

**James E. Burke Marketing Awards** / Band-Aid Brand & Disney

**BABAB Stuck On Me Year 2 – Disney Media Partnership**

In 2013, BAND-AID® Brand launched the wildly successful “Stuck On Me” Contest. Submissions of home videos of kids singing the jingle was a big hit.



Last year, BAND-AID® brought the contest back, this time focused on the love connection between parents and children, and opened up the contest to all. Finalists ranged from a daughter kissing her dad... to friends joining together in an acappella group.



BAND-AID® also teamed up with leading retailer **Walmart** and its popular social media channels...

 Walmart  
 May 16 · 🌐

Johnson & Johnson's Band-Aid "Stuck On Me" contest is now open! Submit a video singing the Band-Aid jingle and you could win a \$10,000 Walmart gift card, brought to you by Band-Aid. [www.band-aid.com/stuckonme](http://www.band-aid.com/stuckonme)



**BAND-AID**  
 BRAND ADHESIVE BANDAGES

Unlike · Comment · Share 🗨️ 22

You and 927 others like this.  
 View 13 more comments

 Minnie Carver coke  
 Yesterday at 4:20pm · Like

 Walmart Be the next Band-Aid Brand Star! Submit a video of you singing the Band-Aid jingle for a chance to win \$10,000 Walmart gift card. For more information, visit: [www.band-aid.com/stuckonme](http://www.band-aid.com/stuckonme).  
 20 hours ago · Unlike · 🌟 1

 Walmart  
 @Walmart ⚙️ Following

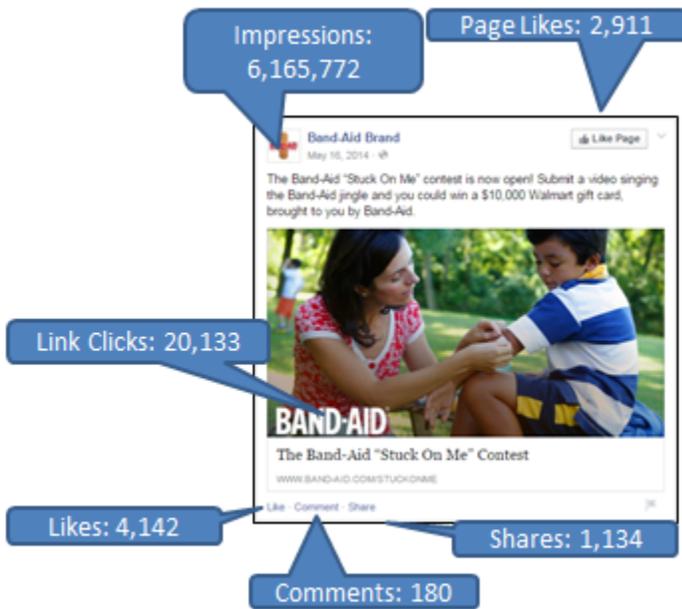
Enter Johnson & Johnson's Band-Aid "Stuck On Me" contest! See how: [band-aid.com/stuckonme](http://band-aid.com/stuckonme)  
[pic.twitter.com/KYVCbiae9X](https://pic.twitter.com/KYVCbiae9X)

Reply · Retweeted · Favored · More



You could win a \$10,000 Walmart gift card, brought to you by Band-Aid.

RETWEETS 13 · FAVORITES 9



...upping the grand prize to a \$10,000 Walmart Gift Card.

x close

**BAND-AID**  
BRAND ADHESIVE BANDAGES

ENTER FOR AN OPPORTUNITY TO WIN A \$10,000 WALMART GIFT CARD, BROUGHT TO YOU BY BAND-AID® BRAND!

NO PURCHASE NECESSARY. SEE OFFICIAL RULES.

**ENTER**

Available at **Walmart**




**BAND-AID**  
BRAND ADHESIVE BANDAGES

**"STUCK ON ME" JINGLE CONTEST!**

SUBMISSION PERIOD: 4/14/14-5/26/14  
VOTING PERIOD: 6/3/14-6/17/14

[www.band-aid.com/stuckonme](http://www.band-aid.com/stuckonme)

**Walmart** ✨ **\$10K**

In addition, the brand formed a strategic media partnership with **Disney!**




*[Show parts of video and with call to action at the end "Enter the Stuck On Me..."]*



I AM STUCK ON **BAND-AID**  
BRAND ADHESIVE BANDAGES



BAND-AID® Brand and Disney partnered across Disney’s multiple TV and digital channels. The highlight was taking 4 of the top videos from the Year 1 contest and creating a commercial. The spot scored High-High and nabbed a 65 in the Emotional Sentiment Index, appealing especially to parents with kids at home. The brand then put a tag at the end, calling for Year 2 submissions and voting.

