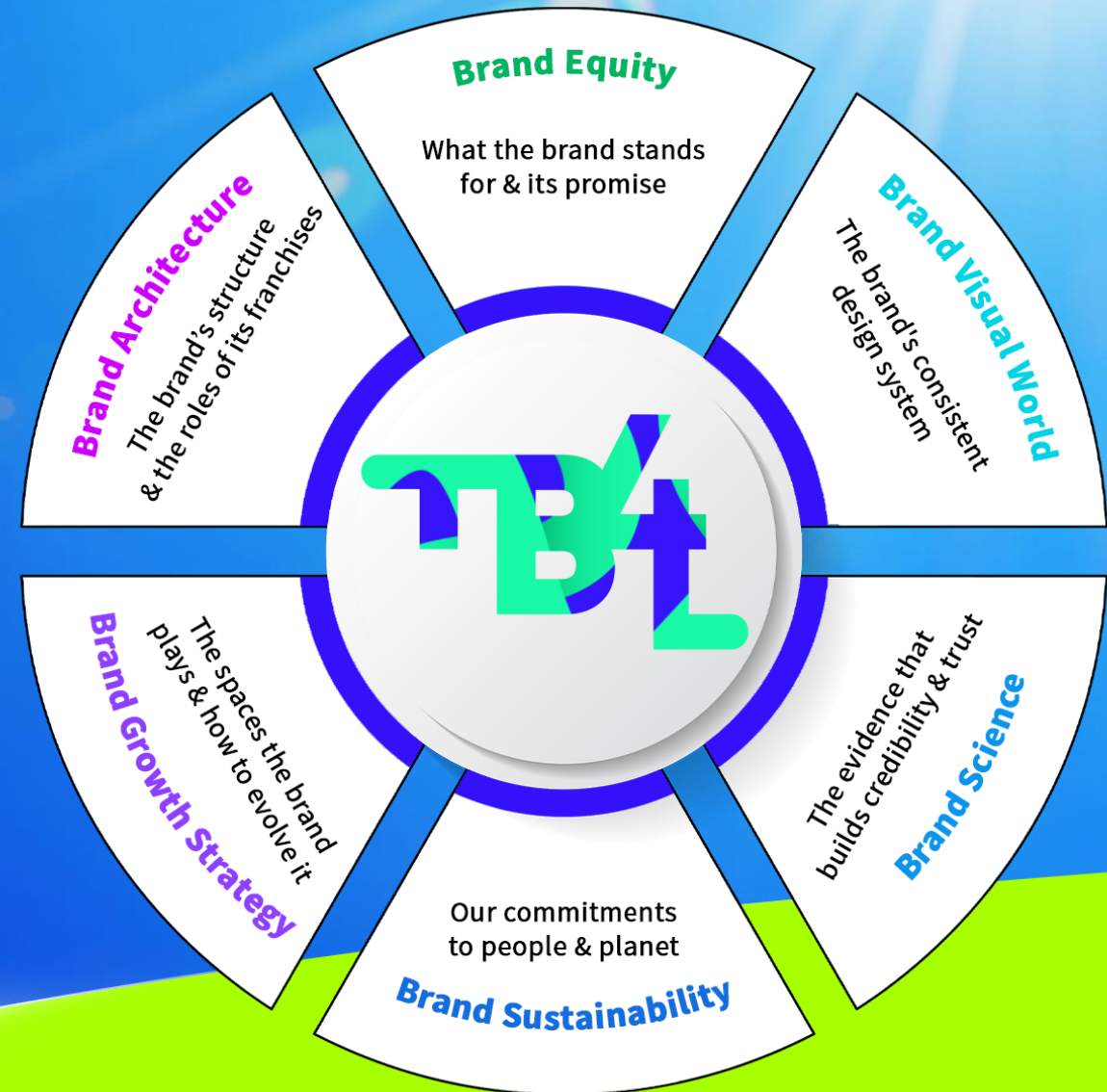


# Claritin®

## Brand Frames Overview

A set of unwavering principles and guardrails that outline the DNA of the brand.



