

# A BRANDING EVOLUTION: CORPORATE COMMUNICATIONS WITH A NEWSROOM MENTALITY



Johnson & Johnson is the world's largest and most broadly based healthcare company. For over 130 years, this household-name brand has been committed to helping people everywhere live longer, healthier, happier lives.

## CHALLENGE

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Prior to 2013, Johnson & Johnson was primarily reliant on press releases and media coverage to tell its stories. In an effort to show—not just tell—what makes the brand unique, Johnson & Johnson decided to revamp its corporate communications by establishing a brand newsroom. Led by a director with a background in magazine and digital journalism, the new Johnson & Johnson Global Content Lab was designed to control the narrative with a more journalistic, multimedia approach to telling the brand's stories externally.

To transform its digital operations, Johnson & Johnson needed a scalable CMS that empowered its communications team to operate as editors and publishers. In addition to supporting an increase in content development and wider distribution, the ideal solution would have powerful management capabilities, robust security, multisite support, microsite capabilities, and integrated digital asset management.

At the time Johnson & Johnson's website was managed by a third-party agency, resulting in all content edits and updates being outsourced. Simple tasks such as uploading a video required two editors and two IT professionals and took four hours. After looking at several labor-intensive options—including building a CMS from scratch—the team learned how Brightspot had helped Walmart dramatically change its brand storytelling efforts and chose the next-gen CMS.

## SOLUTION

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With Brightspot's secure, scalable, and extensible CMS platform, Johnson & Johnson was able to:

- **Evolve into an industry-leading brand storytelling powerhouse** by enabling its communications teams to create and publish content faster and more efficiently than ever before.

*“The first time the Perfect Sense team demoed Brightspot, I asked if they had crawled into an editor’s head to build it. It was that intuitive.”*

**CARRIE SLOAN,  
JOHNSON & JOHNSON  
VICE PRESIDENT AND  
GLOBAL CONTENT LAB DIRECTOR**

- **Empower editors with intuitive functionality**, including customizable workflows and user roles, a rich text editor, live preview, and multichannel publishing capabilities.
- **Manage global websites and microsites from a single authoring point**, allowing different groups to easily create and launch targeted landing pages, supporting initiatives across the company.
- **Launch executive blogs in as little as two weeks**, allowing leaders to communicate the company’s priorities and values to more than 130,000 company employees.
- **Integrate seamlessly** into existing SaaS tools and third-party integrations for investor relations, increasing the platform’s security overall.
- **Use Amazon Web Services and the Beam cloud automation tool** to deliver high availability, low latency, rapid infrastructure change, and safe installation of Brightspot updates.

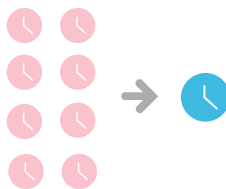
## IMPACT

Johnson & Johnson continues to use Brightspot and has plans to deploy additional global corporate websites on the next-gen platform. The iconic company has become a tremendous example of the power of brand storytelling and proves heritage brands can execute a flawless digital transformation.

### KEY SITE FEATURES

-  Natively Multisite
-  Multichannel Publishing
-  Digital Asset Management
-  Customizable Workflows
-  Microsite Capabilities

PUBLISHING TIME  
DECREASED **FROM HOURS  
TO SECONDS**



LAUNCHED A **NEW  
INTERNAL EXECUTIVE  
BLOG IN TWO WEEKS**



INCREASED TRAFFIC BY  
**OVER 30%**



**BRIGHTSPOT** | **PERFECTSENSE**  
EMPOWERING DIGITAL POSSIBILITIES