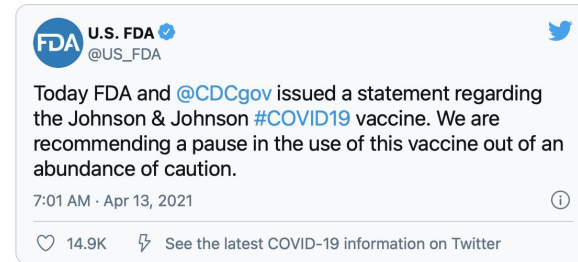
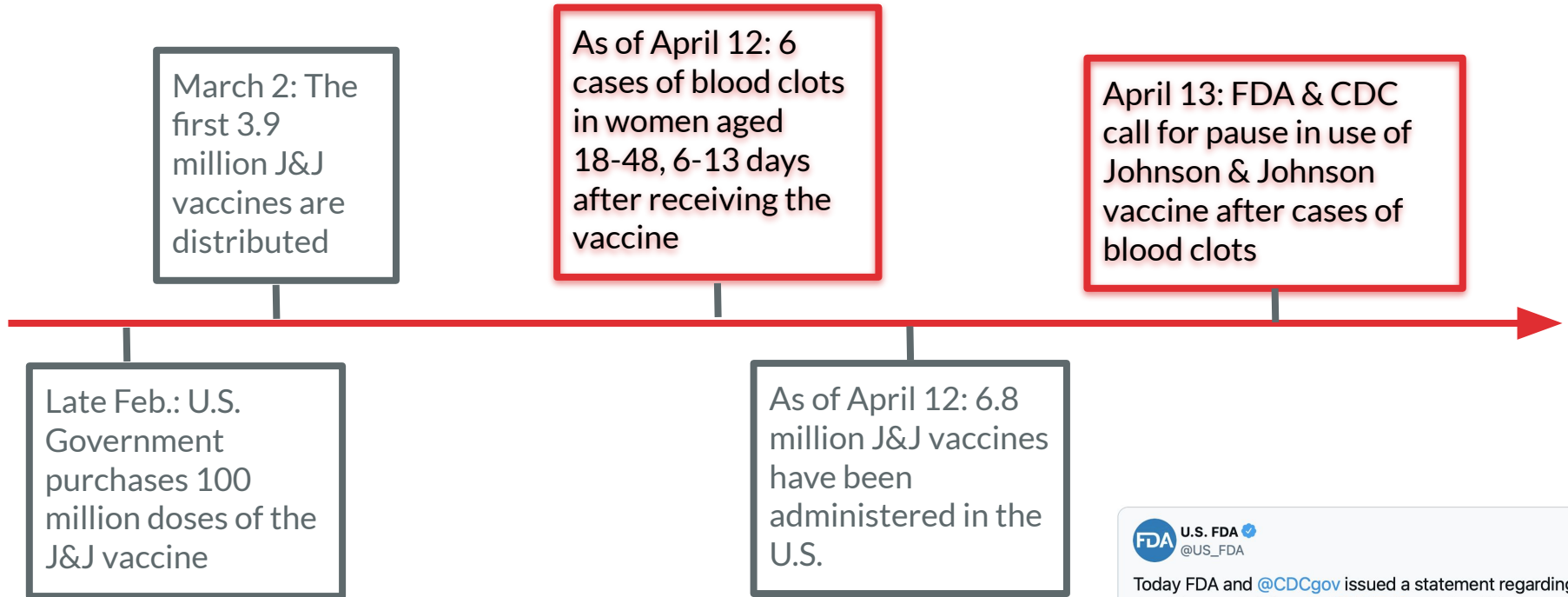


Johnson & Johnson
COVID-19 Vaccine

Abigail Major
Danae Theocharaki

Context Timeline



Stakeholders

- Public
 - Women
 - Unvaccinated individuals
 - Individuals who already received the J&J vaccine
- Stockholders/Shareholders
- Investors

Goal

- Re-establish trust so that we are a viable choice for vaccine distributors & markets
 - Reassure that our vaccine is safe for use
-

Paul Stoffels



**M.D., Chief Scientific Officer & Vice
Chairman of the Executive
Committee**

Jennifer Taubert



**Executive Vice President &
Worldwide Chairman,
Pharmaceuticals**

Strategy Tactics

- **Justification & Good Intentions**
 - We always had good intentions; to fight the virus
 - This only happened to 6 people out of the millions of vaccines distributed in the U.S. and globally

