

Geodemographics:

- Living in city and urban environments along the coasts of the United States (Eastern, Western Coasts)
- Purchase product at mass/grocery stores, pharmaceutical stores, and grocery stores
- Live with their parents and/or in apartments, either by themselves or with friends

Psychographics:

- Have a "me first, my family first" attitude
- Believe money is the source of authority
- Are committed to family and job
- Are fully scheduled
- Are goal oriented
- Are hardworking
- Are moderate
- Act as anchors of the status quo
- Are peer conscious
- Are private
- Are professional
- Value technology that provides a productivity boost (VALS)
- Are distrustful of government
- Have a strong interest in all things automotive
- Have strong outdoor interests (hunting and fishing)

- Believe in sharp gender roles
- Want to protect what they perceive to be theirs
- See themselves as straightforward; appear to others as anti-intellectual
- Want to own land (Vals)

WHERE IS THE PRODUCT NOW IN THE MIND OF THIS PERSON?

- According to our survey, approximately half of our target market use muscle relief products. Of the half that do not use muscle relief products, they find the product to be unnecessary or too expensive. Of the 19 respondents who listed which brands they purchased, Bengay was purchased 28% of the time, while IcyHot was purchased 48% of the time. Our respondents that fit the target market associated Bengay with “old people” and “bad smells” or had not heard of it.

WHERE IS THE COMPETITION IN THE MIND OF THIS PERSON?

- Icy Hot is currently the favored choice, most recognized, and most frequently bought muscle relief product by our target market.
- Biofreeze is also another highly-favored muscle relief brand that the target market prefers over Bengay because of the brand’s advertisements and effectiveness to work.
- A section of the target that does not buy pain relief creams simply use over-the-counter medicine, such as Advil or Tylenol because they feel that the topical pain relief products do not work.

WHERE WOULD THE PRODUCT LIKE TO BE IN THE MIND OF THIS PERSON?

- The goal is to remove the stigma of Bengay as a product for older populations or just athletes and would like the target market to see Bengay as an affordable product for millennials that could be used for any type of activity, not just athletic-induced soreness.

WHAT IS THE MESSAGE OBJECTIVE/STRATEGY?

- Anyone can use Bengay
- Helps even minor aches and pains
- No ache or pain is too miniscule
- Relatable

WHAT IS THE CONSUMER PROMISE/CREATIVE STRATEGY?

This campaign will inform consumers that no ache or pain, regardless of the cause, is too small and, with Bengay, can feel great and operate at 100 percent without pain interfering.

WHAT IS THE SUPPORTING EVIDENCE?

According to the survey, only 28% of respondents used Bengay. The remaining people associate Bengay with “older people” and a bad smell. From working out to maintain health or simply carrying around a backpack, the target faces aches and pains regularly they do not have to ignore. Orthopaedic surgeon Daniel Green claims, “Improperly used backpacks may injure muscles and joints and can lead to severe back, neck, and shoulder pain, as well as posture problems” (Samakow, 2014).

WHAT IS THE CREATIVE CONCEPT?

The campaign will feature advertisements depicting relatable situations of men and women ages 17-25 while incorporating humor and facts from data gathered from survey.

WHAT IS THE TONE OF VOICE FOR THE ADVERTISEMENT FOR THE BRANDED PRODUCT?

