

## APAC

Certifying Johnson & Johnson's OTC Adwords Accounts

Google actively police the marketing of pharmaceutical/medical related products. After consultation with the Google policy team, it has been determined that Johnson & Johnson's OTC products are allowed to market their products on Google's advertising platforms (including; Google Search, YouTube & GDN) - provided that Google is aware of Johnson's OTC brands and that the correct certification has been applied to the relevant Adwords account(s) for each market.

Google requires that each market submit a letter of approval signed by the local J&J client responsible for OTC marketing (authorising J3 and the accounts we run on J&J's behalf, to carry advertising for J&J's OTC products) before they can certify our accounts to be OTC advertising ready.

If this certification is not issued by Google - there is a danger that any future activity we setup for J&J OTC campaigns, may not run due to Google's policy on pharmaceuticat/medical related marketing.

Please follow the instructions below to complete the certification process.

Note - For this exercise, please include all OTC brands that Johnson & Johnson own in your market - and not just the brands that are active. By certifying all brands and the their respective Adwords accounts, this will ensure no resistance to any future J&J OTC activity. This may mean that you will have to create new adwords accounts for J&J OTC brands.

### Step 1 - Enter details

Please enter in details for your market and the details of your local J&J GTC marketing lead.

: Hong Kong Markel (clease choose your market from the drop down →)

First Last : Roddick Yoen J&J Hong Kong OTC Marketing Lead Name

Job Title Senior Brand Activation Manager JJ OTC Marketing Title (please \$1 in the space provided)

### Step 2 - Listing all J&J OTC brands present in market

Please is the fibe table below all \$55 CFC brands that are precent in the market. The existing is of brands are only a suggested (it prease overainte add & delete from the 1st oc applies to your market.

Enter the data into the cells provided, please go not god or delete any lines. Please go not leave ominguined information in the cells, of the cell is not needed, please delete the data from the cell.

J&J OTC Brands present in Hong Kong	Brand	Adwords CID	is the brand being supported by Marketing pro- montal	(s this Brand supported by Paid search (explains))
	Motilium	612-073-9967	<u> </u>	N
		for anything and professional programmers of the mone	\$100.00 a. 5.00	1
	particular de la companya de la comp		10.000	33
		Annual residence of the second		

		per Bary	grand Provide
			1
presentation and exercises.			; 'E' *=* · ;
The state of the s	hari maaana maaaan samaa aa ah A	i	
	Property of the state of the st	100 Feb 750 K (	Property and a
į	h		1
	form when the same of the same of	promote and	\$ -0.24 / S.
i i	promotes or flexible to a section of the	1	4
Further write band and branks and a ref	In action, to act and the rest	1	promet.
harananan ammaranan med			<u> </u>
program and a light of program and and	Proper destruction and the restriction of the color		ra
	and the first of the contract	1	· · · · · · · · · · · · · · · · · · ·
Emilia i memili es alle recizione i militari militari	pullurana rama nama un la laur turnin di d	1000000	Elere
n sucrea non como como a su sus mantenes como contento en universidad.	for the contract of the state o	frankrij.	firmazin a t
and the second control of the second	meller miletar traction to the cent		(
i mara mamuru ambrua i du aurumundellen iji.	Englishmen in English as a consequent with any	100000000	i
paratana arabanyar arabansana 143	1	the section	<u> </u>
	production of references		5. · · · · · · · · · · · · · · · · · · ·
laamia oo aasan ee oo aasaa aa qo		1:	;

# Step 3 - Fill in Account CID's (& create new Adwords accounts if required)

Fix in the Google Advants account IDs for each respective brand in the above table. If there is no Google Advants account for a 383 QFC brand, then you will need to create a brand new account. Once the account has been breated bleade complete the table above. Also breate answer the additional questions in the table above.

## Step 4 - Johnson & Johnson's OTC marketing lead to sign Authorisation Letter

Pleace have the for al (8) QTC marketing lead sign the letter that can be found on the "Authoritation setter" tab in this oproadcheet, scanned and returned to you

## Step 5 - Revert completed spreadsheet and signed letter back to J3 Regional

Please sond this compared spreadsheer and the scanned agreed withorisation letter back to 13 regional - Joristhan Liu stanisthan Liu Gimbiwi com) & Dennic Wong (dennic wong@reprisemodia.com aus

These deliverables are due by end of business Friday, 25th March 2016.

To the Google AdWords Team,

I, Roddick Yuen - Senior Brand Activation Manager, authorize J3 (a division of IPG Mediabrands) and its partners and affiliates to use the following accounts & brand details to advertise on behalf of Johnson & Johnson Hong Kong;

4 Accound D	a Brand	on behalf of
Benadryl	864-576-8824	Johnson & Johnson
Codral	520-807-4673	Johnson & Johnson
Combantrin	177-038-0522	Johnson & Johnson
Nicorette	733-268-6371	Johnson & Johnson
Regaine	612-262-8683	Johnson & Johnson
Sudafed	389-499-2220	Johnson & Johnson
Zyrtec	945-729-8069	Johnson & Johnson
Motrin	601-960-3918	Johnson & Johnson
Tylenol	258-190-9767	Johnson & Johnson
Mylanta	814-421-5616	Johnson & Johnson
lmodium	470-652-1465	Johnson & Johnson
Nizoral	126-882-7314	Johnson & Johnson
Daktarin	683-113-3163	Johnson & Johnson
Pepcid	339-343-9012	Johnson & Johnson
Trosyd	895-574-4861	Johnson & Johnson
Anusol	551-805-0710	Johnson & Johnson
Gelusil	208-035-6559	Johnson & Johnson
Pregaine	764-266-2408	Johnson & Johnson
Microlax	420-496-8257	Johnson & Johnson
Bengay	976-727-4106	Johnson & Johnson

I confirm that the above domains are the property of my employer, who has authorized me to act on their behalf with regard to the application of our agency, J3 (a division of IPG Mediabrands), for healthcare-related certification of the above AdWords account.