- **Ingratiation** - (Praise stakeholders for their actions & Adds a positive outlook into J&J)
 - Congratulating people who have gotten vaccinated
 - Applauding third parties for ensuring that our product meets safety standards
 - Commending them for taking every action necessary (even the fact that they paused our vaccine) as the safety and health of the public is of most importance

- **Reminder**
 - J&J has a long trusted history of creating and producing health care, wellness and pharmaceutical products
 - Our (other) products are still on the market and being sold
 - We want to highlight the fact that it was a very small number of cases compared to overall distribution

Products



- Internal Products
 - Email to current J&J employees
- External Products
 - Web Products
 - Video
 - Press release
 - FAQ
 - Social Media Products
 - Infographic about blood clots
 - 60-second explainer videos of J&J scientists
 - Retweet and engage with individuals who received the J&J vaccine
 - *#JohnsonCares*
 - Social media campaign highlighting health care workers & vaccine volunteers

Frequently Asked Questions

Q: I know someone who received the J&J vaccine. Are they in danger?

A: While the chances of experiencing blood clots is remote, all individuals who have received any COVID-19 vaccine should monitor their symptoms and reach out to their medical provider if they have any questions or concerns.

Q: What are the symptoms should I be monitoring for?

A: According to the most recent findings as of April 13, symptoms in individuals with blood clots occurred 1 to 2 weeks post-vaccination. The CDC and FDA recommend you contact your medical provider or seek professional care if you are experiencing any of the following symptoms: shortness of breath, chest pain, backache, leg swelling, persistent abdominal pain, easy bruising, consistent headache, or blurred vision.

Q: I'm currently on birth control. Can that increase my chances of getting a blood clot after receiving the Janssen vaccine?

A: Hormonal birth control can generally increase a woman's risk for blood clots. At this time, the FDA it is not clear if there is any association between birth control and the Janssen cases involving blood clots.

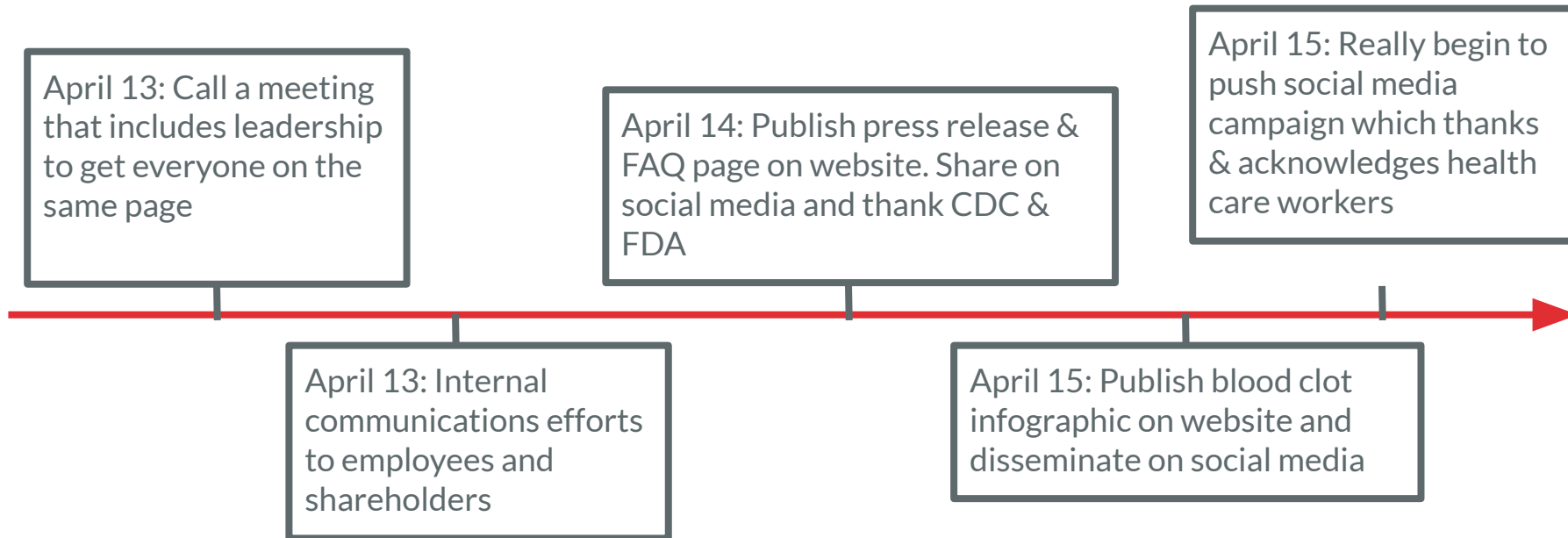
Q: What steps is J&J taking?

