

BAND-AID[®]

BRAND ADHESIVE BANDAGES

Sidney Jackson, Kate Talley, Sarah Becker, and Ant Adkins

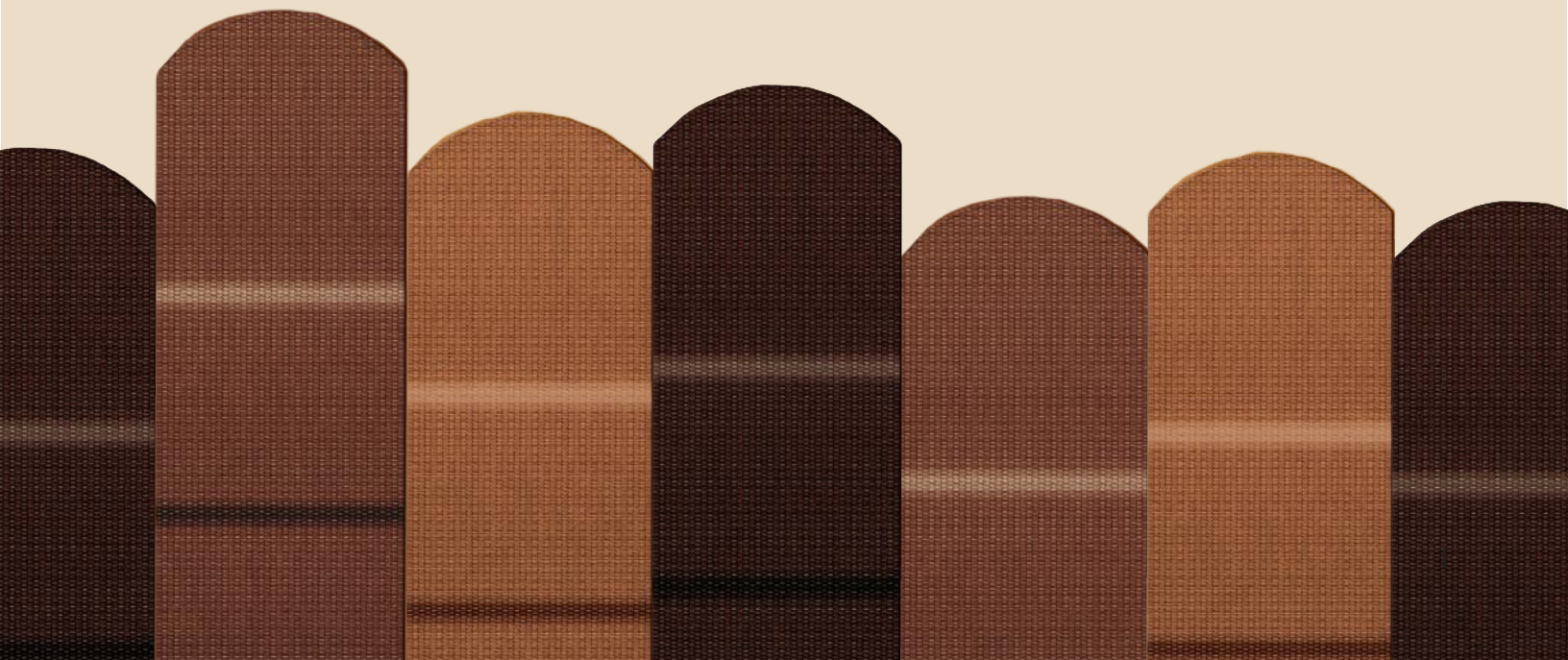


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SECTION I:

HUBBUB

AGENCY



LOGO RATIONALE

The word "hubbub" generally means commotion and chatter, which are two things we as an advertising team want to generate. The layered speech bubble comes in as a symbol of the continual bouncing around of ideas and communication we want with each other when creating our BAND-AID campaign.



OUR TEAM



Sidney Jackson
Lead Strategist

Sidney is a Creative Advertising major at James Madison University with a minor in general business and environmental humanities. She has a passion for graphic design and web design. You can usually find her on top of a mountain or down at the lake! She loves connecting with a wide array of people within her community through service.



Sarah Becker
Accounts Manager

Sarah is a senior Creative Advertising student. With a strong interest in social media and a desire to learn, she is excited to gain real-world experience in advertising. In her free time, Sarah enjoys travelling and raising funds for important causes.



Kate Talley
Creative Director

Kate is a senior Creative Advertising major with a minor in Art. When she is not doing schoolwork, you can find her doing anything creative. Her biggest passion in life is art of any kind. Throughout her education at James Madison University, she has channeled that passion into a love for design.



Ant Adkins
Media Analyst

Ant is currently a senior double majoring in Creative Advertising and English. They are a writer both academically and personally. They often review films and other media to gauge their impact, which has influenced the way they design their own work.

HUBBUB

SECTION II: RESEARCH

SECONDARY

BRAND HISTORY

The Band-Aid Adhesive Bandage was created in 1920 by Johnson & Johnson employee Earle Dickson (Lemelson, n.d.).

Dickson combined Johnson & Johnson adhesive tape and gauze to help his new wife, who was prone to slicing her fingers while using sharp knives in their kitchen.

There have been many different types of Band-Aids released over the past century including certain Band-aids with prints of popular characters, Band-Aids that are better in the water, and band-Aids that are supposed to move like your skin.

The Ourtone Band-Aid was released in 2021 and designed to better blend with a wide range of skin tones.

ADVERTISING HISTORY

The BAND-AID Brand is extremely well known and has basically named the product of the adhesive bandage.