I understand that I need to contact Google AdWords if I wish to have the certificate removed from the account. Please process the certificate and apply it to the above accounts.

Kind Regards,

Roddick Yuen

Senior Brand Activation Manager



### **APAC**

Certifying Johnson & Johnson's OTC Adwords Accounts

Google actively police the marketing of pharmaceutical/medical relaided products. After consultation with the Google policy team, it has been determined that Johnson's OTC products are allowed to market their products on Google's advertising platforms (including; Google Search, YouTube & GDN) - provided that Google is aware of Johnson's OTC brands and that the correct certification has been applied to the relevant Advords account(s) for each market.

Google requires that each market submit a letter of approval signed by the local J&J client responsible for OTC marketing (authorising J3 and the accounts we run on J&J's behalf, to carry advertising for J&J's OTC products) before they can certify our accounts to be OTC advertising ready.

If this certification is not issued by Google - there is a danger that any future activity we setup for J&J OTC campaigns, may not run due to Google's policy on pharmaceutical/medical related marketing.

Please follow the instructions below to complete the certification process.

Note - For this exercise, please include all OTC brands that Johnson & Johnson own in your market and not just the brands that are active. By certifying all brands and the their respective Adwords accounts, this will ensure no resistance to any future J&J OTC activity. This may mean that you will have to create new adwords accounts for J&J OTC brands.

## Step 1 - Enter details

Please enter in details for your market and the details of your local J&J CTC marketing lead.

Markel (please choose your market from the drop down ->)	; Hong Kong	•
J&J Hong Kong OTC Marketing Lead Name (please \$1 as the space provided)	First Roddick	Last Yuen
JJ OTC Marketing Title (please til at the space provided)	Job Title : Sentor Brand Activation Manager	

### Step 2 - Listing all J&J OTC brands present in market

Please kist in the table below all J&S CTC brands that are present in the market. The existing kist of brands are only a suggested list, brane overwise, and & diviste from the List as applied to your market.

Enter the data into the cells provided - please do not add or delete any lines. Flease do not fearb unrequired information in the cells - different is not needed, please delete the data from the cell

J&J OTC Brands present in Hong Kong	Brand	Adwords GID	In this brand being supported by Marketing jone down(1)	is this Brand supported by Paid search pro-com,
vas 0+0 bianos presentar riong nong	, , , , , , , , , , , , , , , , , , ,			
	Benadryl	864-576-8824	N	N
	Codral	520-807-4673	N1	Ň
	The second secon		programa.	
	Combantrin	177-038-0522	N	N
	Nicorette	733-268-6371	Υ	5 - N
		the state of the s		
	Regaine	612-262-8683	Y	, N
	Sudafed	389-499-2220	N	N
			,	and the
	Zyrtec	945-729-8069	N.	N
	Motrin	601-960-3918	N	N
	Tidenal	258-190-9767	r N	33
	Tylenol			Sec. 11. 12
	Mylanta	814-421-5616	N	' N
	Imodium	470-652-1465	V	N
				100
	Nizoral	126-882-7314	Υ	<u>N</u>
	Daktarin	683-113-3163	N	Ň
		* · · · · · · · · · · · · · · · · · · ·	1 2 1	
	Pepcid	339-343-9012	N. N.	N.
	Trosyd	895-574-4861	Ý	N
	Anusol	551-805-0710	<u> </u>	<u>N</u>
· ·	Gelusii	208-035-6559	Y	N
	Pregaine	764-266-2408	V .	N
	,	The state of the s	a de la constitución de la const	Section 1
	Microlax	420-496-8257	N	N
	Bengay	976-727-4106	N	Ň
	; Foods.	VIVI AITHOU	i - 7	4 10 2 <b>27</b> 11 14

# Step 3 - Fill in Account CID's (& create new Adwords accounts if required)

Fill in the Google Advants account IDs for each respective brand in the above table. If there is no Google Advants account for a 38.00TC brand, then you will need to create a brand new account. Once the account has been created please complete the table above. Also please answer the additional questions in the table above.

# Step 4 - Johnson & Johnson's OTC marketing lead to sign Authorisation Letter

Rease have the local u.B.F.O.C marketing leading the letter that can be found on the "Authorization Letter" tab in this spreadsheet is canned and returned to you

## Step 5 - Revert completed spreadsheet and signed letter back to J3 Regional

Please send this completed spreadsheet and the scanned agried authorisation letter bank to 33 regional i sonathan Liu Libriathan Liu Libriathaw com: 8 Dennis Wong (dennis wong @reprisente dia com au)

These deliverables are due by end of business Friday, 25th March 2016.

Thursday, March 31, 2016

To the Google AdWords Team,

I, Roddick Yuen - Senior Brand Activation Manager, authorize J3 (a division of IPG Mediabrands) and its partners and affiliates to use the following accounts & brand details to advertise on behalf of Johnson & Johnson Hong Kong;



I confirm that the above domains are the property of my employer, who has authorized me to act on their behalf with regard to the application of our agency, J3 (a division of IPG Mediabrands), for healthcare-related certification of the above AdWords account.

I understand that I need to contact Google AdWords if I wish to have the certificate removed from the account. Please process the certificate and apply it to the above accounts.

per 30216

Kind Regards,

Roddick Yuen

Senior Brand Activation Manager