

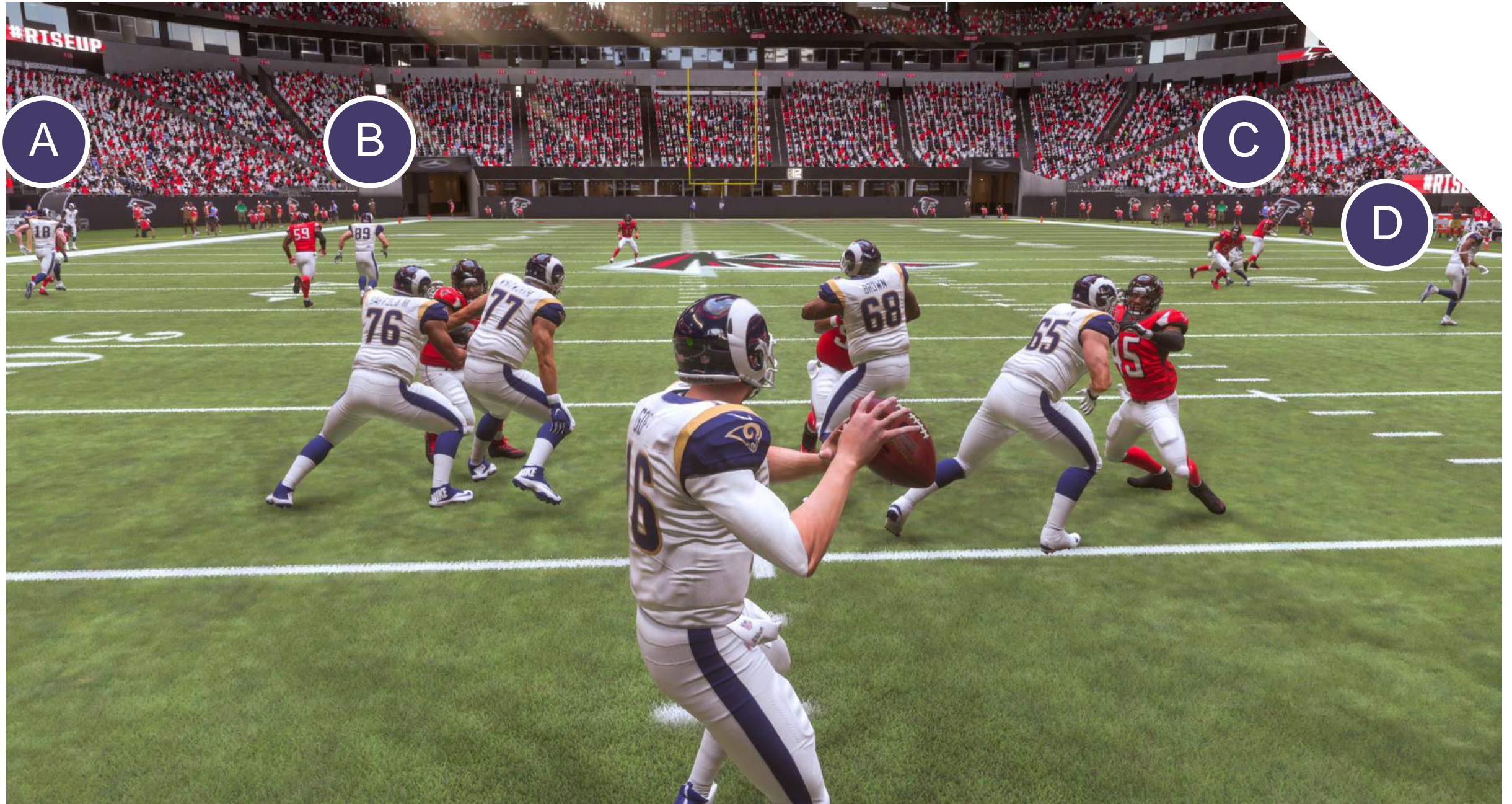


A Hierarchy of Truth

Pavi Gupta
J&J Vision Care

Vittorio Raimondi
Foresight Associates





A

B

C

D



**There
are many
sources
of truth.**



**Football is
the greatest
sport on
earth.**



**Football is
the greatest
sport on
earth.**



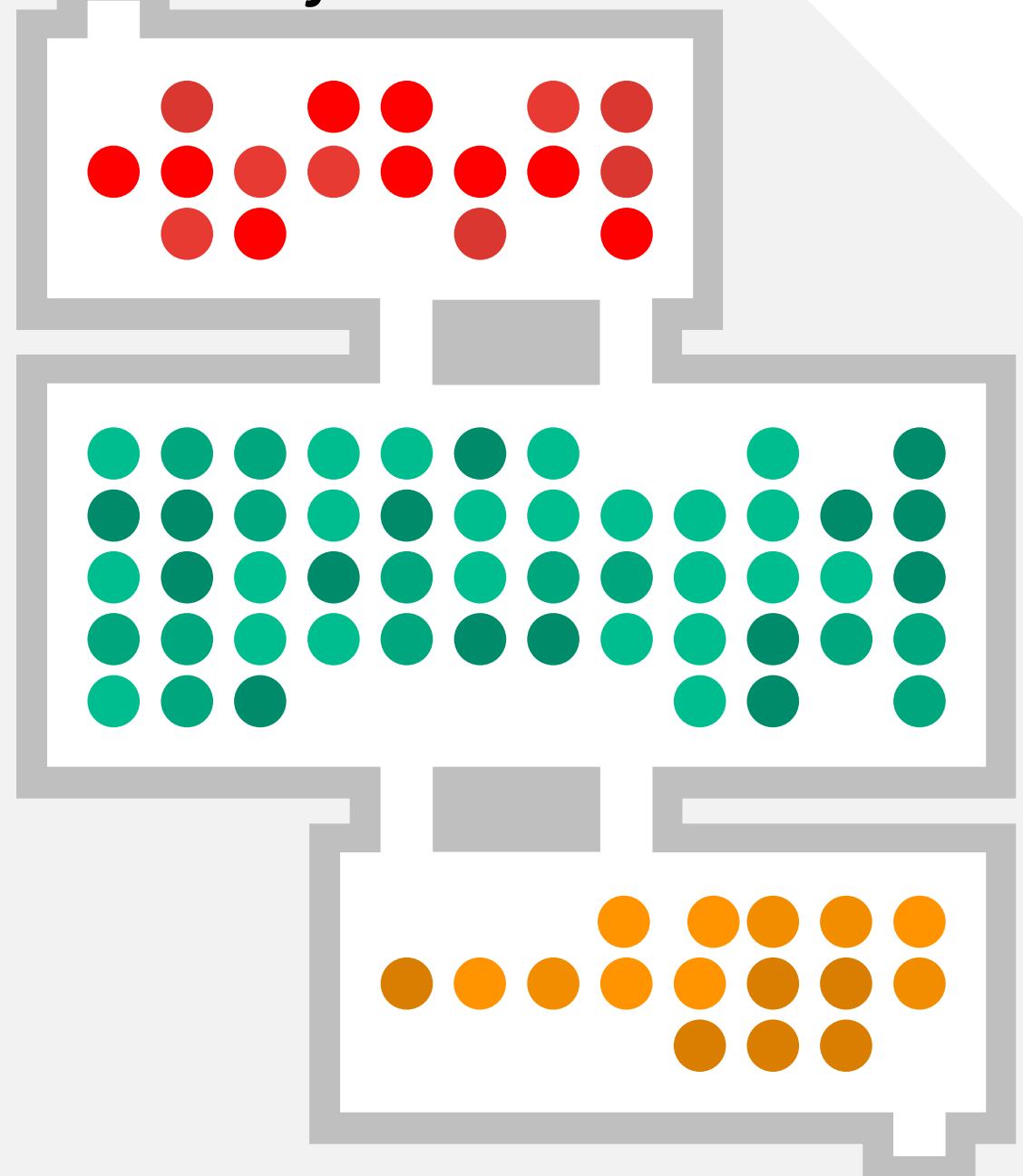
