

Julie



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BACKGROUND

On June 24, 2022, the Supreme Court overturned Roe vs. Wade.

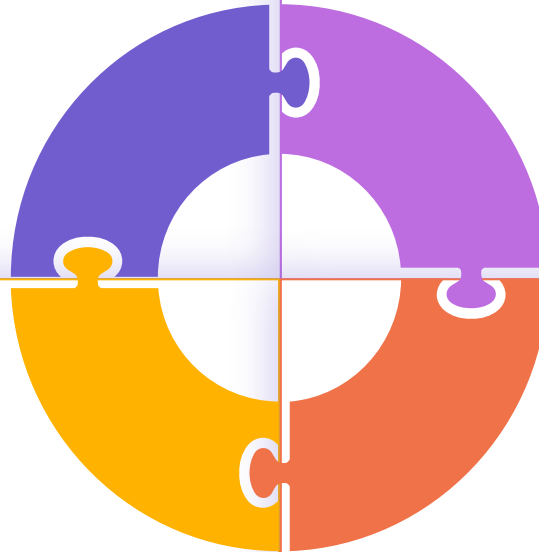
The reproductive health of millions of women has been put in jeopardy; states are now able to decide what kind of, if any, abortions are allowed to happen within their borders and the sentences for breaching those limits.

This has caused a massive boost in sales for Julie, which launched the same year. It also caused them to **try and find a way to sell their product while destigmatizing emergency contraception and differentiating themselves from competitor Plan B.**

In our secondary research, we learned...

The overturning of Roe vs. Wade saw a **3000% increase** in emergency contraceptive (EC) sales.

Widespread misunderstanding of EC's—**73% of women** think that EC's can end a pregnancy.



Julie has a **one-of-its-kind donation program** that donates one unit for each purchase.

Julie's humorous marketing tactics were going viral, with one TikTok getting more than **9 million views.**



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INSIGHT 1

There is a heavy consumer reliance on established brands in the health field, resulting in a hesitancy to purchase from new or alternative brands.

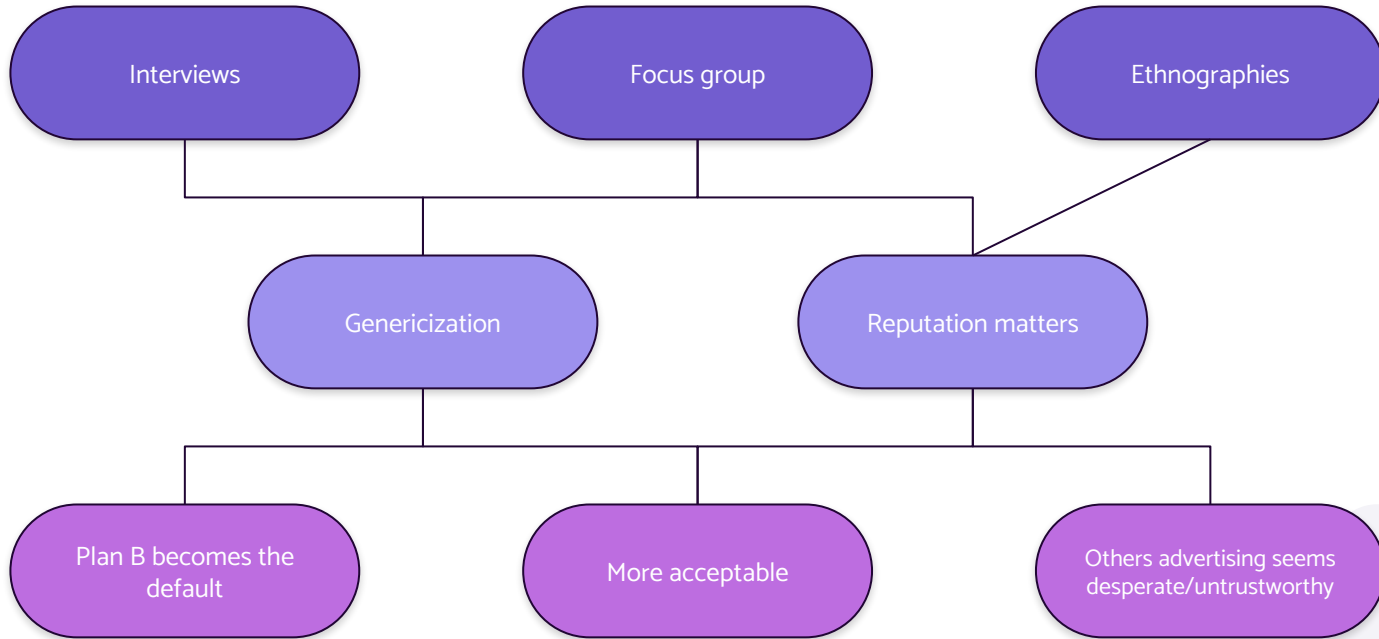
What influences your decisions in purchasing emergency contraception?	Average	Minimum	Maximum	Count
Recommendation from pharmacist or doctor	3.35	1.00	4.00	54
Price	3.07	1.00	4.00	54
If you've heard of the brand	2.65	1.00	4.00	54
Recommendation from friend	2.39	1.00	4.00	54
Recommendation from parent	2.19	1.00	4.00	54
Branding	1.85	1.00	4.00	54
Social media ads	1.56	1.00	4.00	54
Other (please explain)	1.43	1.00	4.00	54
Recommendation from influencer	1.41	1.00	4.00	54