One of the things BAND-AID is most well-known for is their catchy jingle. **"I am stuck on Band-Aid brand, 'cause Band-Aid's stuck on me."** The tune was written by famed entertainer Barry Manilow in 1975, and still remains one of the most recognized jingles in advertising history.

BAND-AID has released a series of advertisements throughout the years featuring children singing their recognizable jingle. The ads gave the brand a more family-oriented image.

While the BAND-AID Brand is attempting to reinvent itself and stay current, it has neglected advertising for its OURTONE line. There are only a few commercials published online for the OURTONE BAND-AID from 2022. OURTONE partners with a non-profit called "share the movement" that hosts dance clinics and provides dance resources (BAND-AID)

SECONDARY

BAND-AID®
BRAND ADHESIVE BANDAGES

..... **\$4.39**

COMPETITORS

Tru-Color Bandages **\$6.00**

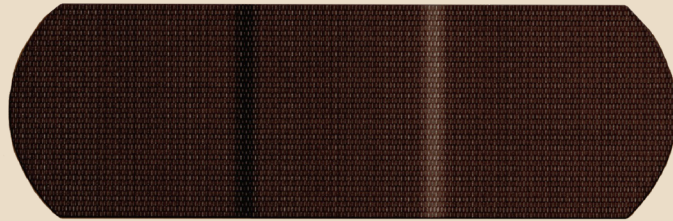
CVS Health FlexibleFabric ... **\$4.99**

Equate Adhesive Bandages .. **\$1.98**

3M Nexcare **\$4.19**

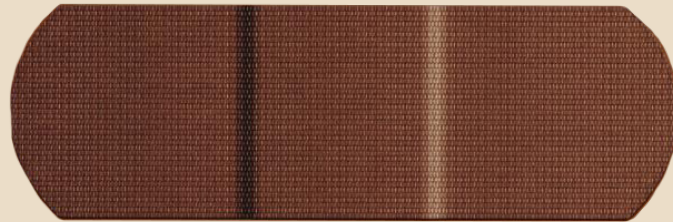
Curad **\$6.35**

****based on prices of a 30 pack of bandages****



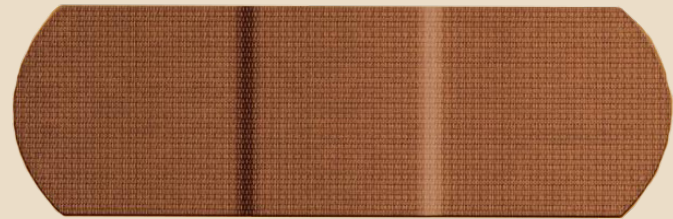
STRENGTHS

Brand recognition, strong reputation, top of the market.



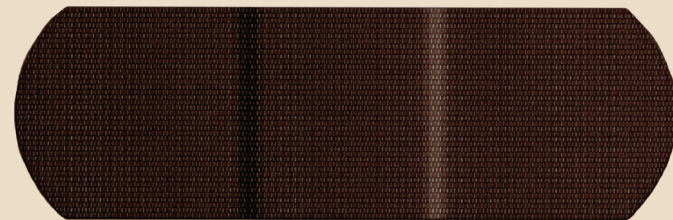
WEAKNESSES

Limited product variety and availability, little advertising.



OPPORTUNITIES

Reaching new demographics, creating brand awareness for OURTONE.



THREATS

Many generic and name-brand competitors.

PRIMARY

OVERVIEW

For our primary research we conducted interviews and created a survey to gather information and to gather how individuals felt about our assigned Brand and chosen Product. For our interviews we used a script to stay consistent, and audio recorded the interview with our subject's consent. For our survey, our group members publicized the link and our anonymous subjects willingly took the survey at their own leisure.

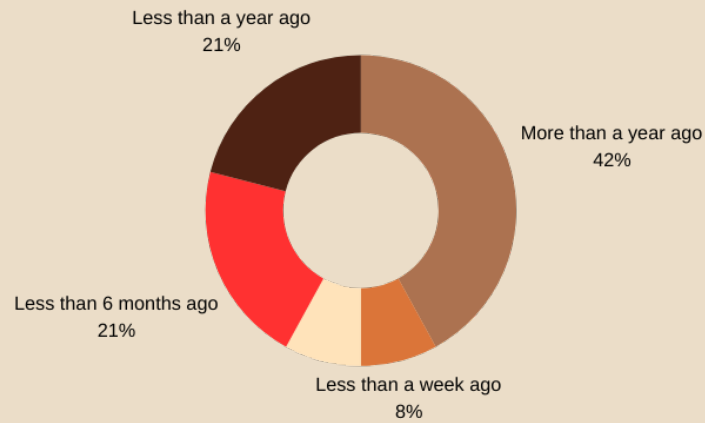
OBSERVATIONS

Our major observations were that people thought BAND-AIDs were a necessity in today's world. Most of our test subjects owned BAND-AIDs and had purchased them within the past few years. Our specific target for our campaign had mixed reviews on if the OURTONE colored product was necessary, but there was an understanding that BAND-AIDs in general were necessary. According to our research, BAND-AIDs were a product that people said they needed to have, but that they didn't need to buy often. A box of BAND-AIDs lasts our subjects a long amount of time.