- Witty
- Light-hearted
- Relatable
- Informative



PART II: THREE PRINT ADS

HEADLINES & TAGLINES, LAYOUT &
THUMBNAILS, THREE PRINT ADS

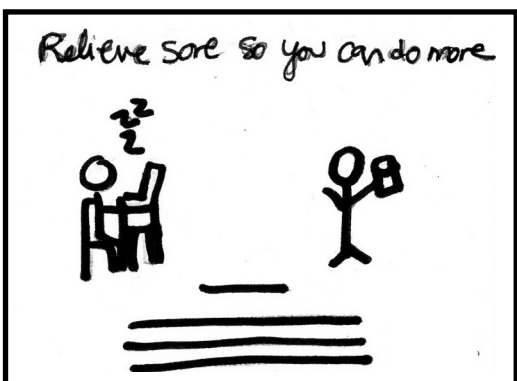
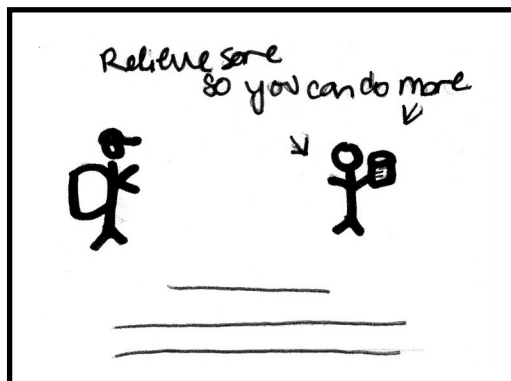
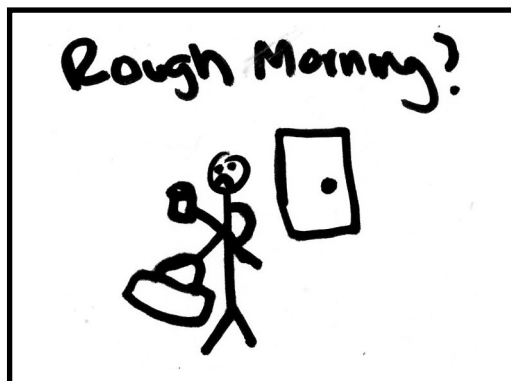
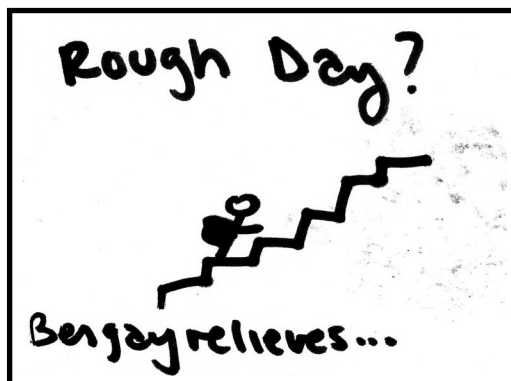
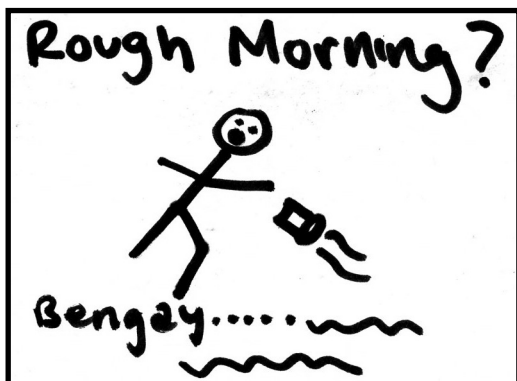
HEADLINES