Survey results





INSIGHT 1 DETAILS



“I don’t know options other than Plan B, so I would get it.
It has a low success rate as far as I know but it’s the
most familiar””



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INSIGHT 2

Individuals are generally distrustful of humorous advertising for 'serious/medical' products

INSIGHT 2 DETAILS

Focus Group

General skepticism about Julie's advertisement strategies → described as...

- “Off-putting”
- “Out-of-touch”

...vulnerable topic + the situation is not viewed as humorous.

Interviews

Julie's approach was seen as unserious. However, it's website was regarded with more trust.

- 1:1 donations
- FDA approved ingredient

Plan B = primary choice

- Well known + trusted

Survey

When buying EC, recommendations from a medical authority and loved ones are most influential.

Pricing is a close second.



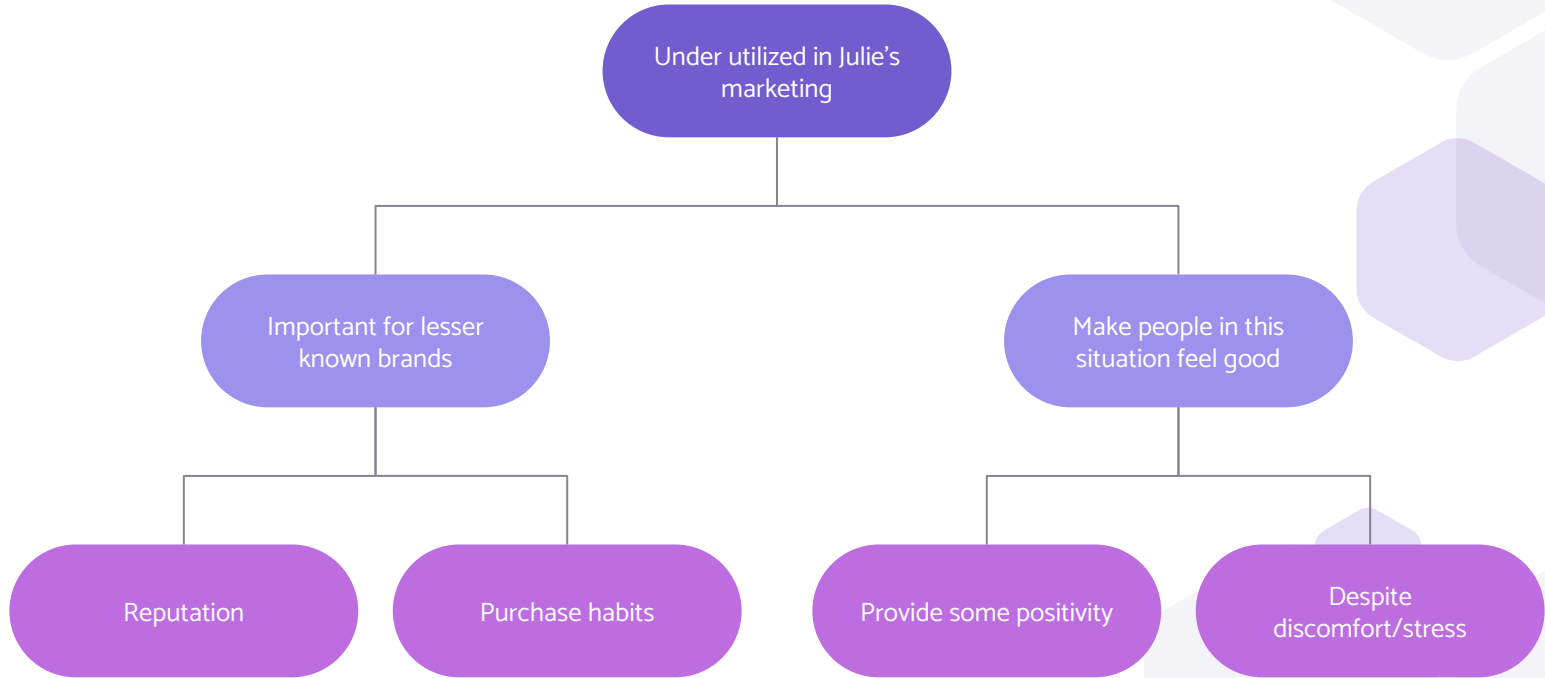
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INSIGHT 3