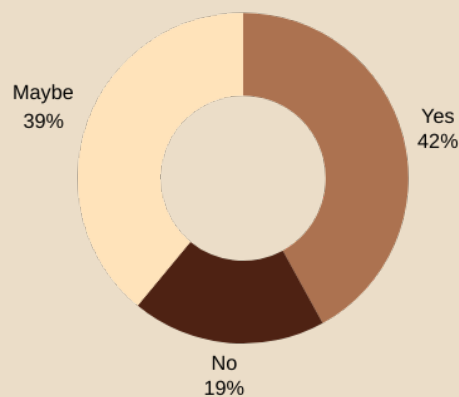
RESEARCH

PRIMARY

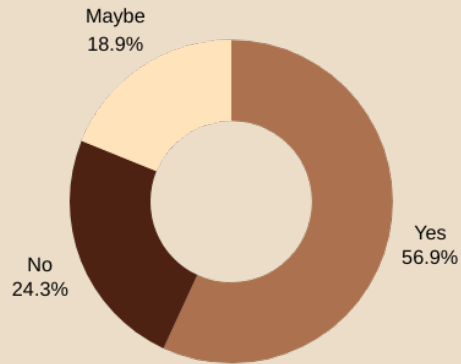
**When was the time you purchased
a BANDAID product?**



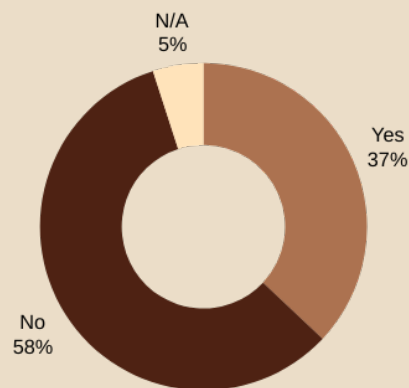
**Would you purchase an
OURTONE BANDAID?**



Heard of the OURTONE line



Seen OURTONE advertising



RESEARCH

SECTION III: STRATEGY

STRATEGY

PRIMARY PERSONA



Age: 20

Occupation: Graphic Design major at ASU

Location: Tuscon, AZ

BIO

Mark is a black queer man with strongly held beliefs in racial equality and the social responsibility of corporate entities.

He enjoys listening to music and spending time at the gallery downtown.

He is proud of his skin tone, and is frustrated by the lack of diverse "skin tone" options given to POCs. He is looking for more products that are made specifically, for people of color.

MESSAGE OBJECTIVES

- Change the perception of BAND-AID from being “boring” and “neutral” to having a personality and taking a well-defined stance on current topics
- Make products and advertisements appeal to a wider audience and promote the need for diversity, individualism, and self expression.
- Give consumers a reason to financially support the brand (i.e. supporting BAND-AID will support black healthcare workers, etc.)

CURRENT POSITION

The BAND-AID brand has developed a century-long image that centers on trust, reliability, and care in everyday health management. The brand has effectively positioned itself as a household staple, essential for minor injuries, making it synonymous with quick, dependable wound care. BAND-AID is an old brand with classic products, and its advertising reflects that. The signature jingle paired with the theme of family and children is recognizable, but the idea has become stale and shows obvious signs of its age.

DESIRED POSITION

Our desire is for BAND-AID to make bounds in the current era of social activism and inclusivity. This way, BAND-AID’s Brand Image can evolve into something modern; something that people want to talk about. Further, connecting BAND-AID to a younger generation will help keep the brand fresh in people's minds. We want to rebrand BAND-AID as a brand that encourages individuality and self expression.

STRATEGY

CONSUMER PROMISE

BAND-AID's aim is to empower people of color to feel confident in their skin by highlighting individual identities and encouraging self-expression

OURTONE BAND-AIDs give individuals the freedom to creatively express themselves confidently.

OURTONE BAND-AIDs were made to include those who have historically been forgotten, so we want to empower them as our main subject and target audience.

CREATIVE EXECUTION

We plan to use a mixed-media approach wherein BAND-AIDs (or the likeness of a BAND-AID) are incorporated into different modes of self expression. We will focus on highlighting People of Color enjoying different forms of creative self expression to encourage them to feel comfortable in their skin, and comfortable using our product on their skin. We will be doing this as a way to portray BAND-AID as a socially conscious, inclusive, transformed brand that values individuality.

TONE

Bold

Creative

Inclusive

Fun

Playful

SECTION IV:

BIG IDEA

DESIGN

HEADLINES

We're changing our tone

Truly nude

Stick with the times

OURTONE for your tone

Monochrome is so in

Stick with the times

Stick out for the right reasons

The new nude

Nude is a relative term

We're changing our values

TAGLINES

For every shade of you
Let's stick together
Old product, fresh ideas
Let's BAND together
Bringing color to th canvas
Made for your shade
Every cut, every tone, every time
The creative cure
A tone of your own
Healing made hidden

PLANNING

PRINT

RATIONALE

The objective of this campaign is to promote the OURTONE line of diverse BAND-AIDs, designed to cater to a variety of skin tones. Our campaign encourages forms of self-expression such as singing, painting, and fashion. This campaign is driven by the brand's new commitment to inclusivity, creativity, and personal identity. Each different design within this line of print ads celebrates a different form of self-expression and aligns the product with the identity and passions of the consumer. The direct connection of Band-Aid supporting individual creativity shows the Band-Aid consumers that the Band-Aid brand cares. The personal touch turns a simple healthcare product into a statement of individuality. These print ads are also acknowledging that BAND-AID has made mistakes in the past when thinking of inclusivity as it is reinventing it's brand. The ads will be placed in magazines and print media matching arts, culture, lifestyle, and health and wellness that directly target our audience.

We're taking notes.



For every shade of you.

We're expanding our palette.