A: Johnson and Johnson takes the health of all individuals seriously. Ensuring the clear labeling of the symptoms and risks our vaccine carries on the vaccine boxes is one step that we are taking. Furthermore, we encourage medical providers and their patients to have an open conversation about the COVID-19 vaccine options and the side effects each vaccine may cause.

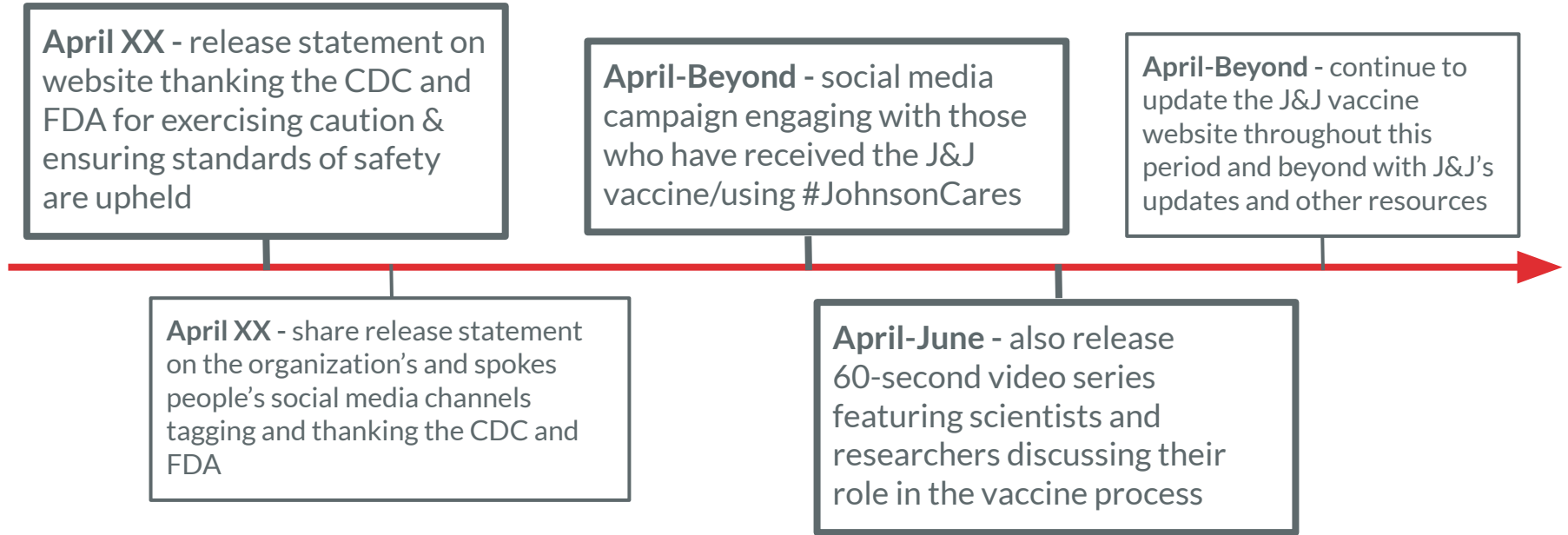
Q: When will the Janssen vaccine be available again?

Like regarding all of our products, ensuring the safety of the Janssen vaccine is our top priority. Because of this, Johnson and Johnson cannot provide a concrete date of when the Janssen vaccine will be available for further distribution. We look forward to working with the FDA and CDC, trust their expertise, and will adhere to their guidance.

Communications Timeline (~7:00 PM ET)