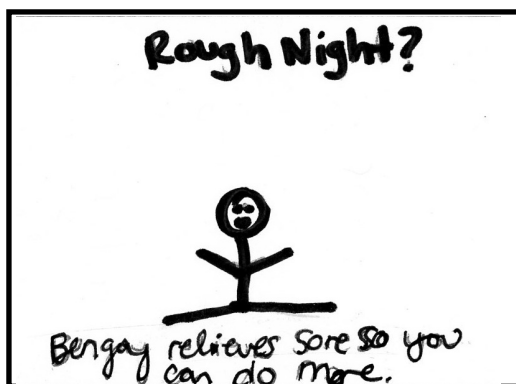
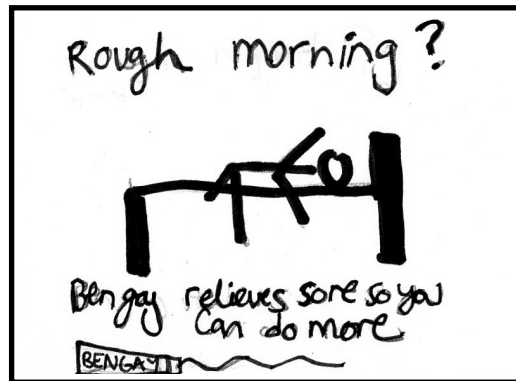
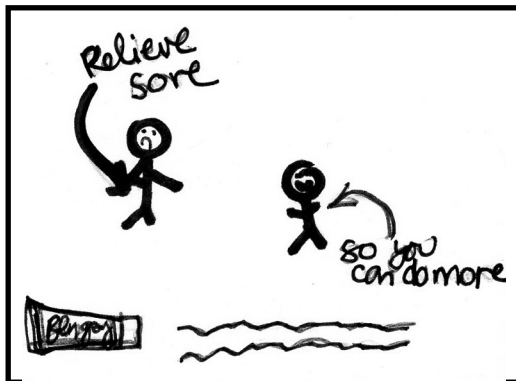
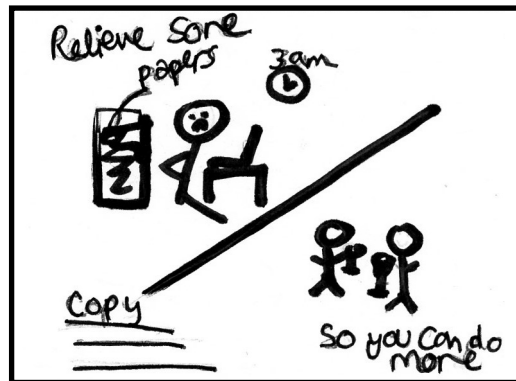
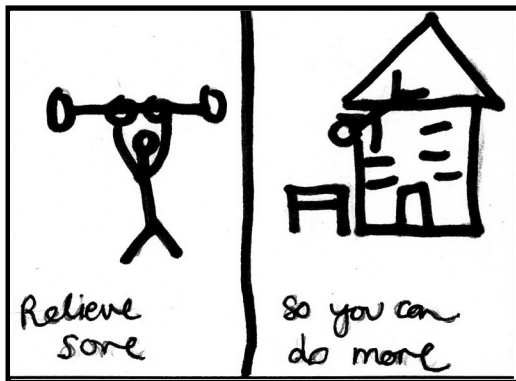
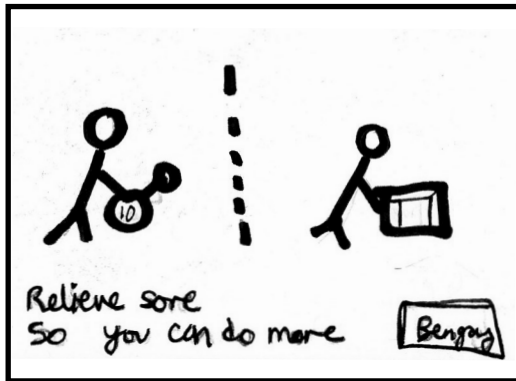
1. Rough Morning?
2. OUCH.
3. Bengay today, more tomorrow
4. Life can't wait
5. Give your muscles a break
6. Don't delay Bengay
7. Sore today, strong tomorrow
8. Sore no more
9. Say goodbye to soreness
10. ADMIT IT.

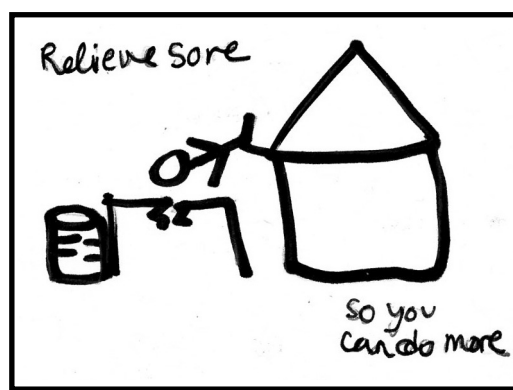
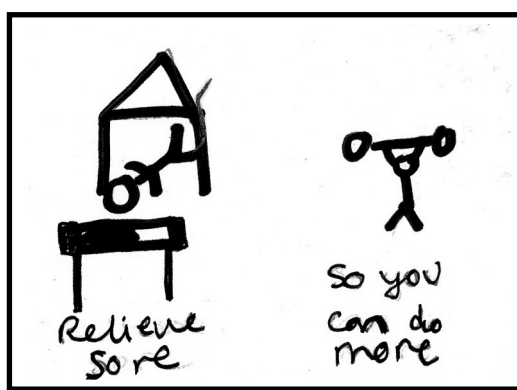
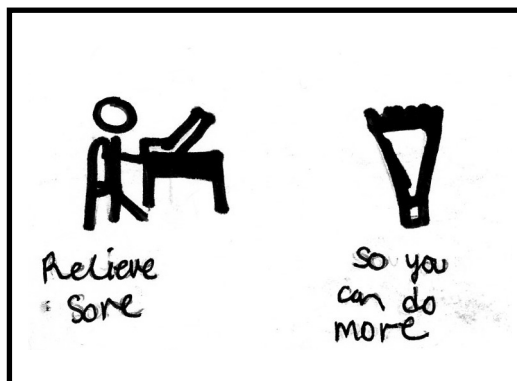
TAGLINES

- 1) You work hard; Bengay lets you play hard
- 2) Relieve sore, so you can do more.
- 3) Soreness can't stop you with Bengay
- 4) Sore today, strength tomorrow
- 5) No task is too tiny for Bengay
- 6) Slay with Bengay
- 7) Bengay lets you slay
- 8) Stupid today, bengay tomorrow
- 9) Go all the way with Bengay
- 10) Not your grandmother's Bengay

THUMBNAILS







PRINT ADS EXECUTED

WHY BLACK AND WHITE?