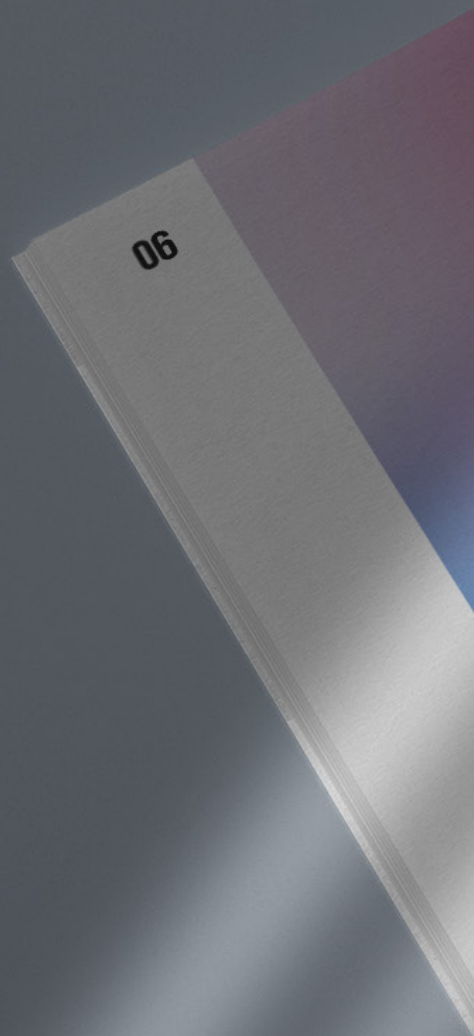
For every shade of you.

We're reinventing a classic.



For every shade of you.

MOCKUP 1



Amazing premium vertical catalogue mockup

PAGE
TITLE

Donec sed lectus sed enim aliquet
dictum non at diam. Nulla vel risus a mi
elementum pretium. Quia libero leo,
ornare ut mauris at molestie ornare
eros. Vivamus a feugiat mauris. Nunc ac
urna sit amet lorem. Fringilla porta
sodales ut fele. Maecenas auctor ligula
sed orci sodales vel lacinia est. Ultricies.

Curabitur tristique congue nulla, vel
tempus ante molestie. Vestibulum
accumsan maecenas. In hac
ipsum dolor sit amet, consectetur
adipiscing elit. Cras velit odio, efficitur et

We're taking notes.



For every shade of you.

MOCKUP 2



Amazing premium vertical catalogue mockup

PAGE
TITLE

Donec sed lectus sed enim aliquet
dictum non at diam. Nulla vel risus a mi
elementum pretium. Duis libero leo
orriare ut mauris at molestie sagittis
eros. Vivamus a feugiat mauris. Nunc ac
urna sit amet lorem tristique porta
sodales ut feis. Maecenas auctor ligula
sed orci sodales, vel lacus ele utroque.

Curabitur lacinia congue nulla vel
tempus ante molestie a Vestibulum
accumsan maxime tristique. Lorem
ipsum dolor sit amet, consectetur
adipiscing elit. Cras velit odio, efficitur at

We're expanding our palette.

For every shade of you.

MOCKUP 3



Amazing premium
vertical catalogue
mockup

Dorvec sed lectus sed enim aliquet
dictum non et diam. Nulla vel risus a mi
elementum pretium. Duis libero leo
elementum ut mauris ac molestie sagittis
eros. Vivamus a feugiat mauris. Nunc ac
urna sit amet lorem. Fregilla porta
sodales ut felis. Maecenas auctor ligula
sed orci sodales. vel laoreet sed ultricies.

Curabitur tincidunt congue nulla. vel
tempus ante molestie a. Vestibulum
accumsan maximus. tristique. Lorem
ipsum dolor sit amet, consectetur
adipiscing elit. Cras velit odio, efficitur et

We're
reinventing
a classic.

For every shade of you.

TV

RATIONALE

The purpose of this commercial is to reinforce the fact that there is no single “nude” shade. Each person has their own definition of the term, and no two nudes are the same. The inspiration for this commercial comes from the brand’s old ads. Many of them emphasize the nude color of the bandages that will blend into the skin. Now, with the creation of the OURTONE line, that selling point can be true for everyone. The message that nude is relative to each person is conveyed through stop-motion in a manner that underlines the point that every human deserves to be acknowledged with a product that reflects their unique self. We kept the background music simple, only employing a steady beat to keep time with the animation. We used stop-motion to reinforce the idea of expression and creativity through BAND-AID.

STORYBOARD (TV)

stop-motion written word commercial. All text on screen written out with different shades of OurTone Band-Aids. simple tune plays throughout.

would you
call this
nude?

start w/ the
"original" Band-Aid
color on similar colored
background.

How about this?

transition to an
OurTone shade

Maybe this
is nude?

transition to next
shade

or this?

transition to next
shade

white screen for
pause

Nude is a
relative term.

mismatched colors
for different
letters/words
- white bg

BAND-AID

cut red paper to
resemble logo, Band-Aids
on screen

For every shade
of YOU.