Philanthropy/mission-based products are important to consumers



INSIGHT 3 DETAILS





“I’m going through this situation AND I’m helping others in the same situation”

“Julie seems more ethical and like an actually real product. It would be horribly unethical to give away a free product that doesn’t work”

“It’s clear that they care about and believe in their product”

“I like the donation aspect. I’d be more likely to buy it”

CONCLUSION

**Not serious
enough**

**Strong
competitors**

Philanthropy

IMPLICATIONS

What should Julie do next?





Our research suggests...

Walk the Tightrope

The majority of people are put off by humorous advertising for a health product.

Julie should try and strike more of a balance between humor and educational/medical appeal, such as they do on their website, with many informational sections and FAQ's.

Donations = ♥

Although Julie doesn't keep its donation program a secret, they don't use it in advertising.

Julie should put its donation program at the forefront. Some text on the box, or more content about how they distribute free Julie would be beneficial in keeping a competitive edge and boosting sales.

Julie vs. Plan B

Julie should continue marketing efforts that spread its brand name, such as new products, which they are currently doing (cold sore treatment).

They can also look into a campaign that targets Plan B as a competitor, while staying sensitive to both brands being health centered.



Future research should focus on:

- The degree of influence that politics have on contraceptive purchasing decisions
- Marketing strategies that increase trust in Julie brand
- How to flourish in a market dominated by one brand (Plan B)



FOCUS GROUPS



INTERVIEWS



ETHNOGRAPHIES



SURVEYS



PRESENTATIONS



REFLECTIONS

Exploring different research methods

Overall, our group enjoyed exploring the different research methods for our client. We were in constant discussion about the appropriate way to address our audience with the sensitivity of our topic, but it was rewarding to see all of the different elements come together to contribute to our research.

Interviews

After our focus groups, we wanted to take advantage to hear from participants one-on-one. This allowed us to hear more from selected individuals and touch on genuine impression of the product.

Ethnographies

Allowed us to gather insight on how the target audience of college-age women make decisions about personal hygiene and self-care items. Price, friend recommendations, and aesthetic → influence purchases

Focus Groups

Given our topic, we wanted to be respectful of participant's privacy. We opted to have individual's share their thoughts as if they were speaking on behalf of a friend. Our biggest obstacle was group think mentality.

Survey

Openly allowed us to ask anonymous participants about their experiences with purchasing and using emergency contraceptives. We did feel limited with the amount of questions we could ask without risking an incomplete survey.

THANK YOU

Any questions?



Works Cited

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