

Claritin[®]



Mastering the Claritin Tone of Voice

User Guide

1 Introducing the Claritin Tone of Voice

What is the Claritin
Tone of Voice?

Why Tone of Voice?

To project our Brand Hive

- By bringing our brand strategy to life and stand out in a crowded category
- By demonstrating how Claritin is different to other brands

To connect with our audiences

- By reaching out to and maintaining engagement with our core audiences – adults, peds and HCPs
- By reflecting specific audience needs or nuances in the way we communicate

To express our brand character

- By defining a distinct and recognisable tone across touchpoints
- By seamlessly projecting our brand characteristics wherever we show up



1 The Claritin Tone of Voice

Our tone of voice expresses how Claritin would sound in real life. And it is born from our brand character.

The true spirit of Claritin is captured in our brand character: **The Transformative Champion.**

The Transformative Champion and its personality traits (confidence, bold optimism and tenacity) represent core elements of our **Brand Hive.**

In this way, our tone of voice has a traceable correlation all the way back to our brand purpose.

The Transformative Champion

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

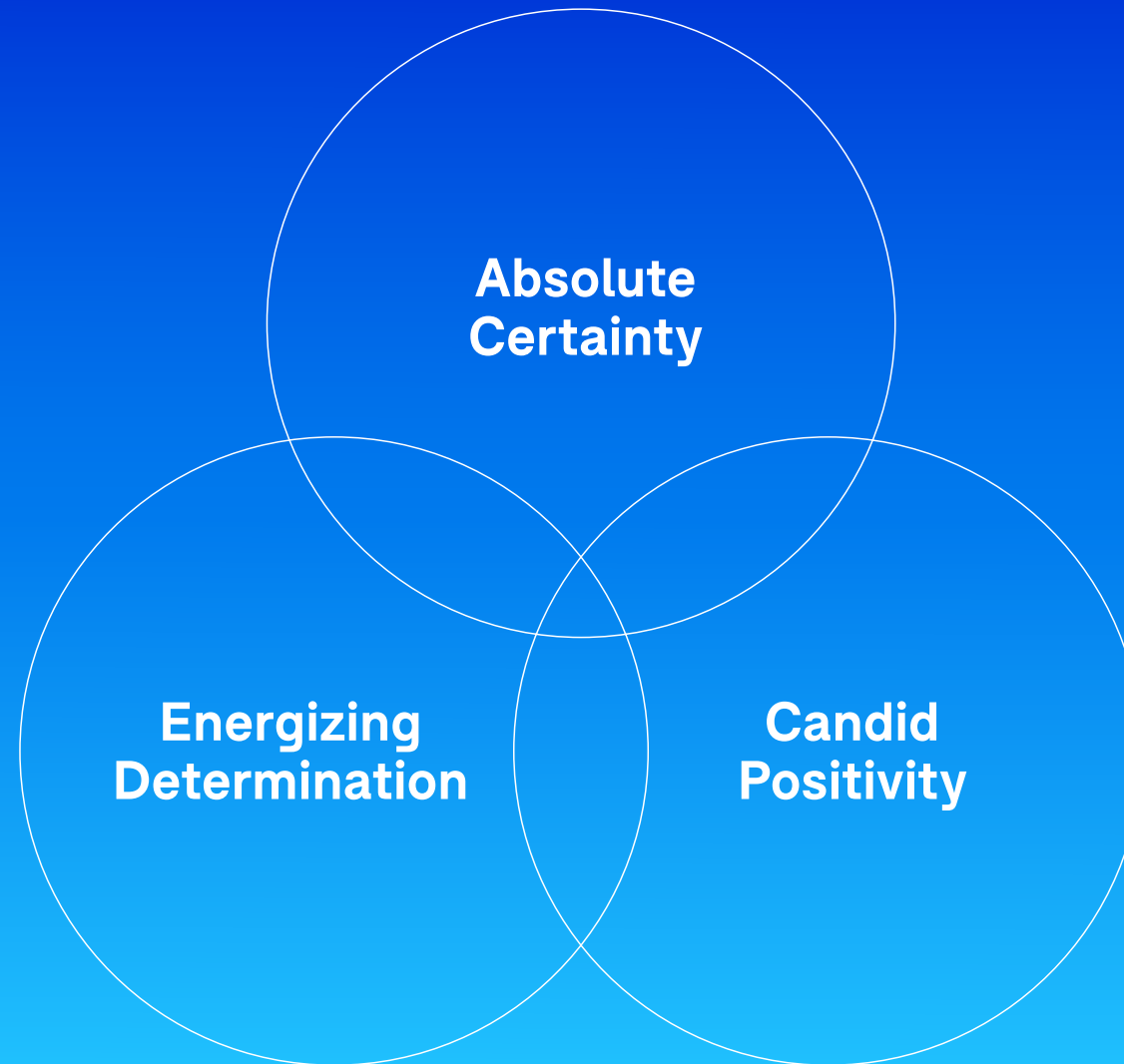
We convey:

Absolute Certainty

Candid Positivity

Energizing Determination

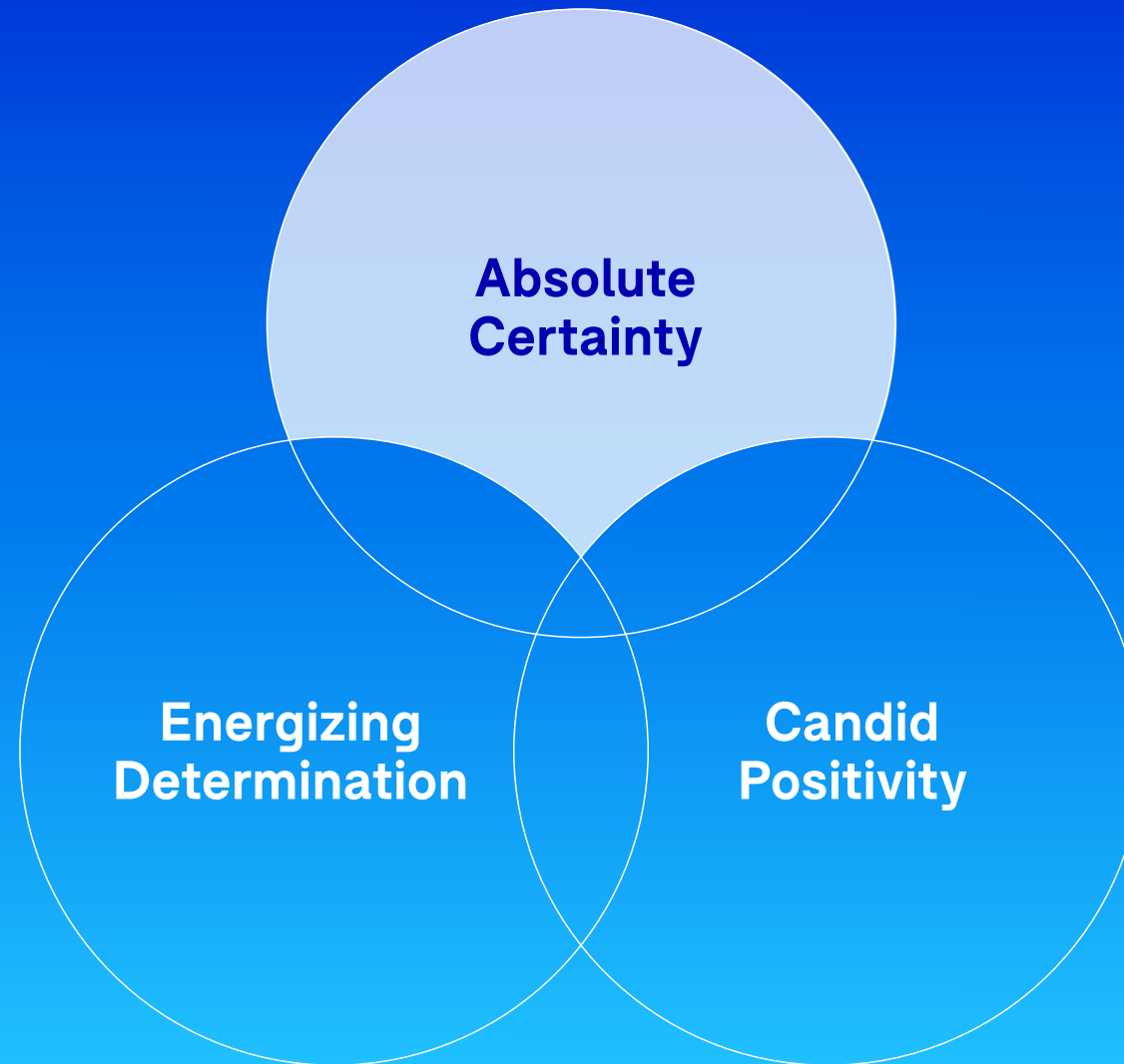
1 The Claritin Tone of Voice: At a glance