# Dear *Claritin*<sup>®</sup> Community

In CH we have established the Road to Billions vision — help billions of people live healthier lives with the most trusted self-care solutions.

Achieving this requires unlocking the full potential of our brands and maximizing the impact of every marketing investment, innovation, partnership, consumer, HCP, and customer touchpoint. Every element must work cohesively toward our shared goal.

But in an industry as competitive as Consumer Health, that is no easy feat. We face intense competition, where functional benefits can be easily copied. To win, our brands must create meaningful differentiation through emotional connections, trust, as well as ensuring flawless execution at every touchpoint, in every moment that matters.

**Join us for a review of the Claritin Frames.**

# What are Brand Frames and Why do they matter to us?

BRAND  
EQUITYBRAND  
VISUAL  
WORLDBRAND  
SCIENCEBRAND  
SUSTAINABILITYBRAND  
GROWTH  
STRATEGYBRAND  
ARCHITECTURE

Brand Frames are a set of principles that outline the **DNA of a brand** and the **commercial direction** that will set it up for success.

Ultimately, they are what **make our products, solutions, and assets uniquely ours**, and what ensures we positively build on the equity of our brands with every single innovation, campaign or activation.

Together, the **brand equity** tool, **visual brand world**, **brand science** and **sustainability** form the basis for how to build brands that are meaningfully different, relevant, consistent, and scientifically credible...

... while **brand growth strategy** and **architecture** ensure brands are cohesive and authentically aligned with global values to drive future demand and ensure consumers can find what they need every time.

**All leading brand-centric companies have strong brand frames...**

It builds **competitive advantage**, because while competitors might excel in one or two areas, our integrated approach will create a brand experience that's much harder to copy.

It **creates efficiencies**, because with all teams working under the same brand foundations and direction, we can eliminate dilution and redundancies in the system.

**75%**

Of purchase decisions in our category are driven by brand trust

**13%**

Trusted brands command up to 13% price premium

**3X**

Trusted brands recover 3x faster during market disruptions

**4X**

Strong brands are 4x more likely to grow in the following year

**Now let's dive into each Brand Frame!**

# Why it's important that the BCH organization understands Bayer's Trusted Brands For Life

Each of us bring the **voice of our function** to the brand table

They spot **real-world trends, barriers, and opportunities** early.