The print advertisements are crafted and printed in black and white for a variety of reasons. The black, white, and red matches the current branding Bengay has. Bengay uses mainly muted colors, like black and white, with pops of vibrant red. This is seen with the branding on its website as well as the packaging. Having black and white print advertisements is consistent with the brand identity of Bengay. In addition, the black, white, and pops of red are consistent throughout the campaign.



**ROUGH
MORNING?**

**AWKWARD
SLEEPING
POSITIONS ARE A
COMMON CAUSE OF
SORENESS**

BENGAY

RELIEVE SORE SO YOU CAN DO MORE

**ROUGH
DAY?**

**IMPROPER
POSTURE FROM
SITTING IS A
COMMON CAUSE
OF SORENESS**

BENGAY

RELIEVE SORE SO YOU CAN DO MORE





**ROUGH
NIGHT?**

**OVEREXERTION OF
SHOULDER MUSCLES IS A
COMMON CAUSE OF
SORENESS**

BENGAY

RELIEVE SORE SO YOU CAN DO MORE



**PART III:
TELEVISION
COMMERCIAL**

SCRIPT, STORYBOARDS, KEY FRAME,
PRODUCED TV COMMERCIAL

TV SCRIPT

Bengay

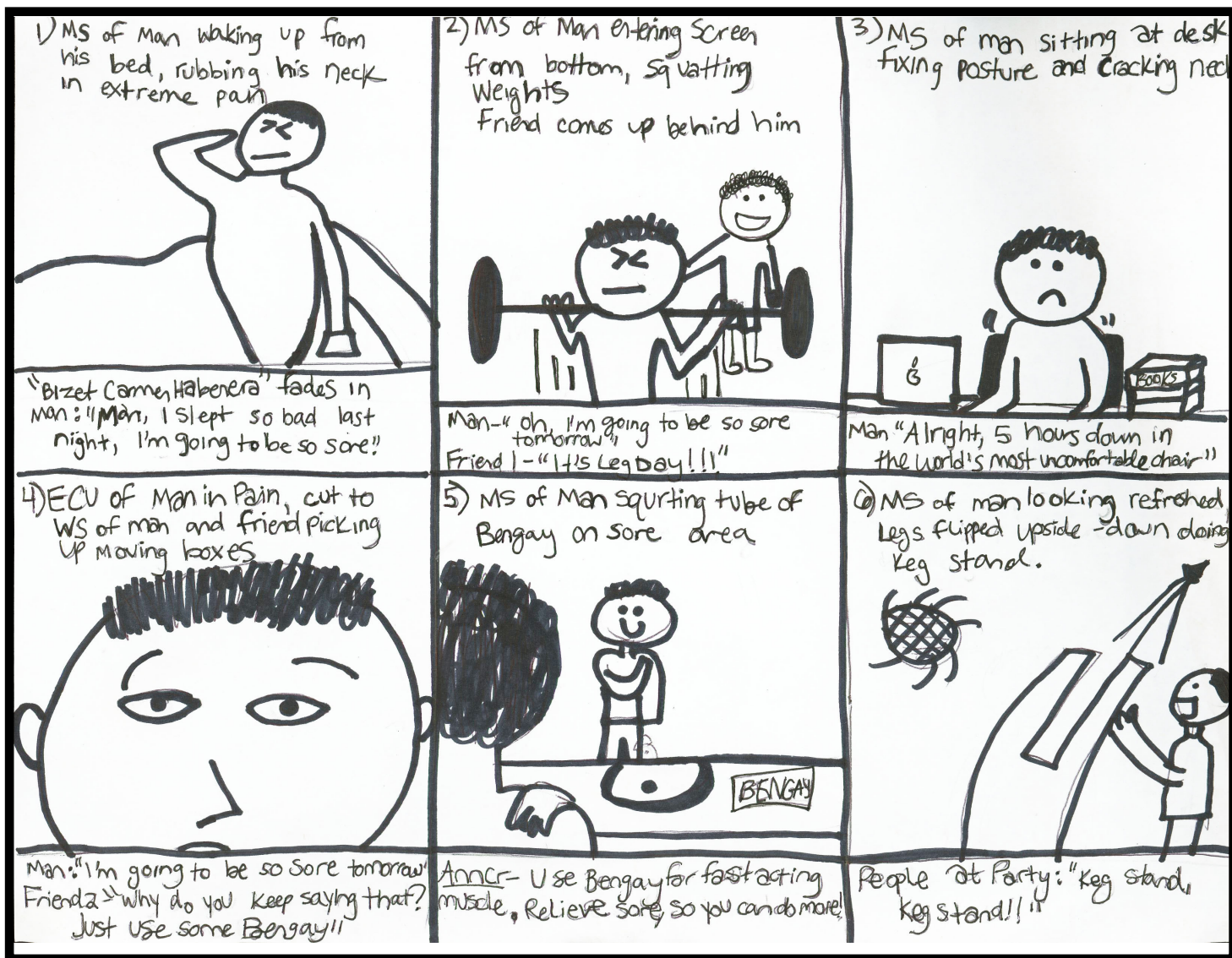
:45 TV

"Sore Tomorrow"

December 3, 2017

- | | |
|---|--|
| | MUSIC: Bizet Carmen Habanera Instrumental fades in |
| 1. MS OF MAN WAKING UP FROM HIS BED, RUBBING HIS NECK IN EXTREME PAIN. | MAN, THINKING: Man, I slept so bad last night. I'm going to be so sore. |
| 2. MS OF MAN ENTERING SCREEN FROM BOTTOM, SQUATTING WEIGHTS. | MAN, THINKING: Ohh, I'm going to be so sore tomorrow. |
| FRIEND 1 PASSES BEHIND MAN AND PATS HIS BACK, MAN WINCES. | FRIEND 1: LEEEGGGG DAYYYY!!! |
| 3.. MS OF MAN SITTING AT DESK, FIXING POSTURE AND CRACKING NECK. | MAN, THINKING: Alright, 5 hours down in the world's most uncomfortable chair. |
| 4. ECU OF MAN IN PAIN, CUT TO WS OF MAN AND FRIEND PICKING UP MOVING BOXES. | MAN: I'M GOING TO BE SO SORE TOMORROW. |
| | FRIEND: WHY DO YOU KEEP SAYING THAT? |
| | JUST USE SOME BENGAY. |