2 Applying our Tone of Voice: Writing Guidance

How do we write like Claritin?

2 Our tone of voice: Absolute Certainty



2 Our tone of voice: Absolute Certainty – How to write

How to write with

Absolute Certainty.

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

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

What this sounds like:



We want people to be clear about what they can expect from us. So we **get straight to the point.**



We're direct and **never confuse people** with ambiguous language.



Instead of hiding behind jargon and complex phrases, we are focused - giving people **confidence in us and in themselves.**

2 Our tone of voice: Absolute Certainty - Writing tips

Absolute Certainty.



Writing tips

- 1 Remove any doubt**
People don't have time to stop and think about what's being said. So we make what we say easy to understand.
- 2 Give readers credit**
We don't have to explain everything all the time. Often, it's best to focus only on the most important point.
- 3 Talk with conviction**
We know our strengths. Let's be clear about them so other people know what they are too.



2 Our tone of voice: Absolute Certainty - Do's and don'ts

Absolute Certainty.

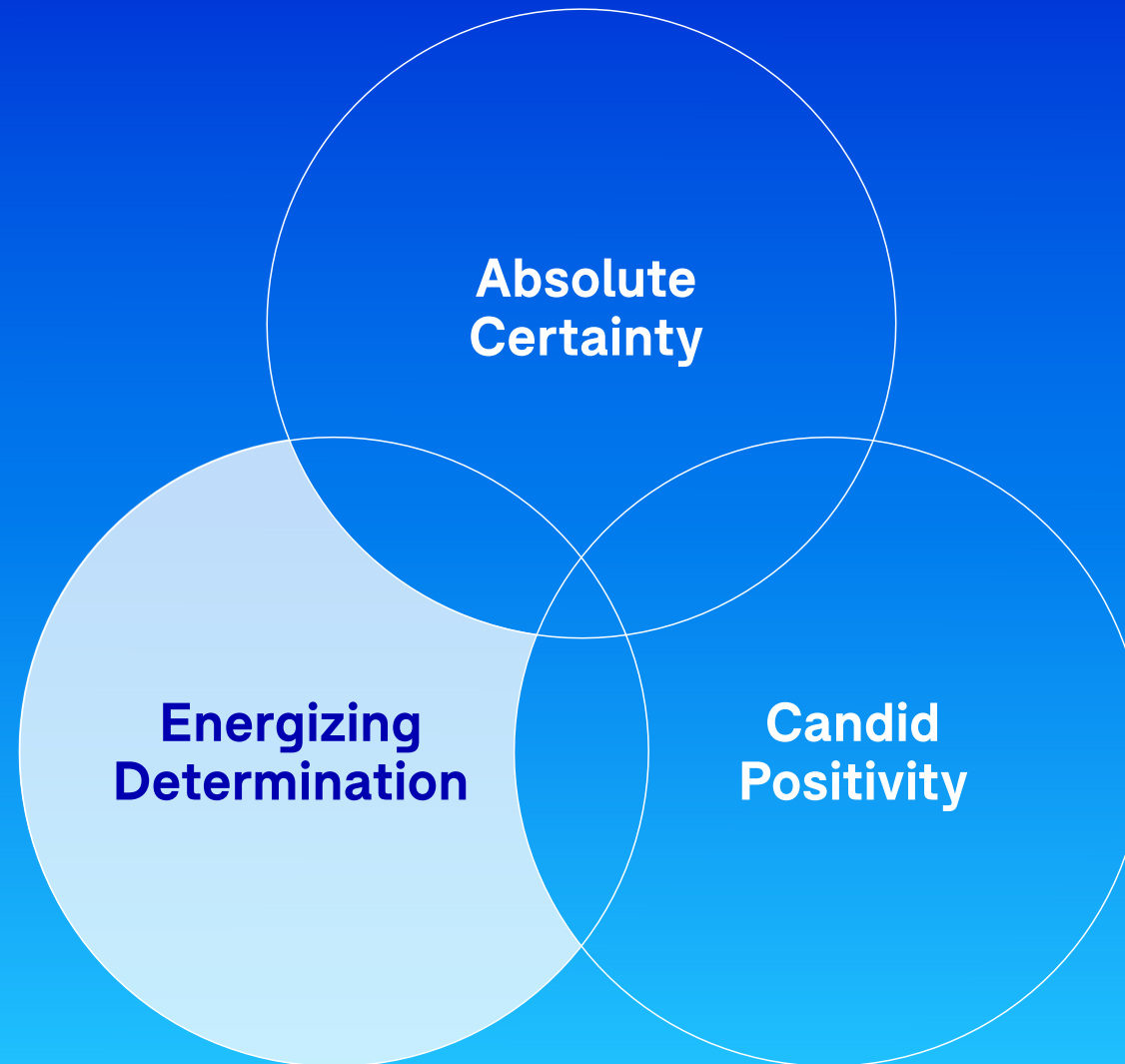
Do

-  Find an everyday word (hay fever) instead of a scientific one (allergic rhinitis)
-  Make things easier to read by breaking down complex subjects into bite-size chunks

Don't

-  Brag or boast using empty adjectives like 'best-ever' or 'fantastic'
-  Keep talking if you don't need to (i.e. know when to stop)

2 Our tone of voice: Energizing Determination



2 Our tone of voice: Energizing Determination – How to write

How to write with

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.

What this sounds like:



Our brand essence is to clear people from the limits of allergies. This reflected in how we speak. With drive. With ambition. With energy.



Fast-paced. Not stopping to pause. Our sentences embody 'progress' and our words assert action.



We write with no hurdles or pauses. Using minimal punctuation for rhythm and continual motion.

2 Our tone of voice: Energizing Determination – Writing Tips

Energizing Determination.



Writing tips

- 1 Write with tempo**
People are determined to live life free from allergies and we help them get over the line. So let's urge them on.
- 2 Build momentum**
Short sentences. Sharp punctuation. Alliteration. They all signal rapid progress and establish a rhythm.
- 3 Stir people to action**
Be rousing. Be inspiring. Be exciting. Write like you're creating a rallying cry that moves people forward.



2 Our tone of voice: Energizing Determination – Do's and don'ts

Energizing Determination.

