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Londoners Get J&J Brands 'In Minutes' 24/7 Via Zapp Partnership

by David Ridley

Johnson & Johnson's OTC brands including Benadryl, Benylin, Calpol, Imodium, Nicorette and Sudafed, as well as its personal care brands such as Aveeno and Neutrogena, are now available for home delivery 24/7 via the Zapp app to consumers in London, UK.

Consumers living in central London, UK, can now get Johnson & Johnson's consumer health products delivered in minutes, 24 hours a day thanks to a partnership with online retailer Zapp.

J&J's OTC brands including Benadryl, Benylin, Calpol, Imodium, Nicorette and Sudafed, as well as its personal care brands such as Aveeno and Neutrogena, are all now available to Londoners via the Zapp app.

After ordering online via the app, Zapp's fleet of electric-scooter riding delivery drivers fulfill orders within minutes, no matter what time of day.

"Zapp provides ultra-convenience for life's 'need it now' occasions round the clock," J&J commented.

"As part of J&J's focus on consumer needs and retail innovation, rapid delivery is one of the many ways in which J&J is broadening its omnichannel approach, ensuring that whether shopping in-store or online, consumers have access to the brands they know and trust," it added.

J&J's northern Europe managing director Charmaine England noted that "increasingly digitally-savvy consumers expect a highly personalized experience - tailored to their specific needs - at critical points in time."

Kenvue: Friction-Free

England's comments echo those of J&J's president of global self-care and consumer experience

organization Manoj Raghunandanan in a recent interview with HBW Insight. (Also see "[J&J's Manoj Raghunandanan On Becoming A 'Digital First' Consumer Health Company](#)" - HBW Insight, 10 Oct, 2022.)

“When we talk about technology and innovation, it's really about accelerating or solving friction points for our consumers,” he said. “We want our digital-first mindset to always be centered around delivering better outcomes for our consumers.”

By partnering with Zapp, England said that J&J “can be there for consumers when convenience is their biggest priority, from supporting parents and carers with Calpol, or tackling the symptoms of coughs and colds with Sudafed and Benylin.”

J&J is preparing to spin-off its consumer business in 2023 and recently announced that the new standalone operation will be called Kenvue – a combination of the word “ken,” which means knowledge in Scottish, and “vue,” implying sight.

According to J&J, Kenvue will continue to be committed to “advancing the standard of care through innovation and technology.” (Also see "[Branding For J&J's Kenvue Cements Consumer Division Separation](#)" - HBW Insight, 7 Oct, 2022.)