Mismatched colors
- white bg

KEY FRAMES



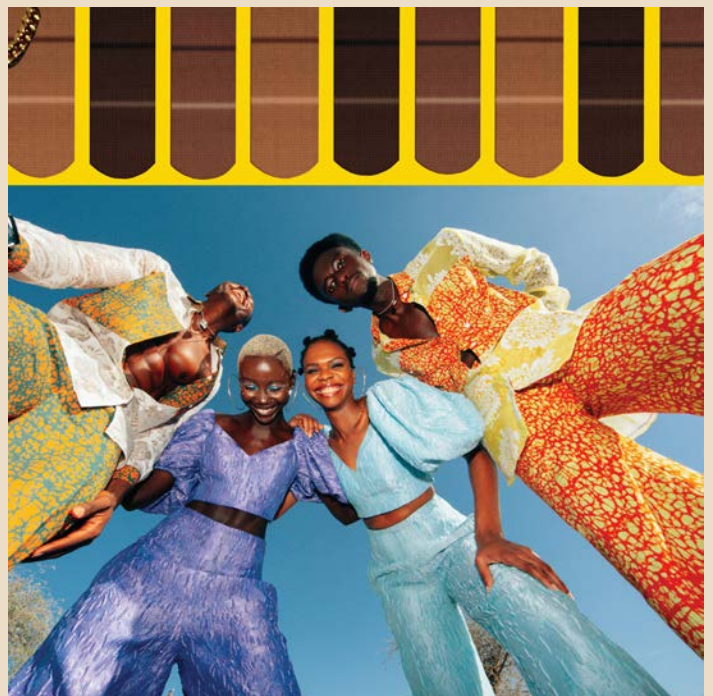
**NUDE IS A
RELATIVE
— . — . — .
TERM**

SOCIAL

RATIONALE

Instagram is a diverse platform that encourages self-expression. Many use social media to display things that they're proud of, which is exactly why this campaign should be on social media. Our brand should be proud of its rebranding. This media campaign features the use of bold colors and free movement that highlights the expression of our audience. Looking at our advertisements, you will see the ideas of a diverse range of identities, illustrated with different bright color combinations, placement, and vibrance. We added playful art elements into our ads to make them even more fun and eye-catching which fits with our overall tone of bold and playful.

For the Instagram advertisements specifically, we went for a "scrapbook-esque" visual art style. You will see many different colors, layering, and textures. Since the age demographic for Instagram is on the younger side, we aimed to produce an almost avant-garde, imaginatively styled collection. The people depicted are also younger. Each of the individuals is pictured wearing an OURTONE BAND-AID and some part of the background also contains the iconic shape or woven fiber from which the BAND-AID is made. We tried to include people of all different races: Black, Hispanic, Asian, and other people of color. Our carousel is a collection of group photos overlapping onto different pages with a vibrant yellow background, making the BAND-AID details pop.





FASHION MAKEUP

PAINTING

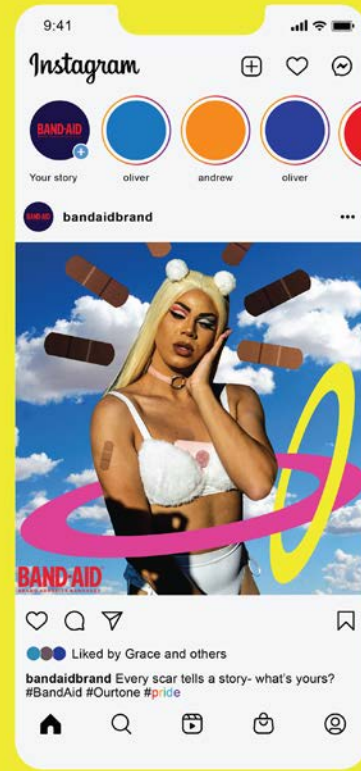


PRIDE



MOCKUPS





SOCIAL

RATIONALE

Since the sole purpose of dating apps is to bring people together, we decided to depict couples doing self-expressive activities together. This includes dancing, playing music, exploring the world, cooking, and writing. The tagline “Those who ____ together, stick together.” is a nod to the adhesive function of the BAND-AID.

We decided to advertise on the Apps owned by Affinity Group, LLC. This includes BLK, Chispa, and Yuzu.

We thought advertising on a dating app would make sense because individuals are trying to put their true selves online in hopes of finding a partner. They will be open with their interests, hopes, ambitions, opinions, and hardships. These three apps also allow us to target the specific audience that we are trying to reach: people of color. We did not want to stick to only the BLK app because Ourtone bandages can be for any darker complexion.

Those who **dance** together...
...stick together.



For every shade of you.

Those who **cook** together...
...stick together.

