



Please follow the instructions below to complete the certification process.

Please enter a date for your market and the details of your local 18 (0)T market on board.

1. Hong Kong

First	Last
Rodrick	Yoon

Job Title
: Senior Brand Activation Manager

Please list in the table below all J&J OTC brands that are present in the market. The existing list of brands are only a suggested list, please overwrite, add & delete from the list as applied to your market.

Enter the data into the cells provided. please do not add or delete any lines. Please do not leave unrequred information in the cells. If the cell is not needed, please delete the data from the cell.

Fill in the Google Adwords account ID's for each respective brand in the above table. If there is no Google Adwords account for a J&J QTC 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.

Please have the local IBC marketing lead sign the letter that can be found on the "Authentication Letter" tab in this spreadsheet, scanned and returned to you.

Please send the completed, original and the scanned signed authorization letter back to: Dr. Jonathan Lw (Jonathan.Lw@sydney.com) & Dennis Wong (dennis.wong@sydney.com.au).

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

Thursday, March 31, 2016

To the Google AdWords Team,

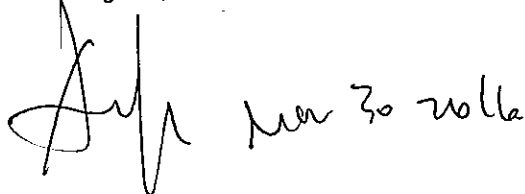
I, Roddick Yuen - Senior Brand Activation Manager, authorize J3 (a division of IPG Mediabrands) and its partners and affiliates to use the following accounts & brand details to advertise on behalf of Johnson & Johnson Hong Kong;

Account ID	Brand	on behalf of
Benadryl	864-576-8824	Johnson & Johnson
Codral	520-807-4673	Johnson & Johnson
Combantrol	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
Imodium	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 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 & 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 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 OTC marketing lead

Market (please choose your market from the drop down ->)

Hong Kong

J&J Hong Kong OTC Marketing Lead Name
(please fill in the space provided)

First : Roddick Last : Yuen

JJ OTC Marketing Title
(please fill in the space provided)

Job Title : Senior Brand Activation Manager

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

Please list in the table below all J&J OTC brands that are present in the market. The existing list of brands are only a suggested list - please overwrite, add & delete from the list as applies to your market

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

J&J OTC Brands present in Hong Kong

Brand	Adwords CID	Is this brand being supported by Marketing (yes/no)	Is this Brand supported by Paid Search (yes/no)
Benadryl	864-576-8824	N	N
Codral	520-807-4673	N	N
Combamitrin	177-038-0522	N	N
Nicorette	733-268-6371	Y	N
Regaine	612-262-8683	Y	N
Sudafed	389-499-2220	N	N
Zyrtec	945-729-8069	N	N
Motrin	601-960-3918	N	N
Tylenol	258-190-9767	N	N
Mylanla	814-421-5616	N	N
Imodium	470-652-1465	Y	N
Nizoral	126-882-7314	Y	N
Daktarin	683-113-3163	N	N
Pepcid	339-343-9012	N	N
Troxyd	895-574-4861	Y	N
Anusol	651-805-0710	Y	N
Gelusil	208-035-6559	Y	N
Pregaine	764-266-2408	Y	N
Microfax	420-496-8257	N	N
Bengay	976-727-4106	N	N

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

Fill in the Google Adwords account ID's for each respective brand in the above table. If there is no Google Adwords account for a J&J OTC 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

Please have the local J&J OTC marketing lead sign the letter that can be found on the "Authorisation Letter" tab in this spreadsheet, scanned and returned to you

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

Please send this completed spreadsheet and the scanned signed authorisation letter back to J3 Regional - Jonathan Liu (jonathan.liu@mbw.com) & Dennis Wong (dennis.wong@reprochem.com.au)

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

Thursday, March 31, 2016

To the Google AdWords Team,

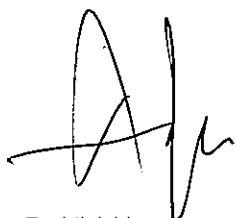
I, Roddick Yuen - Senior Brand Activation Manager, authorize J3 (a division of IPG Mediabrands) and its partners and affiliates to use the following accounts & brand details to advertise on behalf of Johnson & Johnson Hong Kong;

Account ID	Brand	on behalf of
Motilium	612-073-9967	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,



Mar 30 2016

Roddick Yuen

Senior Brand Activation Manager