



Claritin.

# Brand Equity

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# Claritin

## WHAT THE BRAND STANDS FOR AND ITS PROMISE

Do you know what the top 15 most valuable brands in the world have in common? Regardless of industry, business model, geographic footprint, 2/3 of them are highly **Meaningful and Different...**

Attaining Meaningful Difference is the first step in **influencing more people to buy and pay more for the brand's offerings**, raising brand value.

That is why we have built our proprietary **Brand Equity Tool** at Bayer.

Combining **brand ideology**, expressed via Deep Human Insight, Benefit POD, Essence, Credibility, Purpose & Impact and **brand identity**, expressed via Brand Character and Distinctive Assets, it brings together all the foundational elements that unlock meaningful difference to **raise the value of our brands**.



BRAND EQUITY

BRAND VISUAL WORLD

BRAND SCIENCE

BRAND SUSTAINABILITY

BRAND CHARACTER

BRAND ARCHITECTURE

# Claritin<sup>®</sup> Brand Hive

Transform Claritin  
from 'lightweight'  
into the **#1 Choice**  
for powerful  
allergy relief





# Allergies may disrupt my life, but they won't define who I am

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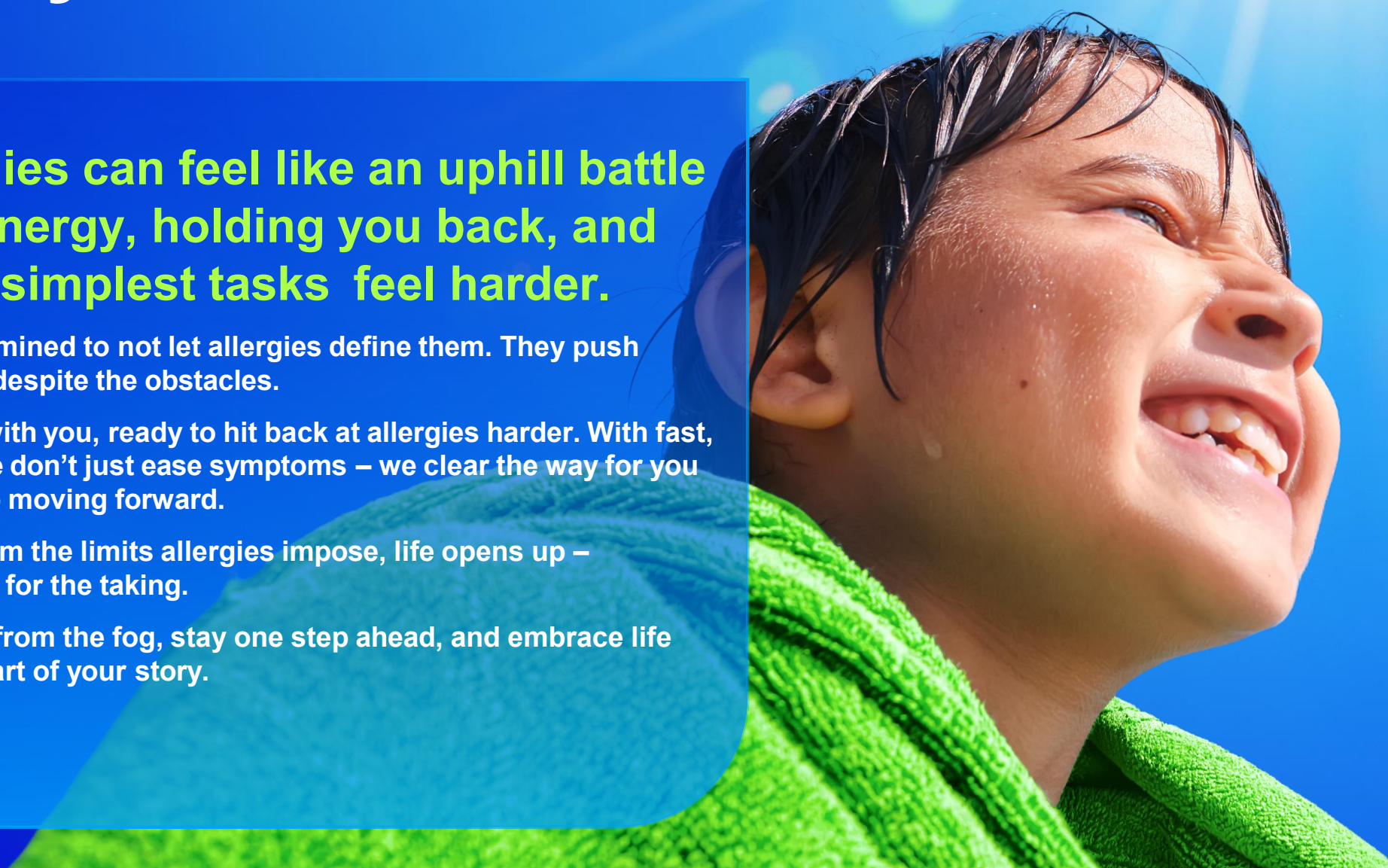
**Living with allergies can feel like an uphill battle – draining your energy, holding you back, and making even the simplest tasks feel harder.**

But our consumers are determined to not let allergies define them. They push through, striving to live fully despite the obstacles.