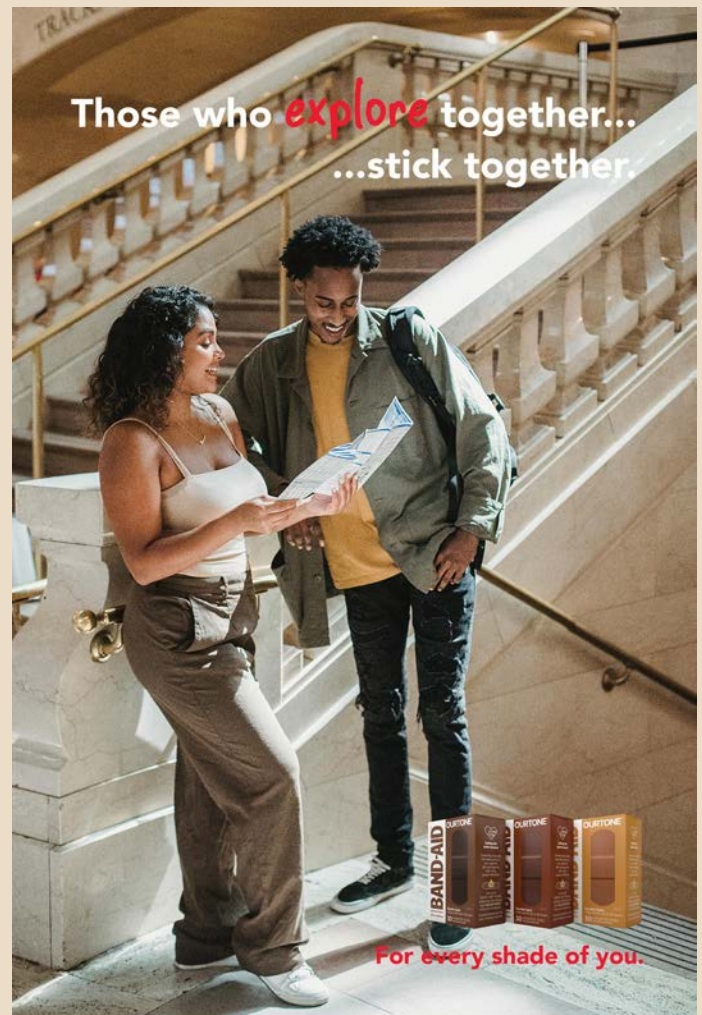


For every shade of you.

Those who **write** together...
...stick together.



For every shade of you.



OOH

RATIONALE

The billboard campaign for OURTONE BAND-AID is an "Express Yourself" campaign that highlights the product as an instrument of self-expression. This massive billboard is a visual metaphor that is upfront and easy to read and understand. Billboards work their best when they are concise. By arranging the words "Express Yourself" with the help of the different shades of the OURTONE BAND-AIDS, a call to action is summed up simply: this billboard calls on the consumer to express themselves creatively. The billboard will be in busy centers, mainly in metropolitan cities. It will be viewed by many people from walks of life that can relate to the simple yet weighty messaging of the sign.

EXPRESS YOURSELF

BAND-AID®
BRAND ADHESIVE BANDAGES

For every shade of you.



RATIONALE

We intend to advertise and promote the OURTONE line of diverse BAND-AIDs that work with many skin tones to bring about inclusion and consideration to all users. We have BAND-AIDs of all shades and different tones in an ad that says "We're Changing Our Tone". This visual pun not only emphasizes its message, but also depicts a "re-toning" of our brand and shows our brand being more inclusive. This ad will be placed at bus shelters for maximum attention from highly traffic areas. We believe that the campaign will let the OURTONE bandages acquire brand awareness that will in turn improve our consumer pool with a better brand perception. A better brand perception will lead to better brand loyalty.



We're
Changing
our
Tone.



BAND-AID
BRAND ADHESIVE BANDAGES

For every shade of you.

VIRAL

RATIONALE

By incorporating a sound byte from Jojo Siwa's recent interview where she discusses her own transformative rebrand, our campaign performs a bit of a self-aware meta-analysis with a humorous edge. The joke is that despite Jojo's "revolutionary" change, in practice, it's just a simple change in color palette. This allows us to tap into the witty delivery of popular cultural figures, making our message both relevant and resonant. This specific soundbyte is currently going viral because Jojo is claiming to be doing something that has never been done before, but what she is discussing has been done many times before her. Similarly the product of Band-Aids in different skin tone shades has been done before, but they have never been very successful.

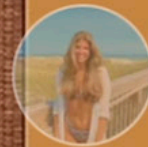


[®]
BAND-AID

BRAND ADHESIVE BANDAGES

Johnson & Johnson

OURTONE™



BR45

Flexible Fabric

Stays on for up to 24 hours

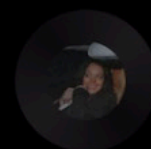
30 ASSORTED SIZES
see back panel for sizes