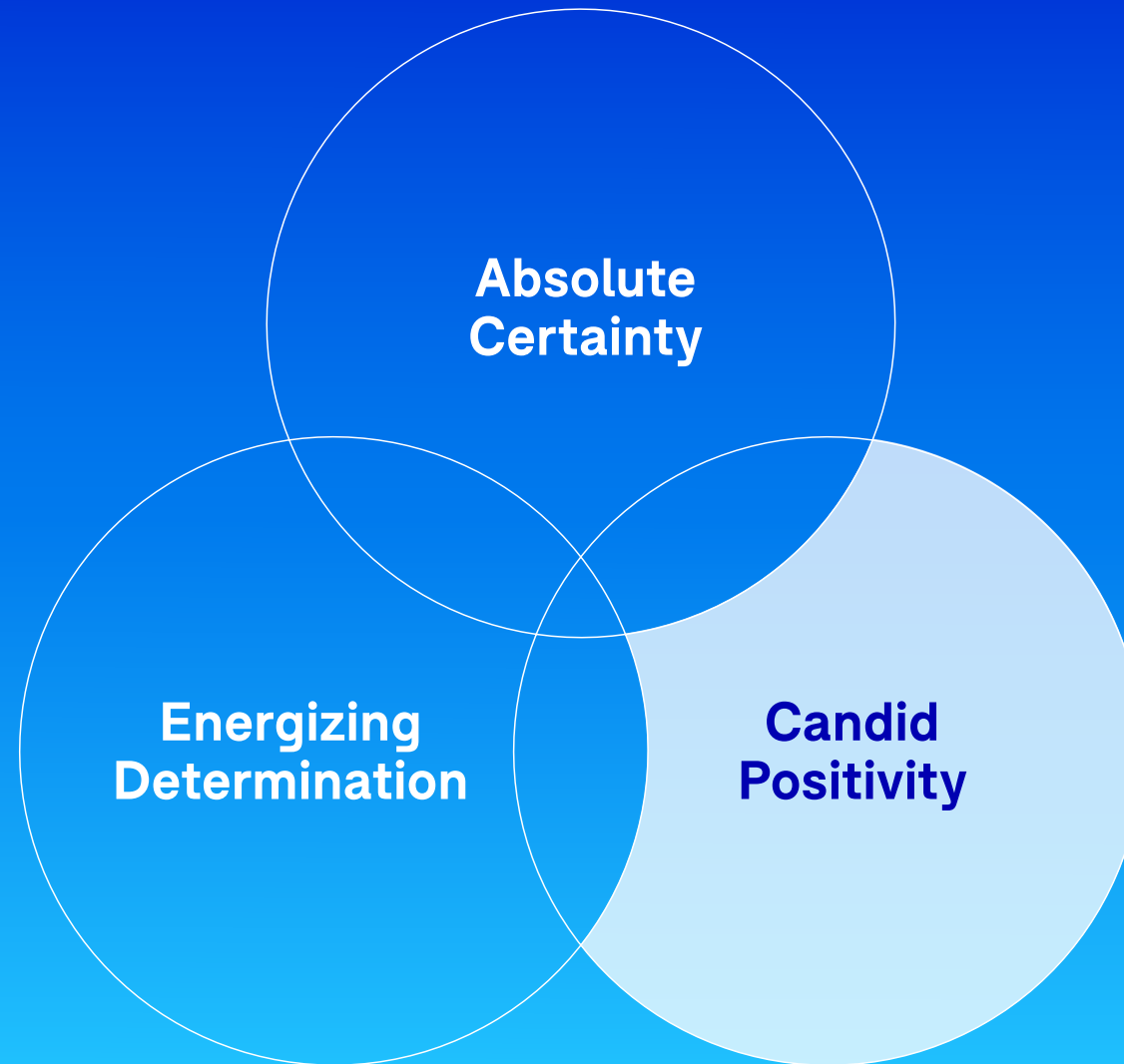
Do

-  Use the active ('We decided') rather than the passive ('It was decided')
-  Start with single-word sentences if you think it'll work

Don't

-  Patronize people or instruct them in what to do, invite action instead
-  Follow what everyone else is saying by stick to the same uninteresting words

2 Our tone of voice: Candid Positivity



2 Our tone of voice: Candid Positivity – How to write

How to write with

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:



The rest of the market talks with hyperbole about product features. We avoid sugar-coating everything and instead talk with real-world insights about benefits.