All of us don't just sell the brand — we **help shape it.**



Translating **retail realities** into actionable brand insights

Ensuring the **brand resonates** in store and online

**Driving execution** that reflects consumer behavior and **customer priorities**

# Why Brand Frames – The Opportunity

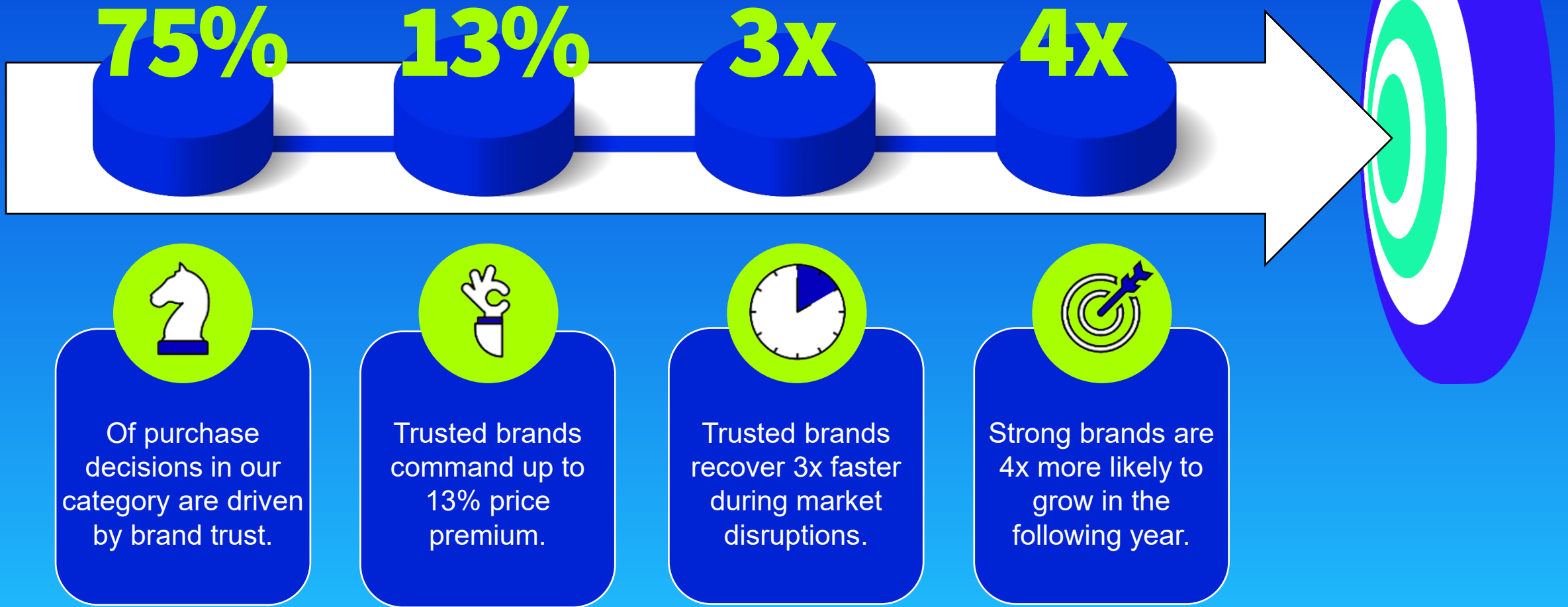
Unlock the full potential of our brands - **meaningful & different**

**Unlock the full potential** of our brands,  
meaningful  
and different

**Cohesively work**  
towards our  
**business growth**  
with **flawless**  
**execution**

**Maximize the impact** of every  
marketing  
investment and  
touchpoint

# All leading brand-centric companies have strong brand frames...



They outline the **brand DNA and commercial direction** that set our brands up to success