| 5. MS OF MAN SQUIRTING ENTIRE TUBE OF BENGAY ON ENTIRE BODY | ANNCR: Use Bengay for fast-acting pain relief. Relieve sore, so you can do more. |
| 6. MS OF MAN LOOKING REFRESHED, LEGS FLIP UP INTO SCREEN AS HE DOES KEG STAND | PEOPLE AT PARTY: KEG STAND, KEG STAND!!!! |

STORYBOARD



KEY FRAME

Brand: Bengay

Title: "Sore Tomorrow"

45 Seconds



The Bengay rebranding campaign is titled "Relieve sore, so you can do more." The launch for the special rebranding campaign is on December 20th, 2017. The campaign is an integrated marketing communications campaign to revamp the brand! It includes television advertising, social media, viral videos, guerilla marketing, out-of-home advertisements, and others. The idea behind the message is to portray Bengay as a product that helps relieve soreness so one can accomplish what they need to get done the following day. Bengay strives to demonstrate its sense of humor and appeal to millennials who would benefit the most from the product. Consistency is key across all the platforms to portray Bengay in a fresh, exciting way..

In terms of traditional advertising, there are print ads, a radio commercial and television commercials, among others. The print ads feature how Bengay can cure muscle soreness at any time of day. Each print advertisement has similar Headlines with different situations of individuals displaying their soreness to demonstrate the "Relieve sore,so you can do more," theme.

In the television commercial, "Sore Tomorrow," there is an adult male going through his regular daily routine and thinking about how sore he is going to be the next day while he is at the gym, struggling to push himself because of his sore muscles. The key frame is of the adult male being offered Bengay, which is the turning point in the commercial and the relief he needs for his soreness.