We don't shy away from the realities but we don't dwell on them either - always finding a positive outcome.



We don't speak positively for the sake of it. We show we understand people. We recognize the context. And then we create phrases that inspire, motivate and encourage people to look forwards.

2 Our tone of voice: Candid Positivity – Writing tips

Candid Positivity.

Writing tips

- 1 Speak like a real person**

We stand out with relatable, honest language that makes people feel understood, but always inspires them for what's next.
- 2 Meet them where they are**

Allergy sufferer? Parents of young kids? Healthcare professional? We write in a manner that flexes to match how our audiences talk, reflecting the context of that conversation and the channel we are talking to them on.
- 3 Always show the way forward**

We see allergies for what they really are - tough some days and manageable others. But we don't get stuck in the difficulties. We always look forward to what's next - getting people excited about the future and its possibilities.

2 Our tone of voice: Candid Positivity – Do's and don'ts

Candid Positivity.

Do



Replace 'but' or 'yet' with 'and' or 'plus' to stay focused on the positives and avoid slipping into negativity



Acknowledge all the realities of living with allergies, but don't fixate on them. Always follow with a positive 'so what' that shows the impact we can have on people's lives

Don't



Embellish sentences with hyperbole, empty words or unconvincing language that sounds inauthentic or paints an unrealistic picture of life



be afraid to inject a little light-hearted playfulness into everyday comms so we can 'join the conversation' with consumers, especially on our socials. Just be sure it matches how they're talking

2 Our tone of voice: All together

<p>Tone of Voice Principles</p>	<p>Absolute Certainty.</p> <p>We are the trusted experts. We know what we want to say. And we are clear about how to say it.</p> <p>People want reassurance. Which means our vocabulary must be sincere and easy to understand.</p>	<p>Energizing Determination.</p> <p>Allergies slow people down. This means we should sound like the partner who compels them to keep moving forward and looking ahead.</p> <p>We lead people towards the change they want in their lives by actively challenging convention. Both through our actions and our words.</p>	<p>Candid Positivity.</p> <p>We get what it's like to live with allergies. The good, the bad - and everything in between.</p> <p>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.</p>
<p>What this sounds like</p>	<ul style="list-style-type: none"> 🔊 Straight to the point 🔊 Direct and focused 🔊 Clear phrases and no jargon 	<ul style="list-style-type: none"> 🔊 Fast-paced sentences 🔊 Active, progress-centric words 🔊 Minimal punctuation to signify motion 	<ul style="list-style-type: none"> 🔊 Real world insight, no sugar-coating 🔊 Always using positive outcomes 🔊 Phrases that inspire, motivate and encourage action
<p>Writing tips</p>	<ul style="list-style-type: none"> 🚫 Remove any doubt 🚫 Give readers credit 🚫 Talk with conviction 	<ul style="list-style-type: none"> 🚫 Write with tempo 🚫 Build momentum 🚫 Stir people to action 	<ul style="list-style-type: none"> 🚫 Choose words that mean something 🚫 Meet them where they are 🚫 Always show the way forward
<p>Do...</p>	<ul style="list-style-type: none"> ✅ ...find an everyday word ✅ ...break things down to avoid complexity 	<ul style="list-style-type: none"> ✅ ...use the active instead of the passive ✅ ...be punchy. Like one-word sentences 	<ul style="list-style-type: none"> ✅ ...replace 'but' or 'yet' with 'and' or 'plus' ✅ ...acknowledge the reality then follow with a positive outcome
<p>Don't...</p>	<ul style="list-style-type: none"> ❌ ...fill sentences with empty adjectives ❌ ...keep talking when you don't need to 	<ul style="list-style-type: none"> ❌ ...instruct people rather than invite them ❌ ...pick the same words as everyone else 	<ul style="list-style-type: none"> ❌ ...embellish sentences with hyperbole ❌ ...be afraid to be light-hearted (even humorous) if it reflects our consumers