A Complex and Dynamic Market Structure



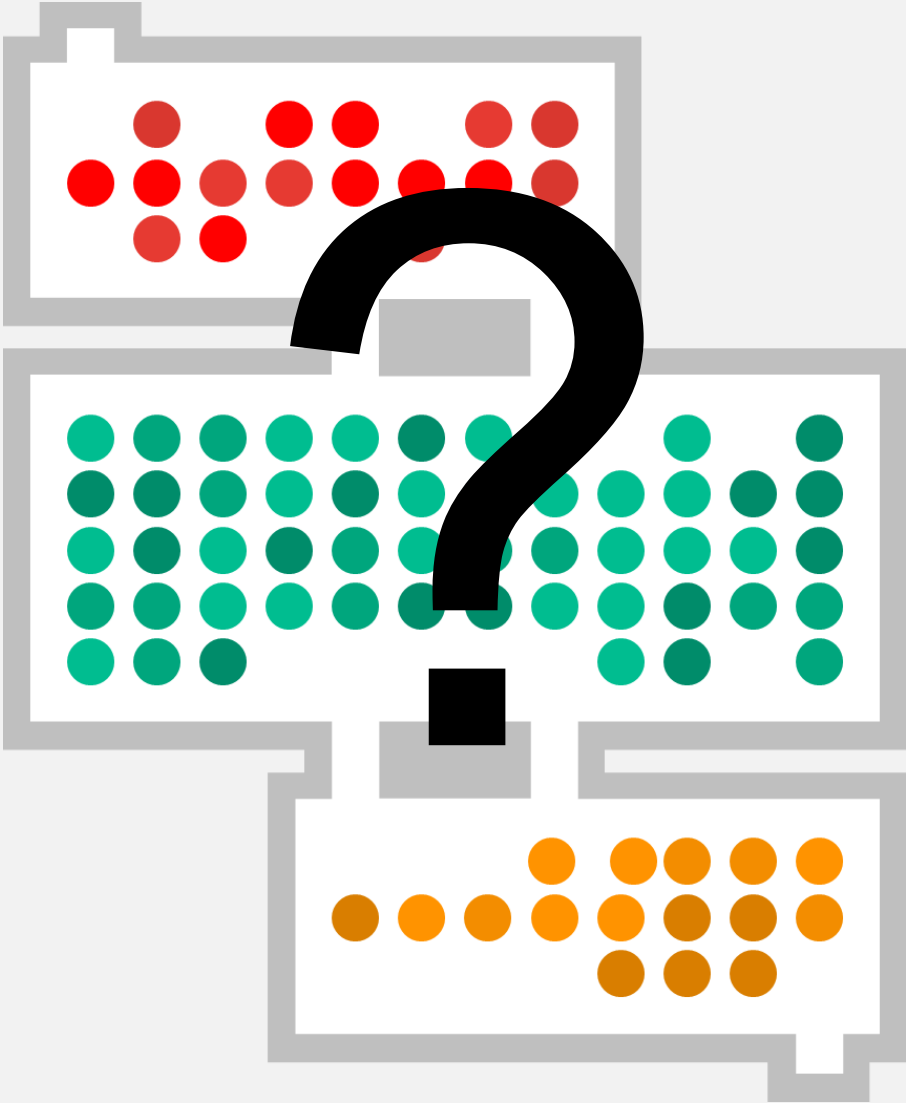
People Make Choices

The Job of Marketing is to Impact These Choices

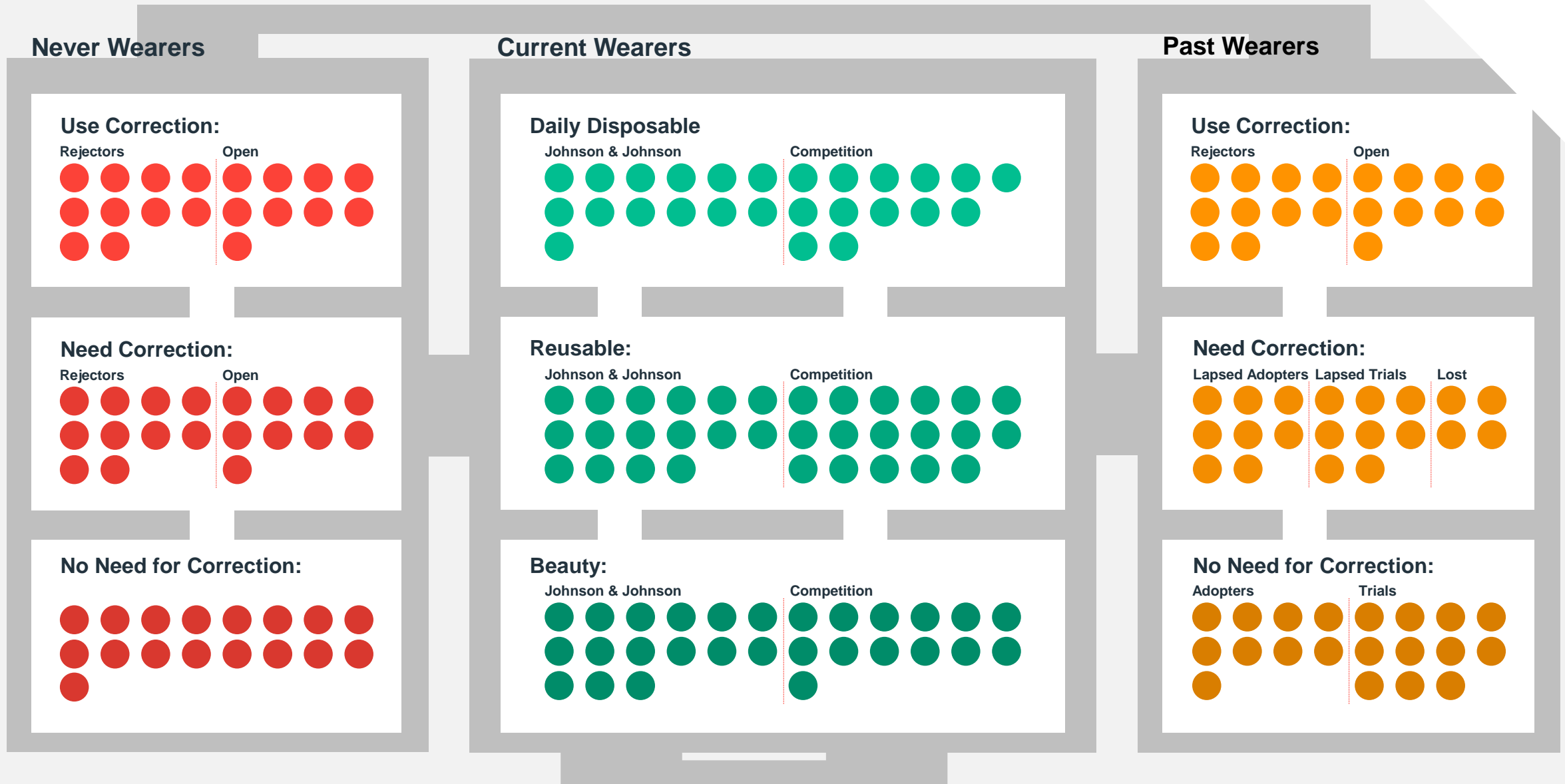
Simple stock & flow structure



1: Define the Playing Field



2: The Big Picture: Quantify the Consumer Pathways



3. Align Your Team and Plans on Priorities