The Year 2 Contest RESULTS were a huge lift in KPIs versus Year 1 *[show graphics making the numbers below look pretty]*

**2013 vs. 2014**

**Registrations:** 4,598 → 8,964

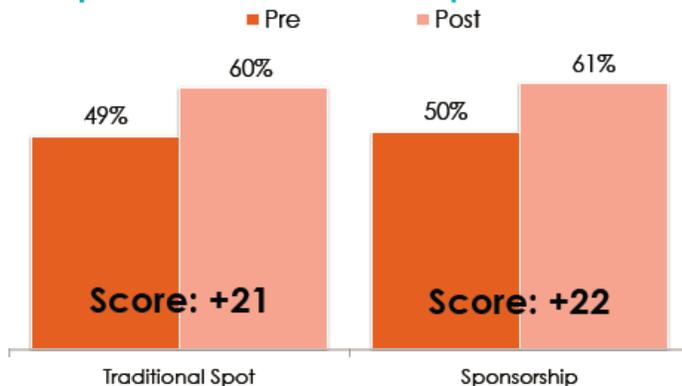
**Unique Visitors:** 79,610 → 137,675

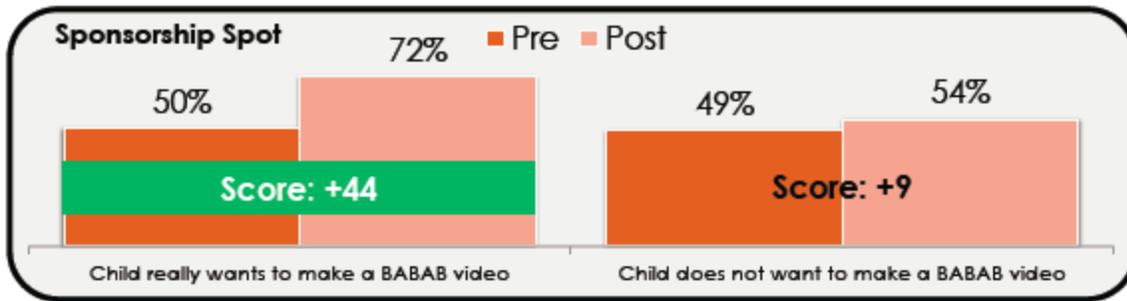
**Email Opt-ins** "Yes! I would like to receive information and offers via email from BAND-AID Brand": 1,442 → 2,851

AND the amazing emotional connection and purchase decisions of consumers from the Disney campaign:

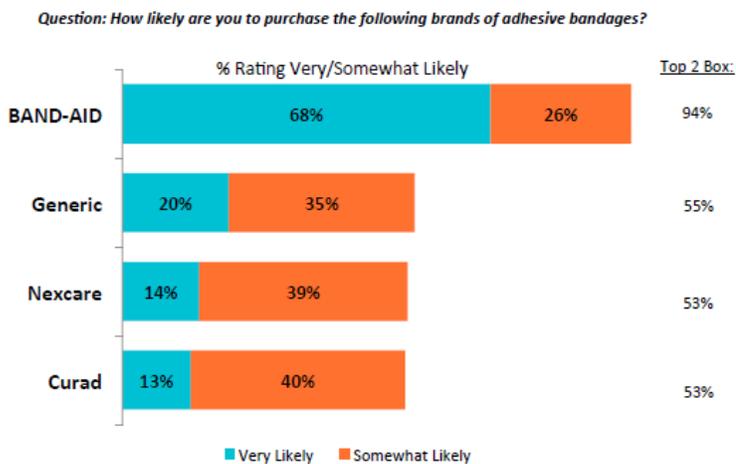
**CAMPAIGN EFFECTIVENESS**

**Overall, Sponsorship Spot Equally Persuasive Among Moms Compared to the Traditional Spot**





Two-Thirds of Consumers “Very Likely” to Purchase BAND-AID Brand Adhesive Bandages



**[IN SUMMARY]:**

Multi-platform exposure resulted in greater gains in BAND-AID® Brand’s awareness, affinity, and purchase interest for BAND-AID®.

90% who watch Disney Channel and listen to Disney Radio registered the most gains, and recalled the jingle.

**The overall campaign solidified BAND-AID® Brand’s identity as being...**

Fun for kids, perfect for mom, High quality, and Trustworthy

BAND-AID® Brand with Disney - the perfect partnership with the world’s best jingle.

*(End with the Year 2 winning video playing:*

*[https://www.facebook.com/bandaid?sk=app\\_240304612808696](https://www.facebook.com/bandaid?sk=app_240304612808696))*



**BAND-AID**<sup>®</sup>  
BRAND ADHESIVE BANDAGES

**America's #1 Bandage Brand**

**Heals the hurt *faster***<sup>®</sup>.

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## Partnership – Disney

- Flight: 4/22/2014-6/22/2014
- Impressions: 15,546,279
- Total Clicks: 63,830
- Total Video Clicks: 24,368
- Video CTR: 0.96%