At Claritin, we're right there with you, ready to hit back at allergies harder. With fast, proven, non-drowsy relief, we don't just ease symptoms – we clear the way for you to take back control and keep moving forward.

Because when you're free from the limits allergies impose, life opens up – bold, unstoppable, and yours for the taking.

Claritin helps you break free from the fog, stay one step ahead, and embrace life as if allergies aren't even a part of your story.





# Claritin Clears with Unbeatable Relief.

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## Trusted for Severe Allergies & Safe for Daily Use

Experience fast, proven allergy relief that lasts all day – without drowsiness and with no compromises.

As a pioneering brand, Claritin embodies a relentless commitment to innovation, backed by extensive clinical research and trusted by healthcare professionals for decades.

**For those who demand more from life: Clarity, Control, and Zero Compromise**

Whether you're tackling everyday challenges or embracing outdoor adventures, Claritin empowers you to stay focused, feel free, and live boldly – unhindered by the limitations of allergies.





# We are the allergy pioneer

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## Nothing is proven more powerful for 24-hr. non-drowsy #1 Dr. recommended relief

As the #1 doctor-recommended non-drowsy allergy brand, Claritin boldly extends its expertise to every member of the family, delivering powerful, safe, and reliable solutions that people trust.

We don't stop there – our relentless pursuit of innovation drives us to continuously evolve so that we can address a wider range of allergy symptoms.

Fueled by a vision of a world free from allergy suffering, we are committed to creating transformative solutions that bring us closer to making that dream a reality.