**PART IV:
RADIO
COMMERCIAL**

SCRIPT

RADIO SCRIPT

Bengay: December 3rd, 2017

Radio: 45

"Zumba Gone Wrong"

Produced

MUSIC: UPBEAT LATIN HIP HOP

SFX: AMBIENT NOISE TYPICAL OF A GYM CLASS.

FEMALE 1: (Peppy female voice aged early twenties): Come on ladies! Push it! Take it to the next level!

FEMALE 2: (Out of breath and heavily panting): Push what? I have nothing left to push!

FEMALE 1: Let me see you work!

FEMALE 2: The only thing working is me sitting on the ground.

FEMALE 1: You! In the back! Get up off the floor!

FEMALE 2: She sees me. Katie, help.. I'm going to be so sore tomorrow. How do you do this?


KATIE: My secret is Bengay. I never leave the house without it.

FEMALE 2: What's Bengay?

KATIE: It's my secret to relieving my sore muscles! It's fast acting muscle relief cream that will literally save your life AND your muscles.

FEMALE 2: I'm going to need an entire tube of that.

ANNCR: Bengay. Relieve sore, so you can do more.



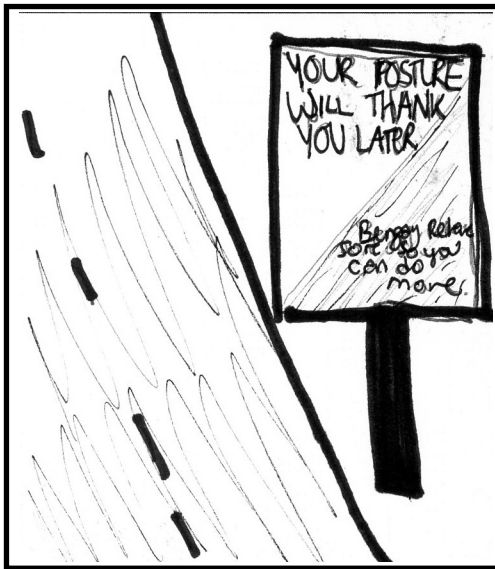
**PART V:
OUT-OF-HOME
(OOH)**

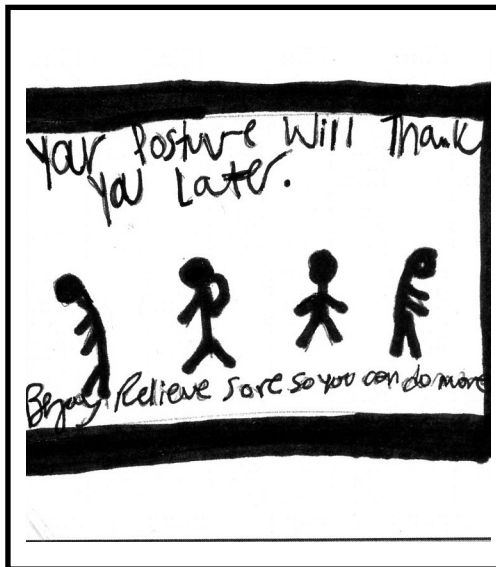
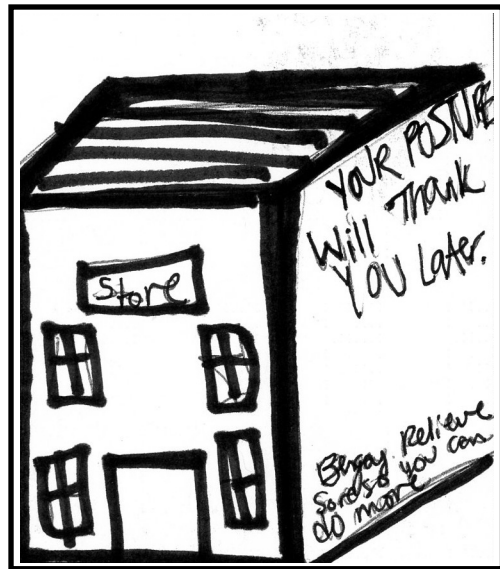
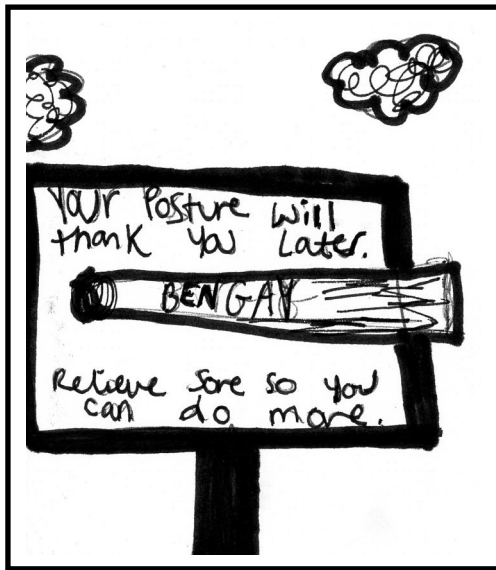
HEADLINES, LAYOUT/THUMBNAILS,
OOH ADVERTISEMENT