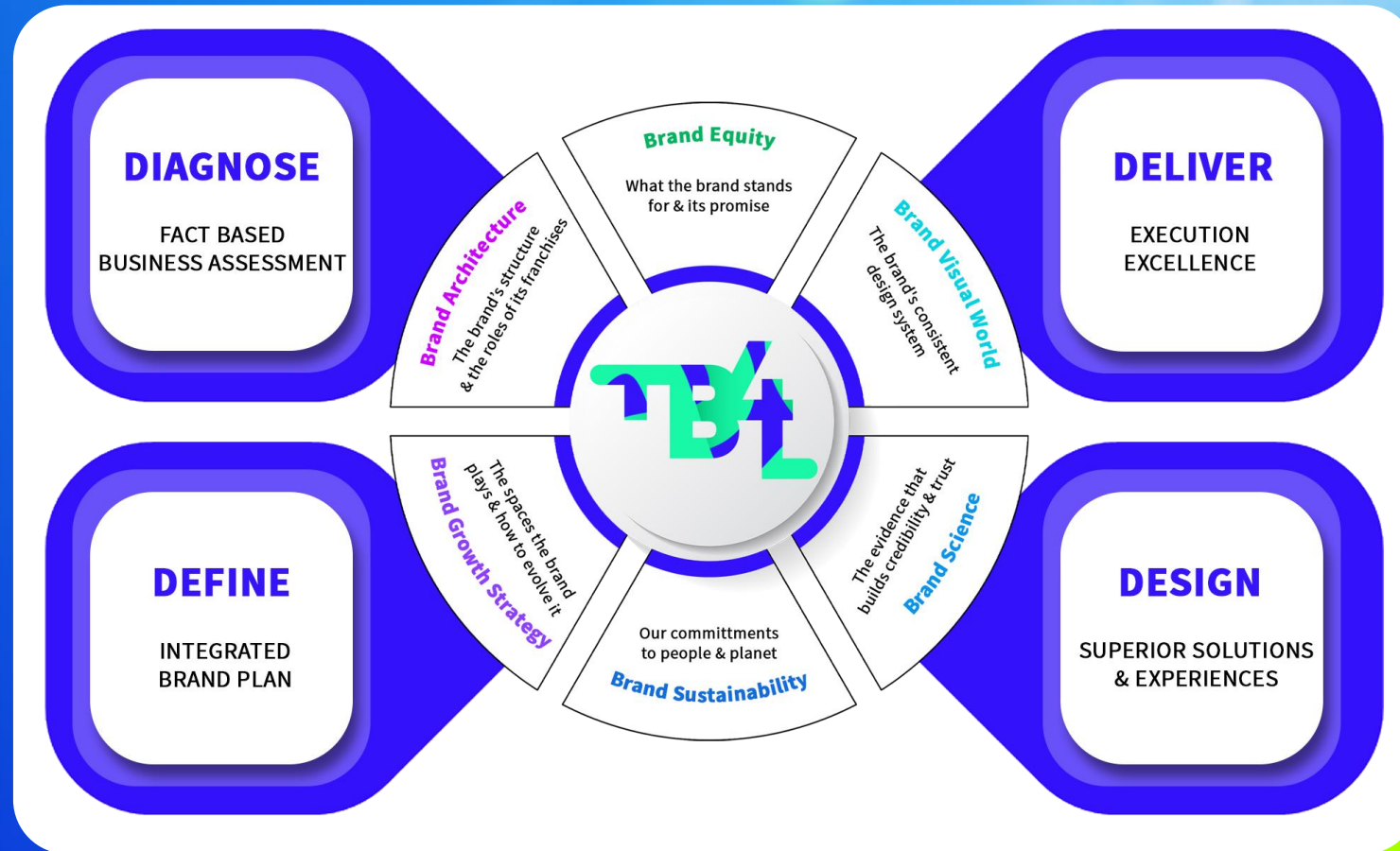
The basis for **how to build brands** that are meaningfully different, relevant, consistent, and scientifically credible.

The **commercial structure and choices** that ensure our brands are cohesive and laser focused on the right sources of future growth.

# Our Growth Model

**Brand Frames** at its center, act as the compass that sets the direction for our brands, while the **4Ds** are driving our continuous and connected growth journey bringing them to life.

Together, they allow our brands to follow a proven recipe for success leveraging key strategic tools and plug-and-play templates. This allows teams to **unleash their creativity** while speaking a **common language** and following a **unified approach** to **building trusted brands**.



# Our Growth Model

## BRAND FUNDAMENTALS & WHERE TO PLAY (EVERY 3-5 YEARS)



## HOW TO WIN (ANNUALLY)

### 1 DIAGNOSE

#### RETROSPECTIVE 12 QUESTIONS & CSJ

- Macro-Trends
- Category, Channel Trends
- Consumer, Shopper, HCP
- Brand Performance

#### MARKETING MIX 7PS ASSESSMENT

7Ps analysis, mental and physical availability following 25 top metrics to identify root cause

### 2 DEFINE

#### JOBS TO BE DONE

Prioritized to reach brand objectives

#### ACTIONS ALONG 7PS

To realize key Jobs To Be Done

#### BRAND PLANNING

- Integrated full funnel plan incl. KPIs
- Financial plan

### 3 DESIGN

#### SUPERIOR BRAND EXPERIENCES

Product & Pack Innovations

Consumer Communications

Science Backed Substantiation

HCP Engagement & Communications

### 4 DELIVER

#### EXECUTION EXCELLENCE ALONG 7Ps

- Purpose (driving equity and strategy)
- Proposition (unique value offerings)
- Promotion (effective and efficient messaging)
- Product (quality, innovation, relevance)
- Price (value-based pricing and PPA)
- Pack (functional and appealing)
- Place (availability, navigation, standout)

# Claritin®

This document provides a complete overview of the Claritin Brand Frames which are a set of principles that outline the DNA of the brand and the commercial direction that will set it up for success. Ultimately, what makes our products, solutions, and assets uniquely ours, and what ensures we positively build on the equity of Claritin with every single innovation, campaign or activation.