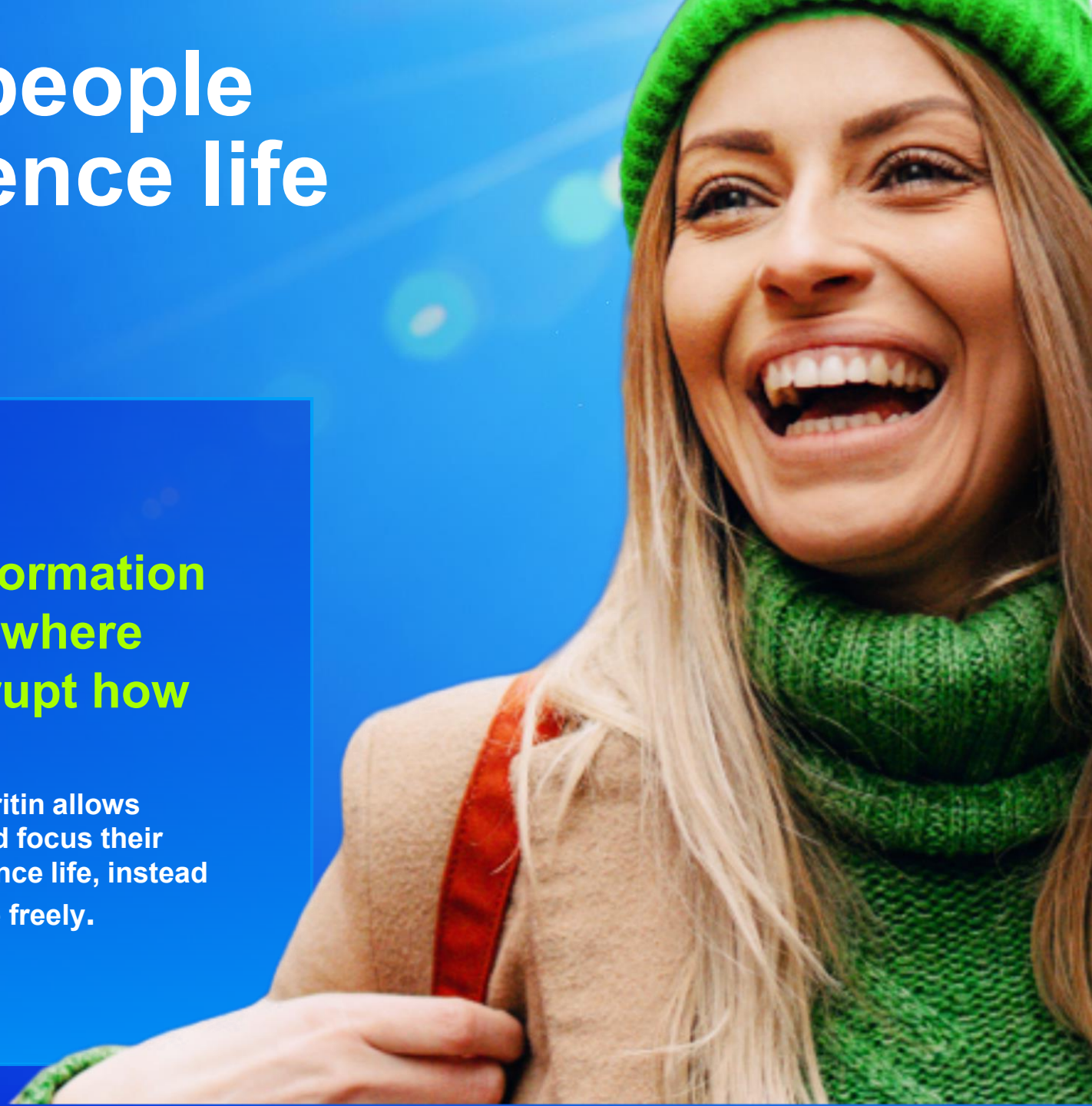




# We empower people to fully experience life and **live freely**

**Claritin isn't just about relieving symptoms – it's about the transformation from suffering to living a full life where allergies no longer define or disrupt how people live.**

By providing powerful, 24-hour relief, day after day, Claritin allows people to get back to their routines, stay productive, and focus their energy on the things that matter most, and fully experience life, instead of being held back by symptoms. It allows people to live freely.





# Transformative Champion

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Approaching life with a blend of bold positivity and motivating drive, the Transformative Champion uses their well-founded confidence as a platform to empower others to thrive.

## *Confident*

We communicate with clarity, focus and conviction.

Our expertise and determination need no introduction. We know what it takes to deliver what you need and will always succeed in doing so.

## *Boldly Optimistic*

We speak, like we act: with intention, to project our unwaveringly positive outlook on life.

We don't just aspire to make lives better, we make real impact. We motivate and support our consumers with warmth, genuine care and powerful solutions.

## *Tenacious*

We take clear, confident action to remove barriers and empower people to live fully. We don't wait to react – we stay one step ahead, anticipating what's needed to keep life moving on, freely and fully.



# Tone of Voice: Principles

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Our tone of voice (ToV) principles embody the three characteristics that make The Transformative Champion so unique and bring them to life verbally.

1. These three ToV principles provide us with guidance on how to write with confidence, bold optimism and tenacity.
2. So our brand character always shines through – no matter where and when we show up as Claritin.

Brand Characteristics  
**WE ARE:**

**Confident**

**Boldly Optimistic**

**Tenacious**

Brand Communication Style  
**WE SPEAK WITH:**

**Clarity, Focus & Conviction**

**Intent, Positivity & Impact**

**Action, Determination & Momentum**

AS A TOV PRINCIPLE  
**WE CONVEY:**

**Absolute Certainty**

**Candid Positivity**

**Energizing Determination**

# Our Tone of Voice: **All together**

Claritin

## Tone of Voice Principles

### **ABSOLUTE CERTAINTY.**

We are the trusted experts. We know what we want to say. And we are clear about how to say it.

People want reassurance. Which means our vocabulary must be sincere and easy to understand.

### **ENERGIZING DETERMINATION.**

Allergies slow people down. This means we should sound like the partner who compels them to keep moving forward and looking ahead.

We lead people towards the change they want in their lives by actively challenging convention. Both through our actions and our words.

### **CANDID POSITIVITY.**

We get what it's like to live with allergies. The good, the bad- and everything in between.

We speak with honesty and realism, but always with a positive outcome. We represent people in a truthful yet inspiring way. Framing our powerful solutions so that people can see there is always something positive ahead.

## What this sounds like

- ☞ Straight to the point
- ☞ Direct and focused
- ☞ Clear phrases and no jargon

- ☞ Fast-paced sentences
- ☞ Active, progress-centric words
- ☞ Minimal punctuation to signify motion

- ☞ Real world insight, no sugar-coating
- ☞ Always using positive outcomes
- ☞ Phrases that inspire, motivate and encourage action

## Writing tips

- ✍ Remove any doubt
- ✍ Give readers credit
- ✍ Talk with conviction

- ✍ Write with tempo
- ✍ Build momentum
- ✍ Stir people to action

- ✍ Choose words that mean something
- ✍ Meet them where they are
- ✍ Always show the way forward

## DO...

- ☑ ...find an everyday word
- ☑ ...break things down to avoid complexity

- ☑ ...use the active instead of the passive
- ☑ ...be punchy. Like one-word sentences

- ☑ ...replace 'but' or 'yet' with 'and' or 'plus'
- ☑ ...acknowledge the reality then follow with a positive outcome

## DON'T...

- ✗ ...fill sentences with empty adjectives
- ✗ ...keep talking when you don't need to

- ✗ ...instruct people rather than invite them
- ✗ ...pick the same words as everyone else

- ✗ ...embellish sentences with hyperbole
- ✗ ...be afraid to be light-hearted (even humorous) if it reflects our consumers

# Dialing it up or down: The 'Sliding Scale' Approach

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## How should we flex our tone of voice to match our audiences' needs?