3 Applying our Tone of Voice: Audience Guidance

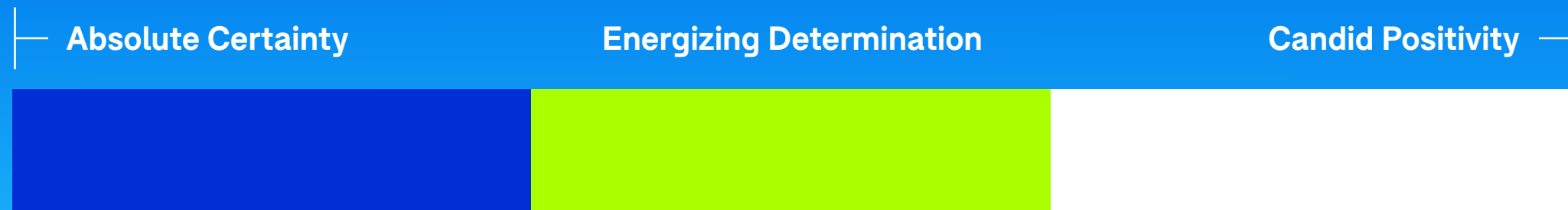
3 Dialling up or down: The 'sliding scale' approach

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

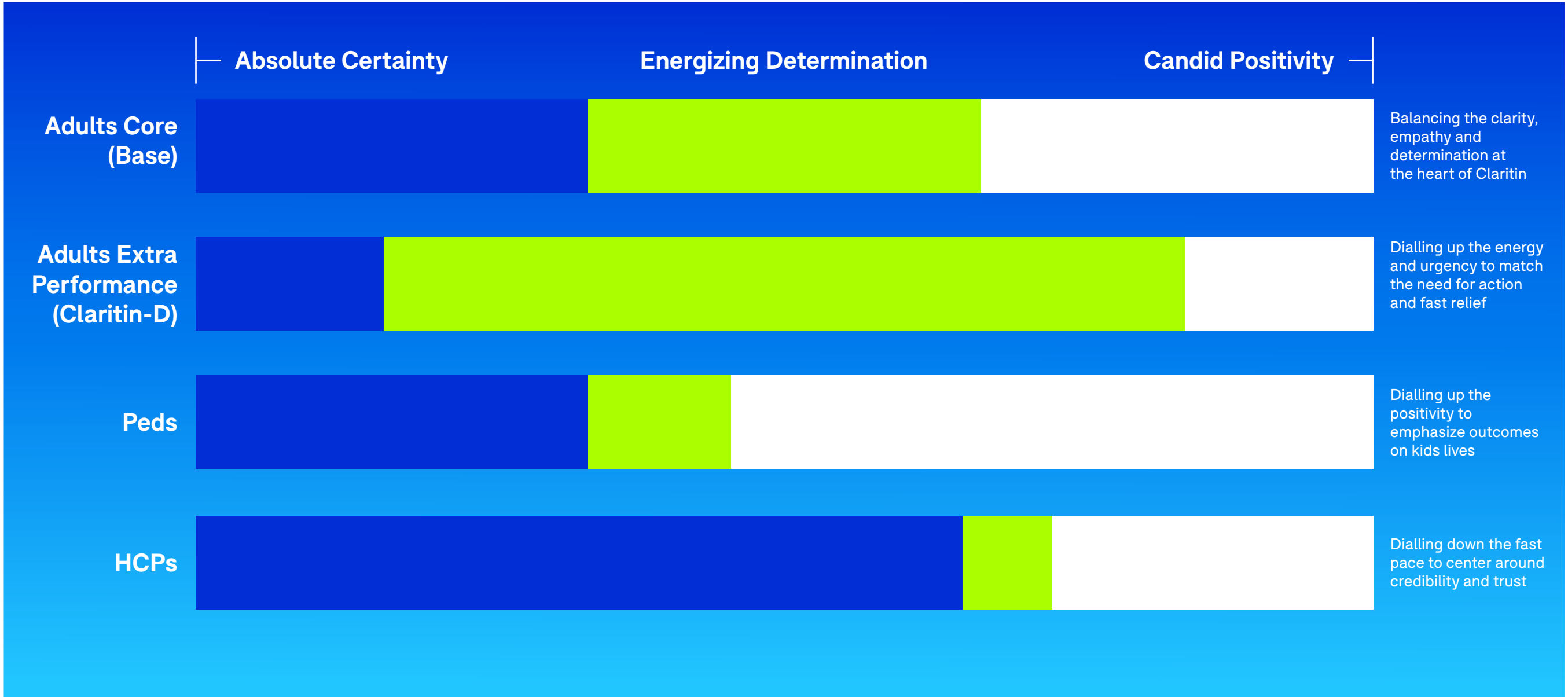
A simple way to think about this is comparing our three tone of voice principles to three dials.

