

Public Relations Counsel, Inc.

REVIEW

Client Johnson and Johnson

No. _____

Date _____

BABY SHAMPOO

DISTRIBUTION
(CLIENT)

J. McKay
D. Johnston
E. Samek

L. FOSTER
W. OLESEN

Churchill Beauty column -- The story which very nicely expressed, with pictures, the beauty secret revealed idea appeared in the Los Angeles Times on Sunday Sept. 15 (with a Shoppers Guide which plugged J & J). The story is scheduled to appear in 250 newspapers on Oct. 20.

PRC had reprints ^{made} of the story and of the partial list of newspapers for ~~the~~ distribution, with a covering letter, to the salesmen.

King Features Syndicate -- Beauty Editor Joan O'Sullivan has done a story with the pic of a girl holding ^a baby shampoo bottle which we supplied to her at her request. The ~~story~~ ^{column} goes in mat form to 150 newspapers across the nation, and is scheduled for Oct. 25. We will be able to get a copy on Oct. 21.

DISTRIBUTION
(P.R.C.)

L. Wolfe
L. Saffir
G. Read
A. LITROV

Lydia Lane column -- Al Litrov has seen the story which is scheduled ^{for} in mid-November in 90 newspapers. We will have copies of the story in the near future. According to Al, the story expounds the idea that Carol Byron shampoos her hair while in the shower and uses baby shampoo because it does not sting ~~her~~ her eyes, and ~~that it~~ is kind to her hair; ^{etc.} We understand that there is also a plug for BABY OIL too.

Women's News Service -- Florence De Santis, who does a column called "Beauty in the News" requested a picture of a personality who uses the baby shampoo to go along with a story she plans. We sent her Hildegard's pic.

Ladies Home Journal -- The ~~many times our delayed booking~~ often called off J & J tour by the beauty editor is once again set for Oct. 10. Also, Glory Read is meeting with her on Oct. 8 to talk about baby shampoo story possibilities. Since we have a chance to use Susan Strasberg for a magazine of this quality, we are trying to bring it to fruition.

Larry Mathews Beauty Shops -- These shops are open 24 hours a day and cater to celebrities, ~~and~~ actresses, etc. ~~and~~ We have talked with Larry Mathews, persons who do the shampooing his PR person, shop manager, etc. and the baby shampoo is currently being used in the main shop in the Great Northern Hotel. Once they tell us that they think it is a good product, we plan to utilize this fully with trade and consumer stories and pics and other PR activities.

A call just came in ~~saying that~~ with a preliminary report saying the shampoo "is terrific". Tomorrow, G. Read is going to the shop to ~~talk~~ get a full report.

~~continuing to do follow-up with magazine~~
We are ~~still following up and going to~~ editors we have previously contacted in an effort to get "the big one".

BABY GIFT PACKAGES

New Product Release for Carry-all -- PRC prepared a new product release which ~~upon~~ *approval* was immediately ~~personally~~ serviced and mailed to gift, shopping, new product, and women's editors of magazines and newspapers, ~~Wax~~ which we will follow-up shortly.

~~and on the press release of the new product~~ The news thus far is:

1. Elmer Roesnner's New Products column (Bell Syndicate), which is widely carried in newspapers is using the carry-all on Oct. 7.
2. The Women's page of the New York Daily News plans to ^{use} ~~carry~~ the release as soon as we can give her the name of a specific store that will carry the product.
3. Mrs. Ida Fried of EPS news syndicate said that she plans to use it.

(3)

Feature Stories

- (preparing)*
1. PRC is ~~planning to write~~ *preparing* a feature ~~xxx~~ along the lines of why use baby products, why are they better than ordinary products for the baby.
 2. Glory Read, who once did free lance articles for My Baby magazine has been invited by the editor to work out a series of ~~exclusive stories~~ ~~xxx~~ on J & J. ~~I am~~ meeting with the editor next week to discuss the series. My thought are that perhaps we can do a short ~~xxx~~ piece on each product or maybe on two, telling how each was developed and improved through the years in a ~~xxx~~ ~~hopefully~~ lively ~~xxx~~ readable way.

Trade Releases

1. PRC has set-up a picture taking session at a Liggett Rexall drug store in Clifton, N. J. for Sat. morning. The gift package display being set up in the store will be accompanied by a story which ~~will include the thoughts that this is a gift the mother will buy for herself and a Chrstitmas gift that will not die on Dec. 25, etc.~~ *(J & J)*
These will personally be service to drug trade magazines.
2. We are also planning to do a similar story for a chain super market.
3. We are attempting to set up interviews ~~with~~ *(J & J)* for Ed Samek with editors of packaging magazines and packaging sections of magazines.

Stern's -- PRC has arranged with Stern's Dept. store in New York to use the Carry-all in connection with their 5-week maternity course for expectant mothers which is conducted on a continuing basis. The nurse who demonstrates baby care will use the Carry-all and it will be on display at all times during the course. We also will supply Stern's with a Carry-all to be given as a door prize at the four ~~maternity~~ *(J & J)* maternity fashion shows which the store conducts each year. and Stern's will give ~~xxx~~ credit on the program, announcements, all other materials promoting their courses.

Book on Baby Products -- PRC has had preliminary meetings with Larry Eisenger,

Editor-in-chief of Faucett Books who is interested in preparing a book on "How to take the work out of baby care". The book would discuss all the many products available today to make mom's work easier. ~~This book would be directed at making mom's work easier.~~

TV-- PRC has investigated, ~~and~~ putting the Carry-all and tray on such full network programs as a special daytime "Price is Right" show, "Queen for a Day" "Say When", and Seven ~~Key~~ Keys". We have a tentative go ahead from Mr. Samek on the "Seven Keys" program, beginning on Nov. 11. and have made the preliminary arrangements.

NEW YORK WORLD'S FAIR -- PRC has investigated possibilities for J & J in the

House of Good Taste Exhibit (in which

etc.

This is an immediate and extremely effective way to introduce a new product. The cost of such exposure is from \$100 to \$150 per spot (for a 168 station net) plus the merchandise to be given away, depending upon the particular show.