HEADLINES

1. To the person that just wiggles around in Petroleum jelly...just use Bengay
2. 98% of college students feel sore at least once a year. 68% of those students do nothing about. Bengay relieves sore, so you can do more.
3. 49% of people contribute poor sleeping conditions to their soreness. Relieve sore, so you can do more.
4. 27 people every year get injured from yo-yo related injuries.. Don't let that be you. Use Bengay.
5. Intensive vacuuming causes 20% of muscle soreness. Relieve sore, so you can do more.
6. To the person who cited their shoes as the core problem of their muscle pain...just buy new shoes.
7. Your posture will thank you later. Relieve sore so you can do more.
8. To the person who rarely feels sore, we know you're lying. Use Bengay
9. To the person feeling sore "from head to toe," it's time. Relieve your sore, so you can do more.
10. No, Bengay isn't just for your grandma anymore. Relieve sore so you can do more.

THUMBNAILS





OOH ADVERTISEMENT





PART VI:
VIRAL VIDEO

KEY FRAME & RATIONALE

KEY FRAME AND RATIONALE

Brand: Bengay

Title: "Advertisers Read Weird Survey Responses"

96 Seconds



The Bengay rebranding campaign, named "Relieve sore, so you can do more," launches December 20th, 2017. The campaign is an integrated marketing communications campaign to revamp the brand. It includes television advertising, social media, viral videos, guerilla marketing, out-of-home advertisements, and others. The idea behind all messages is to portray Bengay as a product that helps relieve soreness so one can accomplish all of tomorrow's tasks without pain. Bengay strives to demonstrate its sense of humor and appeal to millennials who would benefit the most from the product. Consistency is key across all platforms to portray Bengay in a fresh, exciting way.

In terms of types of advertising, out-of-home advertisements, a viral video, and guerilla marketing are used alongside traditional advertising. The out-of-home advertisements feature humorous billboards. Statistics are used and out-of-the-ordinary responses from an online survey are incorporated to gain attention and gain recall.

In the viral video, "Advertisers Read Weird Survey Responses," we see a couple of individuals reading all of the wacky and humorous responses from an online survey people took about pain relief and Bengay. This pairs well with the humorous tone of the campaign, aligns with the out-of-home advertisements, and has potential to be shared across many social media platforms for the types of responses read aloud.



PART VII:
GUERRILLA MARKETING

ADVERTISEMENT & RATIONALE

RATIONALE

- Two actors will be hired for the day to advertise the “relieve sore, so you can do more,” concept in real life. Each actor will be paid \$12/hour.
- First Actor: Man, sleeping in a weird position on a public transportation bus with a sign that says “This might look painful, but I use Bengay. Relieve sore, so you can do more.”
 - He will be riding the bus all day (8:00 a.m. to 6:00 p.m.).
 - Will be switching between various buses and sleeping positions to gain attention from the public.
 - Will demonstrate that majority of people who sleep in uncomfortable positions every night can relieve their sore necks and backs with the use of Bengay while also using humor to get them to relate to the situation.
- Second actor: Woman, walking around a college campus with a really heavy looking backpack with a sign that says, “This might look heavy, but I use Bengay. Relieve sore, so you can do more.”
 - She will be walking around a college campus from 9:00 a.m. to 5:00 p.m. with a huge, oversized backpack, but doing so with ease.
 - Will walk around various parts of a college campus, such as through the library, dining halls, and on the other parts of campus
 - This is to demonstrate to the target audience that Bengay can be used for everyday life while also using humor to grab their attention and get them to relate to the situation.





THIS MIGHT
LOOK HEAVY...

BUT I USE *BENGAY*

RELIEVE SORE, SO YOU CAN DO MORE

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