You also find all essential info in digital form inside the [Claritin Megabrand Digital Hub](#), constantly updated with the latest news and developments.

For any questions and details, please reach out to your Claritin Megabrand Leadership Team.

## BRAND FRAMES

[Our Brand Equity](#)

[Our Brand Visual World](#)

[Our Brand Science](#)

[Our Sustainability and DE&I](#)

[Our Brand Growth Strategy](#)

[Our Brand Architecture](#)

# Claritin®

## Enterprise Brand Frame Leads



Amr Nada  
Sponsor  
Claritin Frames



Cheryl Thomas  
MegaBrand Director  
Claritin Frames Lead  
Brand Frame #1 Equity



Catherine Glynn  
Global Local  
Claritin Design  
Brand World Frame #2



Sam Taylor  
Science Comms &  
HCP Engagement  
Brand Frame #3 Science



Juliane Azevedo  
Global Sustainability  
Brand Frame  
#4 Sustainability



Edvin Illescas  
Senior Manager  
Brand Frame #5 Strategy  
Brand Frame #6 Architecture

## Brand Frames Supporting Team



Gabriela Zuniga  
Global Medical



Norell Hadzimichalis  
R&D IGM



Nancy Pierro  
Global Regulatory  
Affairs



Katie Pohlymeyer  
Global Safety



Mitul Patel  
Global Medical



Gabriela Sanchez  
Global Medical



Jemma Klein  
Product Experience



Carol Vaquero  
Sr Mgr Marketing



Marcus Blachford  
Experience Design  
Lead



Gamze Kulaber  
Creative Design  
Lead



Sarah Frese  
Sr Manager US  
Claritin



Christina Caruso  
Dir Mktg Excellence



Katerina Gaitani  
Global  
Marketing  
Excellence Dir.

With Support from Claritin MegaBrand Leadership Team

# To understand the brand today, we must look back

Claritin

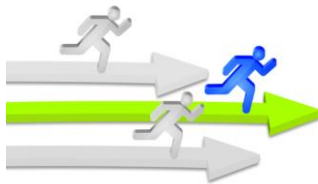
Claritin was launched by Schering Plough in 1993 as an Rx antihistamine which was later acquired by Bayer and switched to an OTC product in 2003 to treat allergies

1986

## Development of Claritin

Schering-Plough Applies for Claritin as non-sedating antihistamine as a response to counter rival company's Seldane.

Schering-Plough



1993-1995

## Introduction to OTC Market

1993 Claritin is granted FDA approval to launch Claritin 10mg. 1995 Claritin pioneers in DTC advertising. First to use broadcast advertising.



2004-2022

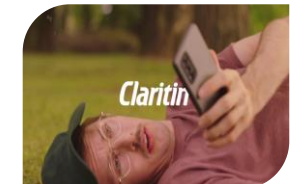
## Launch thru Global Expansion

In one year, Claritin became the largest OTC allergy brand w/ \$341MM in retail sales; #1 Allergy Leadership 18 years until 2022.

2001

## Rx Allergy Market Leader

Claritin enjoys almost universal awareness (95%) and is ranked #1 Rx allergy brand.



2002

## Rx-to-OTC Switch

Claritin's Rx-to-OTC switch leveraged the distinctive Rx brand equities of blue sky and vista.

2024

## Claritin Clear Launch

Claritin successfully launches "Claritin Clear" campaign in the US.

RESTRICTED