Eyes and Mouth Overlay

Becker

♪ al sound - sugg.ting - Su



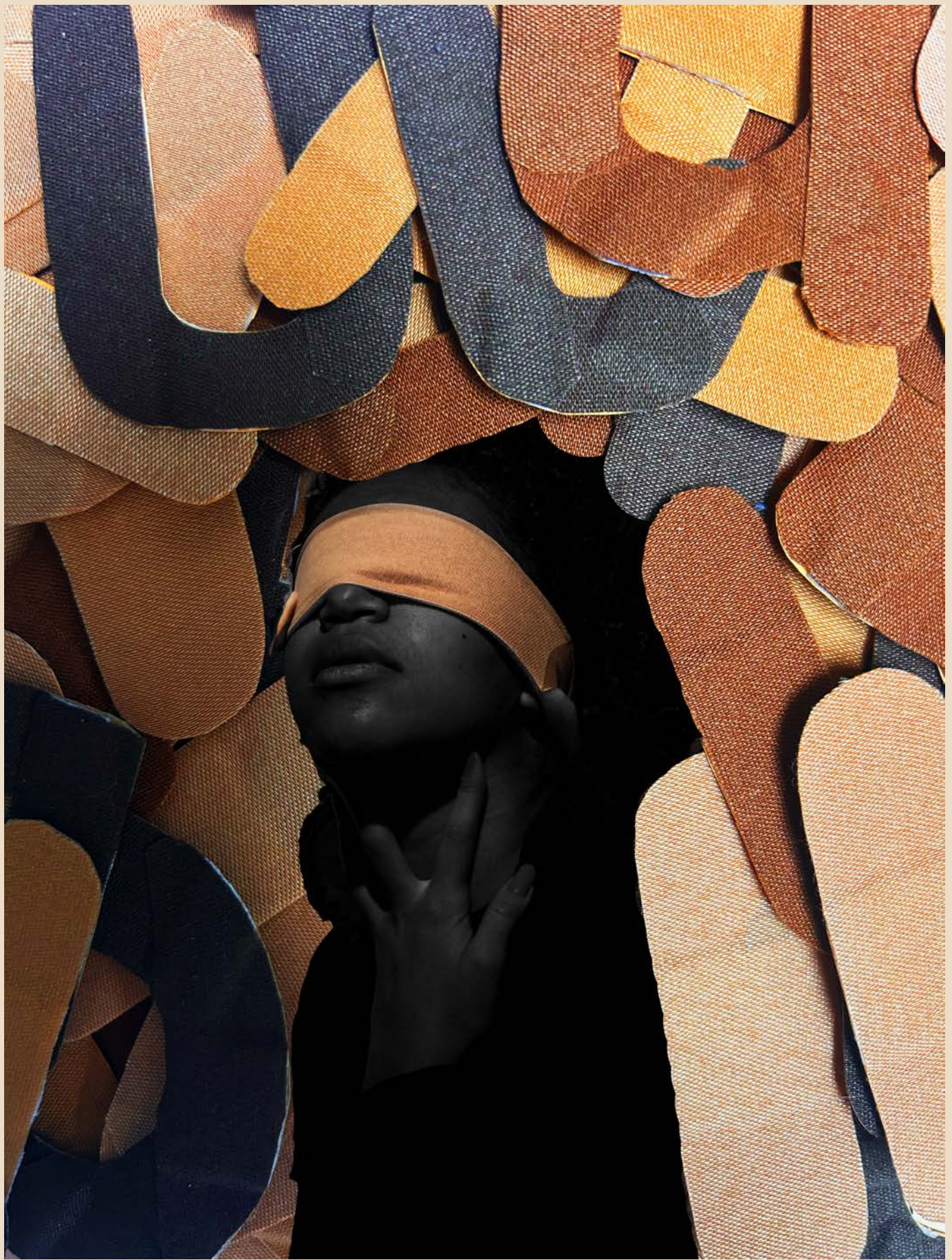
GUERRILLA

RATIONALE

Rationale: Allowing people to create self-portraits using multiple tones of BAND-AIDS invites participation and interaction, turning passive observers into active participants. Our idea for self portraits incorporating the OURTONE Band-AIDS stems from the idea of incorporating self expression and individuality. This hands-on interaction with the product increases engagement and creates a personal connection with the brand, enhancing recall and brand loyalty. These unique creations can be shared on social media, potentially going viral, which would significantly amplify the campaign's reach and impact without the high costs associated with traditional advertising. Guerrilla Advertising is based on the idea of spending as little as possible to get the greatest results. The campaign's participatory initiative will be stimulated by the chance for users to win a Bandaid sponsored scholarship and inclusion in a pop-up art exhibition that features the works of others who have made submissions to the brand. Users will submit their contributions via the hashtag: #arthesive.







BPP

RATIONALE

Abbott Elementary is one of the most popular mockumentary TV series of all time with a diverse range of viewers tuning in per episode. It features a largely Black cast and makes overt statements about the educational equity for schools within communities of people of color. Equally, Band Aid's OURTONE line directly targets the inequities that were previously present within the brand's product line. We believe that a collaboration between Abbott Elementary and BAND-AID would not only enhance the authenticity of the show but also reinforce its message of awareness and representation.



JANINE'S CLASSROOM - DAY

Janine: (UPBEAT TONE) Okay everyone, let's talk about parents night!

Class: {noticeably silent}

Janine: I see... let's read a story!

{The class follows Janine to the story chair}

{THUMP}

Child: Mrs. Teagues, I'm bleeding

Janine: (CONCERNED TONE) Oh my God! Give me just a sec

{Janine runs to her desk, rummages through it}

Janine: Where did I- Oh

{She picks up the box of Band-aids by the board}

{She runs back to the child}

Janine: Okay, okay, okay... Hereee you go

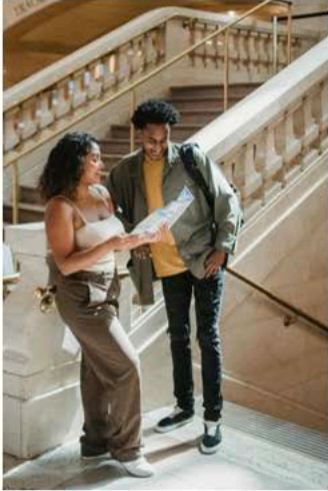
Child: it matches!

Janine: {exasperated sigh}

END OF SCENE

SECTION V: REFERENCES

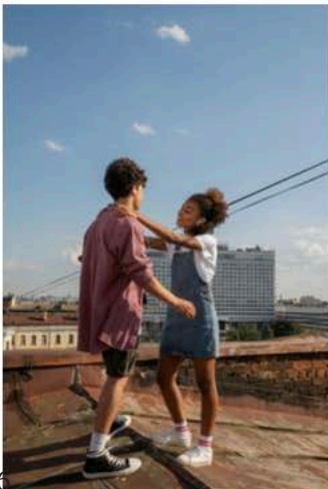
IMAGE



Fortunato, William. (August 15, 2020). Happy young diverse groupmates exploring map in hallway [JPG]. Retrieved from <https://www.pexels.com/photo/happy-young-diverse-groupmates-exploring-map-in-hallway-6140461/>



Gomes, David. (October 6, 2019). Beach couple love ocean [JPG]. Retrieved from <https://www.pexels.com/photo/beach-couple-love-ocean-3070005/>