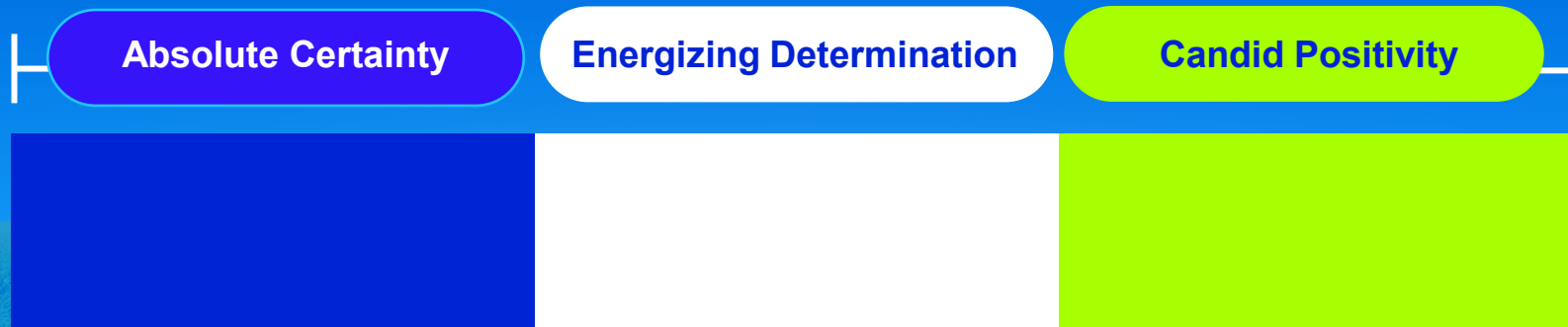
A simple way to think about this is comparing our three tone of voice principles to three dials.

Depending on our audience, we simply dial up or dial down each of the three elements to reflect their needs.

For example, we might dial up the Energizing Determination for Claritin-D compared to regular Claritin.

Or dial down Energizing Determination when talking to HCPs.

The easiest way to represent these three dials is as a relative sliding scale on colour-coded bar: with **BLUE** for Absolute Certainty, **WHITE** for Energizing Determination, and **GREEN** for Candid Positivity.



# Dialing it up or down: **At a Glance**

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Absolute Certainty

Energizing Determination

Candid Positivity

Adults Core  
(Base)

Balancing the clarity, empathy and determination at the heart of Claritin.

Adults Extra  
Performance  
(Claritin-D)

Dialing up the energy and urgency to match the need for action and fast relief.

Peds

Dialing up the positivity to emphasize outcomes on kids lives.

HCPs

Dialing down the fast pace to center around credibility and trust.



# Claritin's world is instantly recognizable – **open and clear**

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**Claritin's distinctive assets are designed with purpose – clear, bold, and built to lead.**

The Claritin brand mark stands with confidence: strong, simple, and trusted.

Our blue and green color palette signals clarity and vitality, reinforcing our non-drowsy promise at every touchpoint.

The Natural Vista and Uplift Vista aren't just visual backdrops – they represent what life looks like when allergies no longer get in the way. Every element is crafted to express momentum, energy, and trust – championing a brand that clears the way forward, decisively and without hesitation.





# Clears you from the limits of allergies

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## *Clears*

We don't just relieve – we remove the limits of allergies. Clear thinking. Clear breathing. Everything we do is built to liberate.

## *You*

You're why we exist. Your Freedom to live without limits is our focus – always. Live without limits is our focus – always.

## *From the limits of Allergies*

No pauses. No fog. No delays. We act with unwavering purpose – boldly, swiftly, and always one step ahead. Your freedom to live without limits drives us forward.



# Brand Attribute Global KPIs

What to prioritize on Kantar Brand Health Tracker

## Maintain or Improve the following KPI's:

- **Maintain or Improve Brand Equity:**
  - Brand Power
    - Salience
    - Differentiation
    - Meaningfulness
- **Improve Efficacy attributes:**
  - Brand: Effectively relieves your allergy symptoms
  - Extra Efficacy (D/sprays): Relieves your worst symptoms
- **Secondary KPIs, including transition to new global comms:**
- **Improve Hive/Brand essence attributes:**
  - Brand that clears me from the limits of allergies
  - For indoor outdoor allergies