Communications Timeline | Post-vaccination pause



Press Release

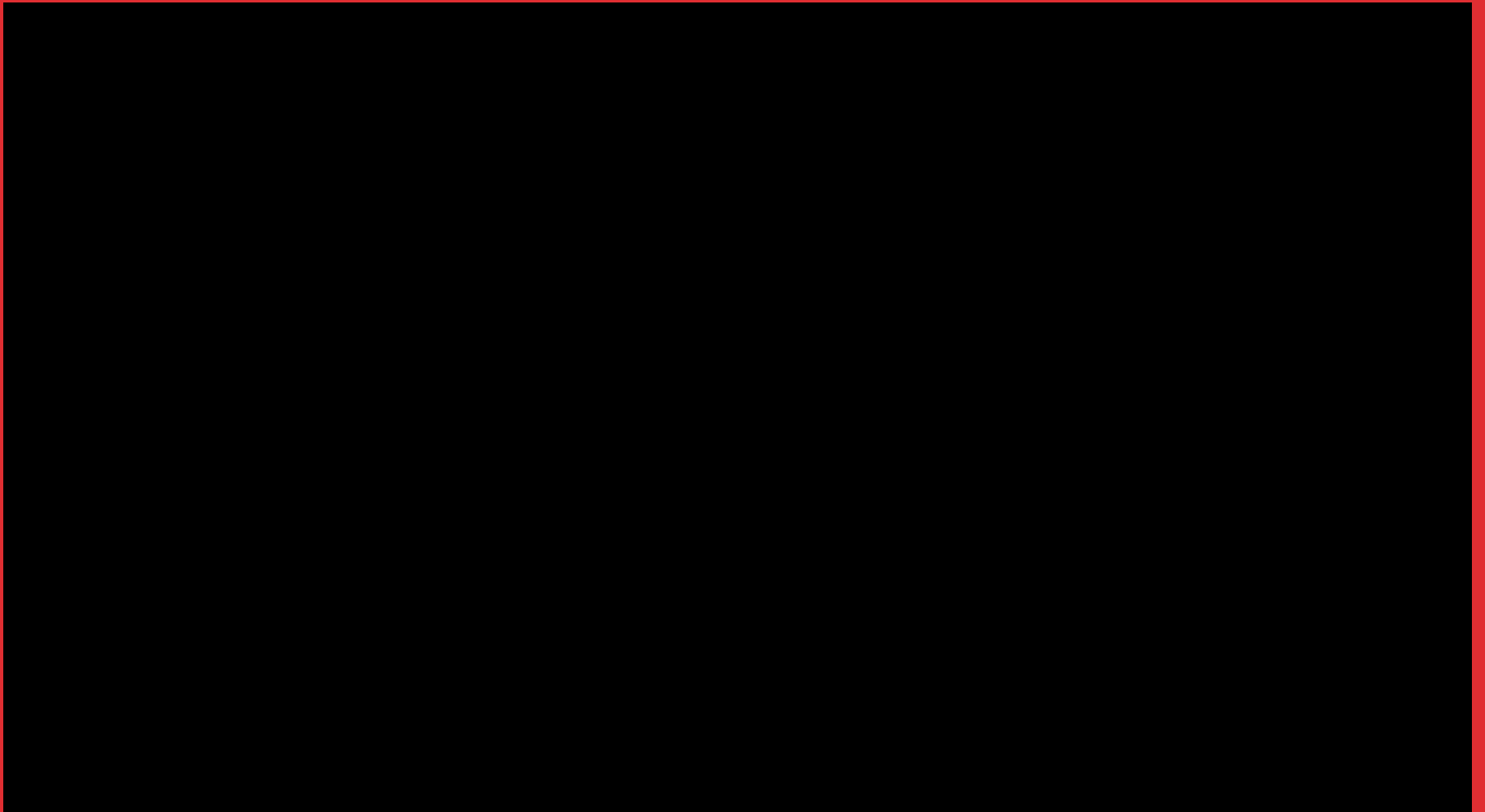
Johnson & Johnson
New Brunswick, New Jersey
April, 14th 2021

Ensuring the safety and health of our consumers and employees is our number one priority. In order to continue practicing this value, we have paused our vaccine distribution in the United States and a few countries abroad, in response to the six cases which have prompted a rare disorder involving blood clots – events which we have remained cognizant of and are actively monitoring.

We look forward to effectively cooperating and working with the CDC and FDA to investigate this matter, and appreciate the patience of those involved in the vaccine process – from researchers and distributors to those seeking the vaccine. We also applaud and want to thank the CDC and FDA for investigating this matter – their actions uphold the health-care sector’s collective goal of guaranteeing the safety of all vaccines currently available in the market and currently unvaccinated individuals.

Transparency and clear communication is valued within our company culture and crucial in the pharmaceutical industry. As such, we have created a section on our website which includes frequently asked questions, contact information, and other official statements. As a United States-based organization, this website will be updated continuously throughout the remainder of the coronavirus public health emergency declaration in the United States.

We also encourage individuals to visit the CDC and FDA websites for additional information and to follow our social media channels for the latest updates. In particular, for individuals who have received one of the 6.8 million distributed vaccines, we encourage those with health-related concerns to bring them forward to their health care provider. For further information or methods of contact, please [visit our page](#).



Thank you for your attention.