



J&J LILITH FAIR INTEGRATION

What if instead of writing a jingle-based TV campaign for women, we became an integral part of a concert tour that celebrates women?

Looking for a new way to engage its young female target audience and breathe life into three core brands, J&J turned to Fathom to develop a new, innovative, sampling-based campaign for its o.b.[®], Stayfree[®] and Carefree[®] brands.

Fathom's solution was an integrated partnership with the 2010 Lilith Fair concert tour. We designed an on-site, air-conditioned oasis that we branded the Lilipad, to be the centerpiece of the program for all Lilith tour stops. The Lilipad allowed all three brands to equally engage concertgoers seeking respite from the heat and crowds. In key markets, Fathom took the activation even further by making over concert venue bathrooms to provide a contextually-relevant luxury sampling experience.

In addition, we also extended the Lilith partnership via a high-impact retail program with *SELF* magazine, which created a branded, tour-centric mini magazine and CD compilation sold at Walmart stores nationwide. Fathom also orchestrated an on-pack music download offer on 1.5 million o.b.[®], Stayfree[®] and Carefree[®] units to further maximize the Lilith property and drive sales.

As a result of this program, J&J reached millions of young women through a positive and aspirational association with the Lilith property, and distributed over 200,000 product samples during the tour. In addition, the *SELF Loves Lilith* compilation was the highest-debuting compilation in the United States upon its release, entering the Billboard Top Compilations Album chart at #7.