Current Wearers

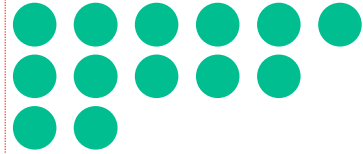
Past Wearers

Daily Disposable

Johnson & Johnson

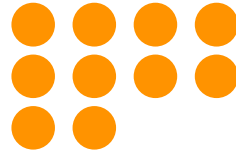


Competition

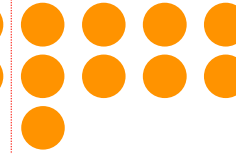


Use Correction:

Rejectors

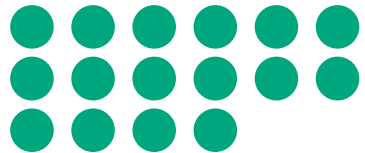


Open



Reusable:

Johnson & Johnson

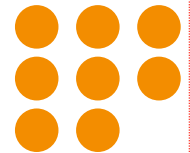


Competition

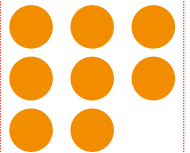


Need Correction:

Lapsed Adopters



Lapsed Trials

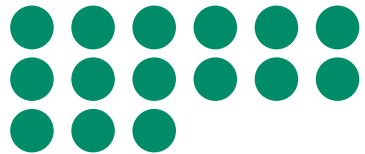


Lost



Beauty:

Johnson & Johnson

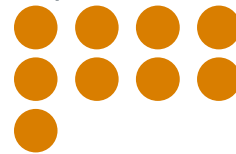


Competition

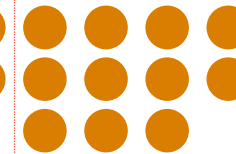


No Need for Correction:


