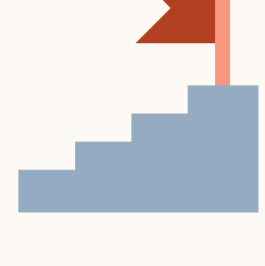


Ready to do business

Johnson & Johnson drives massive engagement on LinkedIn Live



Challenge

Now, more than ever, it's essential for brands to get across the right message, to the right audience, in the right context.

Johnson & Johnson has committed to delivering 1 billion doses of its COVID-19 vaccine globally.

The challenge was how to keep audiences informed about this journey — in an engaging and compelling way.



Solution

Johnson & Johnson created the [“Road to a Vaccine” video series](#) to showcase the vaccine development and progress that Johnson & Johnson and the global scientific community were making.

To promote its content to a B2B audience, Johnson & Johnson chose LinkedIn for these capabilities:

- ✓ The platform's trusting environment
- ✓ LinkedIn Live streaming
- ✓ Professional targeting capabilities



“It's important for us to be able to hone in and target global advocacy, and target politicians and doctors and nurses. We're able to bring together global voices on one platform and do it in our living rooms.”



Lauren Ruotolo
Director of Creative Partnerships at Johnson & Johnson

Strong promotion strategy drives strong results

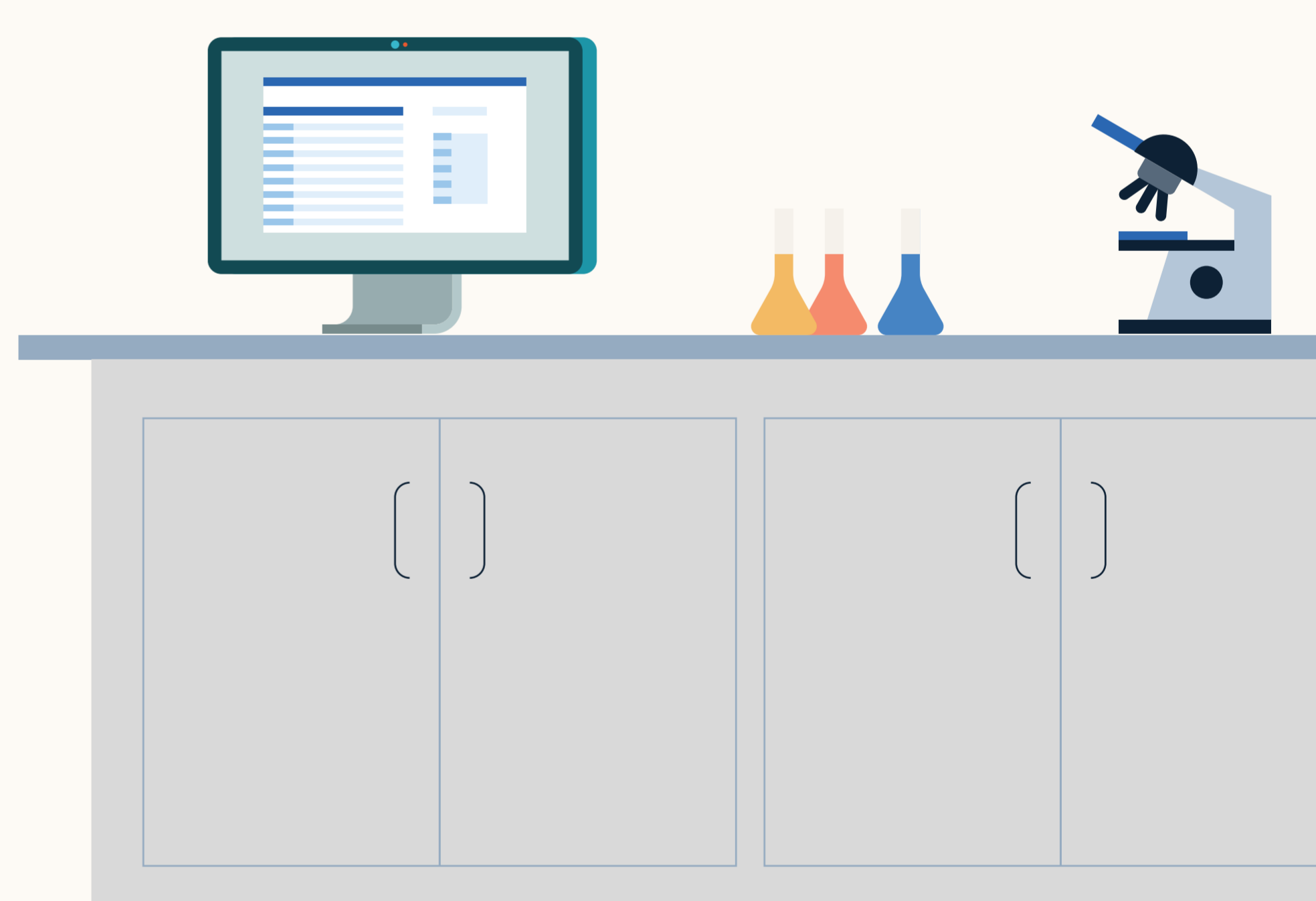
To target the global healthcare industry, Johnson and Johnson leveraged the power of **LinkedIn Live** along with a unique combination of:

Sponsored Content



Message Ads

— to create awareness and drive viewership throughout the series.



Results

1,000

viewers within one minute of the live-stream

30 min

Most viewers watched the entire 30-minute show

The ad campaigns consistently **surpassed benchmarks** and helped **drive content success**

1,000,000+

total views for the series on LinkedIn

983,000

avg. total minutes watched of each weekly episode



“First and foremost, LinkedIn is a trusted source for us.

And we reach the exact community that we need to based on our commitments for the world.”



Lauren Ruotolo
Director of Creative Partnerships at Johnson & Johnson



Ready to do business

Reach buyers, drive engagement, and build trust with your key audience on LinkedIn.

[Learn more](#)

LinkedIn