
Johnson and Johnson casestory



Helping Johnson and Johnson communicate a delicate message

Caring for the world, one person at a time... inspires and unites the people of Johnson & Johnson. We embrace research and science - bringing innovative ideas, products and services to advance the health and well-being of people.

Brief

In 2007 Johnson and Johnson approached Brandcentral to help them communicate new industry standards in it's working relationship with clients, primarily Doctors throughout Europe. It was imperative that the design was flexible enough to facilitate translation into 7 different language versions.

Solution

Brandcentral produced a brochure that aimed to look unlike any traditional pieces of Johnson and Johnson communication. The brochure came in a red cover with Johnson and Johnson branding but once this was discarded the brochure focused on the message and contained no Johnson and Johnson branding. Portraits of everyday people brought the viewer face to face with the people both parties were working to help.

Brochure design

