

Neutrogena Achieves TV Streaming Success with Roku

Neutrogena, from Johnson & Johnson, is a dermatologist-recommended skincare brand that offers a wide range of the world's most-loved skin and hair care products.

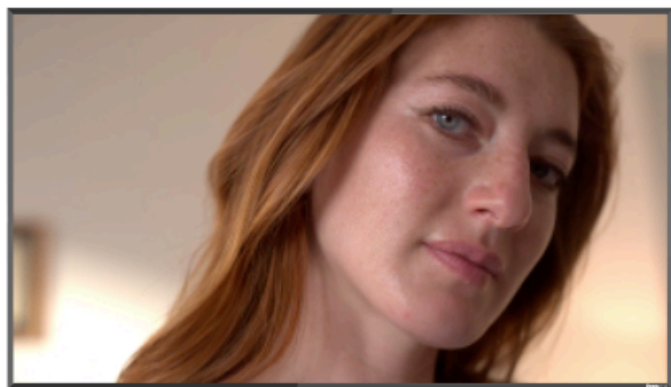
To improve its audience precision, Neutrogena leveraged Roku's partnership with [Kroger Precision Marketing](#) (KPM), which feeds shopper data from Kroger's over 2,000 store locations into America's #1 TV streaming platform* for better targeting and measurement.

The goal: Drive incremental reach and increase sales

THE STRATEGY

Neutrogena used Kroger's customer purchase data to reach their ideal audience segments, and measure performance after running the campaign. For their TV streaming ad campaign on Roku, Neutrogena reached and engaged with light, lapsed, current brand buyers, and cleansing product category buyers with precision.

Here's a sneak peek at some of Neutrogena's TV streaming ad creative.



THE RESULTS

By using KPM shopper data, Neutrogena connected with new buyers, found their desired audiences, and delivered TV streaming advertising success. After running a two-month campaign on Roku, Neutrogena successfully achieved their campaign goals.



The brand achieved an 8% uplift in household penetration and a 5.5% increase in sales. Additionally, streamers exposed to the video ad spent 4.2x more on Neutrogena makeup remover wipes than the average Kroger household.*

When you partner with Roku, you also have access to our [measurement partners](#), like Kroger Precision Marketing. For more TV streaming strategies, subscribe to our monthly newsletter.

*By hours streamed (Hypothesis Group, Oct 2021)

*The Average Kroger Shopper is the brand spend of the average Kroger shopper in the attribution window.

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