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RE



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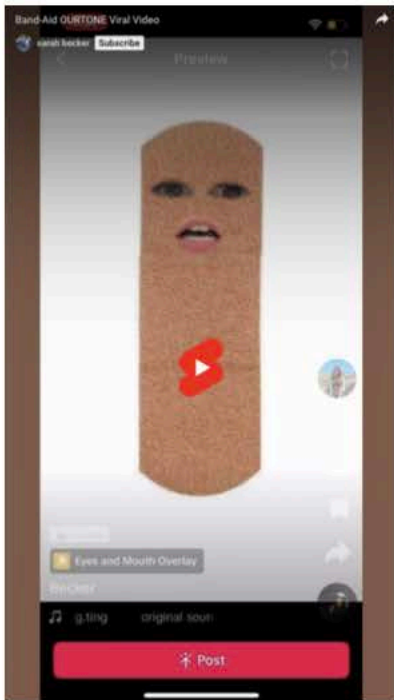


Talley, Kate. (April 28, 2024). Express Yourself [PNG]. Original Image.

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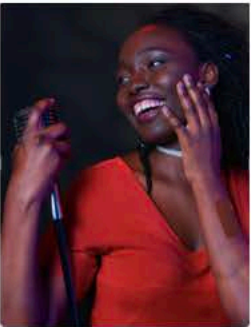


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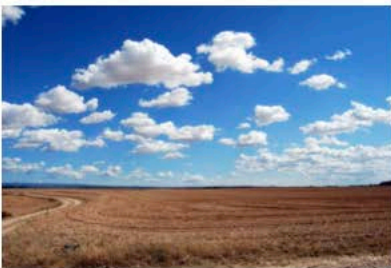
	<p>BAND-AID BRAND. (April 28,2024). Three boxes [JPG]. Retrieved from https://www.band-aid.com/products/adhesive-bandages/ourtone-adhesive-bandages</p>
	<p>Adkins, Ant. (April 28, 2024).Singing [PNG]. Original Image.</p>
	
	<p>Band-Aid. (January 14, 2021). Logo of Band-Aid [SVG]. Retrieved from https://tukuz.com/band-aid-logo-vector-svg/</p>
	<p>Lucian. (June 15, 2021). A Gold Pocket watch on a Woven Fabric [JPG]. Retrieved from https://www.pexels.com/photo/a-gold-pocket-watch-on-a-woven-fabric-12208213/</p>



Zimmerman, Polina. (May 27, 2021). A Woman with Paint on Face and Hands Sitting on Floor Holding Paint Brushes [JPG]. Retrieved from <https://www.pexels.com/photo/a-woman-with-paint-on-face-and-hands-sitting-on-floor-holding-paint-brushes-8539705/>



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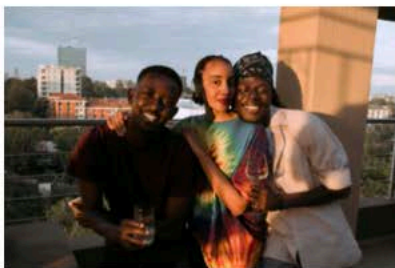
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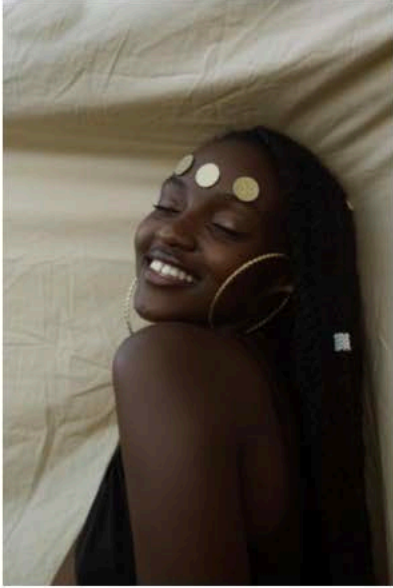
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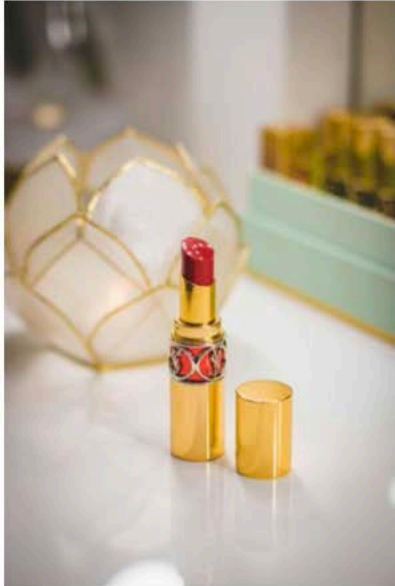
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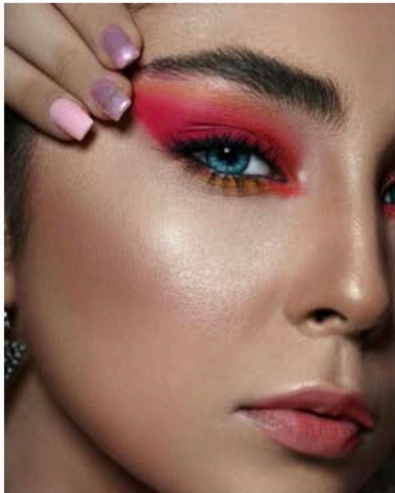
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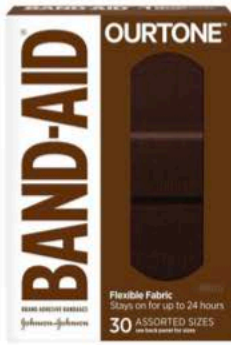
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