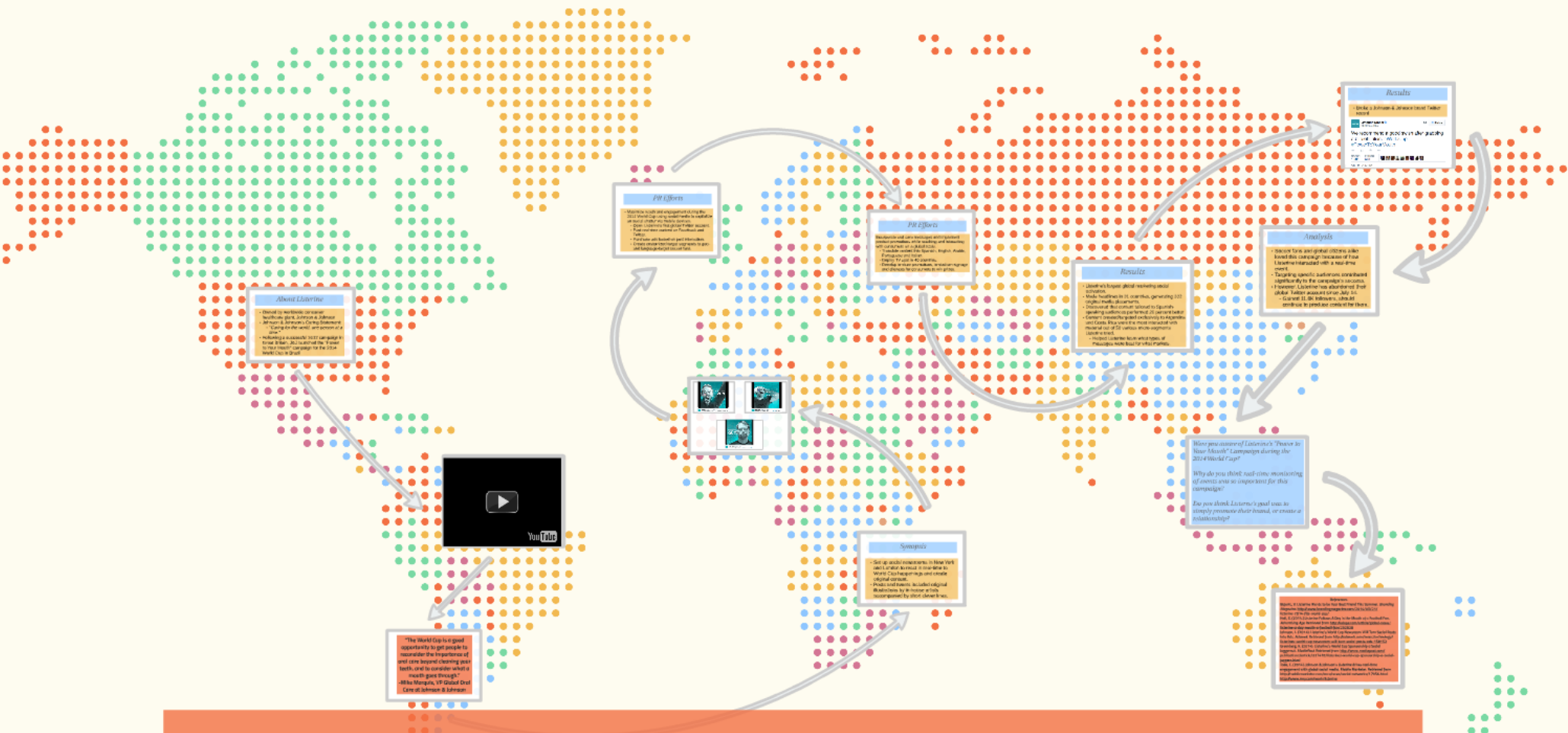


Listerine in Brazil Harvard Case Solution & Analysis

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About Listerine

- Owned by worldwide consumer healthcare giant, Johnson & Johnson
- Johnson & Johnson's Caring Statement:
 - *"Caring for the world, one person at a time."*
- Following a successful 2012 campaign in Great Britain, J&J launched the "Power to Your Mouth" campaign for the 2014 World Cup in Brazil



You **Tube**

“The World Cup is a good opportunity to get people to reconsider the importance of oral care beyond cleaning your teeth, and to consider what a mouth goes through.”

-Mike Marquis, VP Global Oral Care at Johnson & Johnson

Synopsis

- Set up social newsrooms in New York and London to react in real-time to World Cup happenings and create original content.
- Posts and tweets included original illustrations by in-house artists accompanied by short clever lines.



GHANA GET
EVEN

#PowerToYourMouth



Listerine Global @ListerineGlobal · Jun 16

The Americans kick off their World Cup quest against a tough Ghanaian squad!
#USA



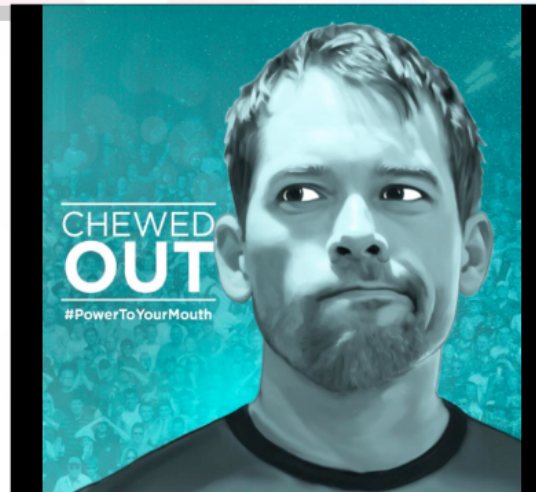
GREAT BARRIER
GRIEF

#PowerToYourMouth



Listerine Global @ListerineGlobal · Jun 18

The dreams of an upset are over. Cracking effort by #Australia but the Dutch found a way to win it. #WorldCup #AUS



CHEWED
OUT

#PowerToYourMouth



Listerine Global @ListerineGlobal · Jun 26

Pro tip: Kill germs, not your country's #WorldCup chances. #NoMoreBiting



Listerine Global @ListerineGlobal · Jun 18

The dreams of an upset are over. Cracking effort by [#Australia](#) but the Dutch found a way to win it. [#WorldCup](#) [#AUS](#)