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, **green** for Energizing Determination, and **white** for Candid Positivity.



3 Dialling up or down: At a glance



4 Making our Tone of Voice real

Before & after examples
Adult core

4 Making it real: Claritin base claim

Before

Nothing is proven more powerful for 24-hour, non-drowsy allergy relief.

After

Non-stop, non-drowsy allergy relief that lasts **for 24 hours.**

Absolute Certainty

Energizing Determination

Candid Positivity

- ▶ Rhythm in sound repetition and alternative power word turns “powerful” into the more determined “non-stop”
- ▶ ‘Allergy relief that lasts’ highlights our positive and intentional approach to understanding their situation

4 Making it real: Claritin kids claim

Before

Effective allergy relief
without making them sleepy
so kids can be kids.

After

Fast. Effective.
Non-sleepy.
It's allergy relief **that**
lets kids be kids.

Absolute Certainty

Energizing Determination

Candid Positivity

- ▶ Grabs attention: Triumvirate starts with two classic 'power' words but then adds an unexpected twist that reflects the audience (usually 'non-drowsy')
- ▶ Softening the language - describing the product in the context of kids and parents needs, speaking to the positive benefit i.e. lets kids be kids

4 Making it real: Web copy

Before

The Claritin® family of products offers powerful, non-drowsy allergy relief of runny, itchy nose; sneezing; itchy, watery eyes and itchy throat. Get the added benefit of a decongestant with Claritin-D®. And, relief for your little ones with Children's Claritin® or Claritin® RediTabs® for Juniors. Use as directed.

After

Free yourself from allergies.
 Fight the effects with Claritin.
 Go with Claritin-D® for extra strength decongestion.
 Children's Claritin® for your little one. Or Claritin RediTabs® for Juniors aged six and upwards.
 Remember: always use as directed.

Absolute Certainty

Energizing Determination

Candid Positivity

- ▶ Matching people's own determination with our energy and empathy. Signalling our role as a transformative champion
- ▶ Elevating clear, focused product messages with familiar and motivational language that cues progress
- ▶ Not tailing off: staying true to our positive and determined principles till the end

4 Making our TOV real: HCP Web copy

Before

Claritin®: the clear choice to help improve patients' quality of life^{3†}.

Loratadine, the active ingredient in Claritin®, improved quality of life 52% greater than placebo.

After

Patient quality of life improves^{3†} with Claritin®.

Tests show Loratadine-the active ingredient in Claritin®-outperformed the placebo by 52%.

Absolute Certainty

Energizing Determination

Candid Positivity

- ▶ Less salesy, more direct. Leading with the benefit and cutting to the most important information quickly, bookended with alliteration
- ▶ Leads with the main metric (QoL) so no need to repeat this in the second line. Claritin is given a more prominent role in relation to Loratadine. And we end on a memorable stat.

Claritin[®]



Thank you