Adopters



Trials

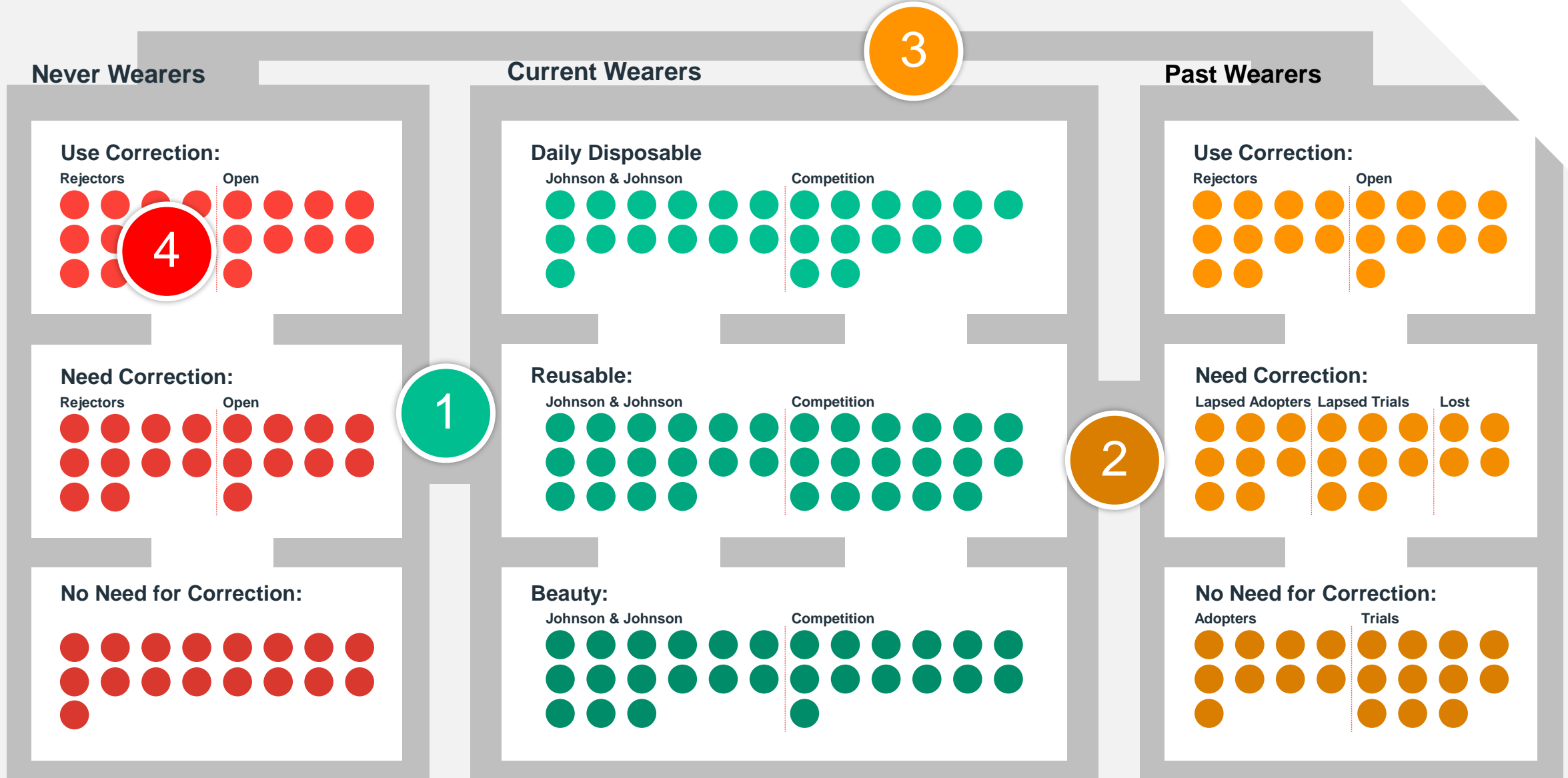


Business priorities



**We
established
Global Truths,
a few can be
shared**

Identify & align resources on your priorities



Identify & align resources

Never Wearers

Current Wearers

Past Wearers

01

New consumers
in the category
every year



Identify & align resources on your

02

Not all starts are new starts



Identify & align resources on your

03

1 in 4 new wearers exit in the first year



Identify and align resources on your priorities

3

Never Wearers

Current Wearers

Wearers

04

The category has significant room to grow

Use Correction:

