

March 2011

Johnson & Johnson Challenge Problem Statement

Glenn: As you know, our marketing department has developed a concept and position statement that they found really resonates with consumers. That is, “I dread the discomfort that comes with eczema flare-ups but I worry about long-term use of steroids and prescriptions. I’d rather have a safe, natural alternative that I can use everyday to manage my eczema and break the irritating cycle of flare-ups.” That’s the insight; that’s what we need to work toward.

Vanita: Isn’t eczema often treated with steroid preparations?

Glenn: Yes, but there are some problems associated with steroids - thinning of the skin, patients can’t use them for a long time... you’ll see warnings on the labels limiting the usage to less than a certain amount of time.

Frank: So, we want to develop a product using active naturals that will work as well as over-the-counter hydrocortisone products, something that will provide relief and moisturize and repair the skin.

Susan: We also need to be sure there’s no adverse effects on the patient- remember, this is compromised skin, so something that is completely safe and that wouldn’t affect normal skin might cause stinging if the patient has eczema and the skin barrier is disrupted.

Sunny: We need to deliver a product that has cosmetic appeal too – it can’t be tacky or sticky or greasy or smell bad. Otherwise, consumers just won’t buy it.