Open

Daily

Jobs

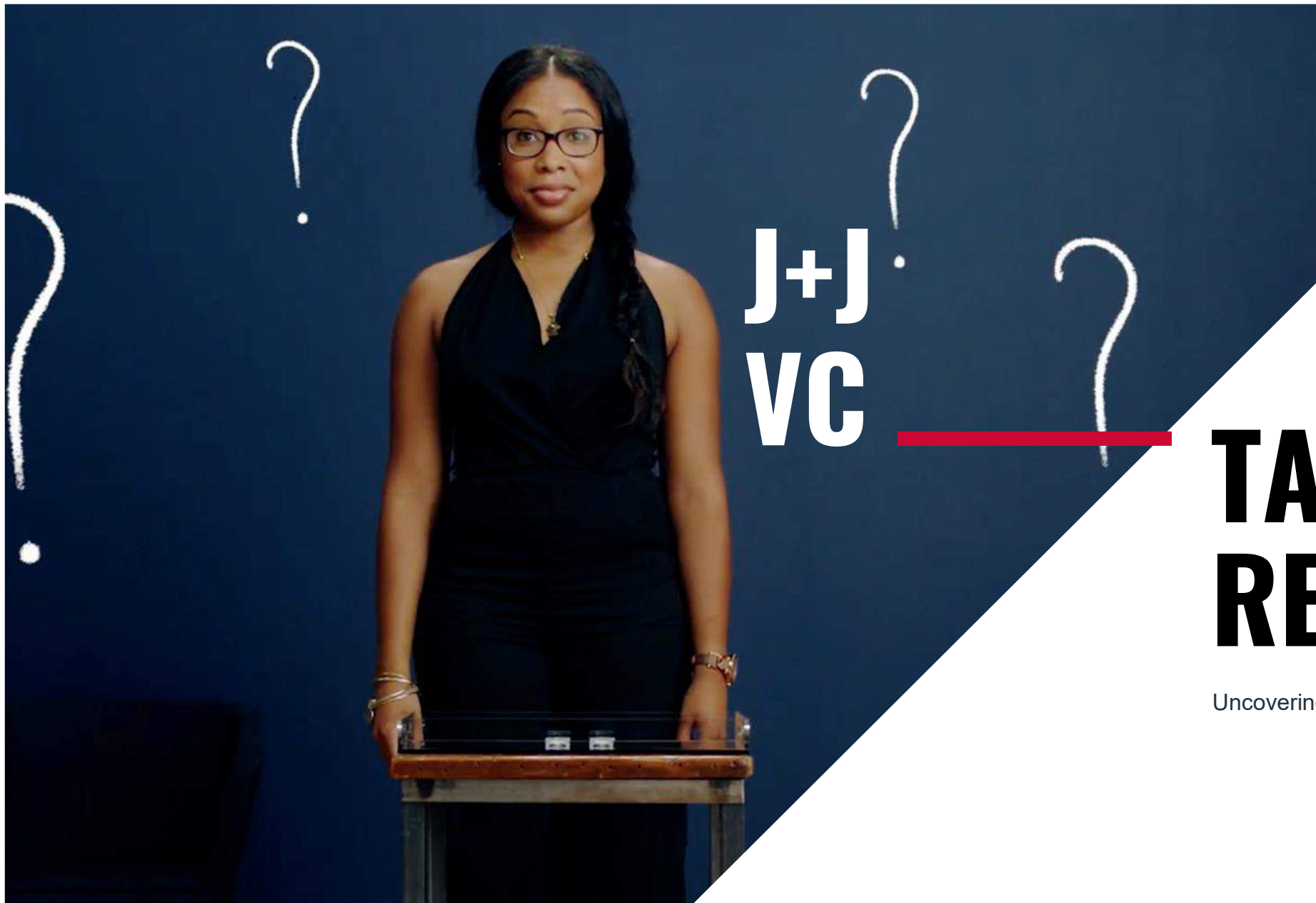
Competition

Directions

Need Correction:

No Need for Correction:





J+J
VC

TARGET REJECTORS

Uncovering of 'myths' amongst non-CL wearers



Define your playing field

Hierarchy of Truth to uncover consumer behaviors and growth pathways.

Size of each pathway and their true potential

Uncover Challenges & Opportunities

Base your game plan on the big picture

(Not just what is in front of you)

Actions you can take against each pathway

Evaluate actions and feasibility against each opportunity

Strategic choices to drive growth – new wearers, restarts, drop outs, switchers, etc

Align System around the winning strategy

Common language and visuals on prioritized truths

Align Plans and People around your prioritized truths

Sufficient clarity and confidence to commit & act on the opportunity

A Hierarchy of Truth

THANK YOU

Pavi Gupta
J&J Vision Care

pgupta28@its.jnj.com

Vittorio Raimondi
Foresight Associates

vittorio@4sightassociates.com