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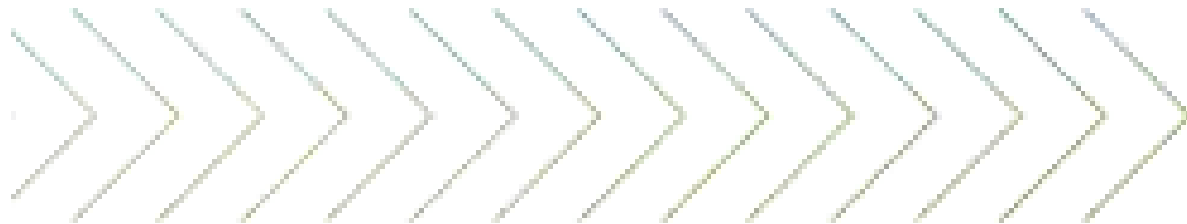
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Claritin

Claritin Audience Deep Dive

Sept 2025





Agenda

TB4L Targeting Intro	01
Objective & Context	02
Growth Audience Profile	03
Addressable Audience	04

Targeting

**Focusing on those who matter most,
to drive growth for Bayer**

**“The art of balancing scale
and specificity”**

The TB4L audience targeting tiers

**Category Users
and Prospects**



**“Understand
broad potential
and uncover
growth
opportunities”**

**Growth
Audiences**



**“Focus on
priority
audiences with
shared
behaviours,
reflecting
product need”**

**Growth
Sub-segments**



**“Recognise
differing needs
and usage
behaviours
within the
growth
audience”**

**Addressable
Audiences**



**“Develop
specific,
relevant
audiences to
enable
precision
targeting and
activation”**



Category Users and Prospects

“Understand broad potential and uncover growth opportunities”

Who

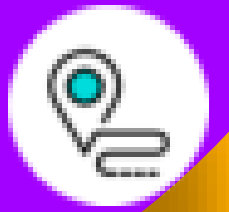
The largest potential audience; **everyone who experiences the condition/problem/need that the category addresses**

How

Defined by **Bayer category sales/penetration/usage data**

Role

The **foundation for Portfolio and Brand Strategy**, by identifying overall growth opportunities, and **the baseline for defining Growth Audiences**



Growth Audiences

“Focus on priority audiences with shared behaviours, reflecting product need”

Who

A **targeted subset of category users/prospects** that the brand chooses as its focus for growth

How

Defined by **a shared product need and common behavioural/attitudinal traits**, shaped by multiple data sources (eg segmentation studies, shopper data, consumer panels etc)

Role

Guides **brand planning, NPD, brand architecture, CSJs**, and informs strategy and planning across multiple comms elements such as **platform idea development, IMC development, media strategy, and broad media targeting**



Growth Sub-segments

“Recognise differing needs and usage behaviours within the growth audience”

Who

Sub-sets of the Growth Audience who may have distinctive and differentiated product needs, usage behaviours or barriers to use (eg lapsed brand users, category trialists, heavy sufferers)

How

Bayer category sales/penetration/usage data, segmentation studies/consumer panels

Role

Creative inspiration and stimulus, aligned to specific jobs to be done and/or specific products & franchises within a brand portfolio, relevant to a specific sub-segment



Addressable Audiences

“Develop specific, relevant audiences to enable precision targeting and activation”

Who

Highly targetable audiences in digital media, which can be part of the Growth Audience, and beyond

How

Defined by overindexing and relevant lifestages/interests/occasions within Growth Audience analysis

Role

Enables precision marketing via biddable, data-driven targeting, driving relevance via more personalised digital media targeting, creative and messaging

An example in the Energy category

Category users and prospects



Adults looking to positively impact their energy levels

Growth Audience



Energy Seekers

Driven individuals who juggle work and family responsibilities, embrace new challenges and seek effective, trusted ways to stay mentally and physically energized every day or in specific moments

Growth Sub-segments



Everyday Energy Champions

Performance Boosters

Recovery Enthusiasts

Precision Pickers

Addressable Audiences



Frequent Travellers

Students

Parents

Fitness Enthusiasts

Experiencers

Gamers

How Growth Audience analysis informs broad media targeting

The analysis of a Growth Audience includes socio-demographic profiling to establish foundational media targeting parameters, such as **age, gender, income level, and household composition**.

Any skews in this data towards specific demographics can be used to inform media buying in channels such as TV, by **focusing on TV trading audiences most closely aligned to the socio-demographic profile of the Growth Audience**.

Socio-demographic skews

We develop comprehensive behavioural and attitudinal profiling of our growth audiences, to identify **relevant lifestyle characteristics, interests, passions, and content preferences**.

By identifying specific audience interests, passions and preferences, we can develop buying approaches with **a focus on programming, content and contexts which are highly relevant to both the audience and the brand in question**.

Content interests

Category purchase patterns help to inform flighting of media activity; for example, whether a category is highly seasonal (suggesting a highly concentrated burst of media activity) vs consistently purchased year round (requiring more ongoing media support).

Retail data also helps to determine purchase patterns; **eg times of day/days of week when product purchases typically increase**. This can be used to highlight specific days/dayparts for media upweights.

Relevant category behaviours

An illustrative example for nutritional health: Energy Seekers

Latest socio-demographic profiling of Energy Seekers shows:

- 68% of Energy Seekers are between the ages of 18 and 44
- 20% between the ages of 18-24
- No gender skews
- Tend to be mid-higher income

Valuable steer on media audiences for broad media targeting (eg in TV) – focus on 18-44s, with a skew towards younger

Socio-demographic skews

Energy Seekers are highly driven and active, and this is reflected in the fact they have a wide array of interests and passions including:

- Health & Fitness
- Culture and Travel
- Sport
- Home Improvement (eg Gardening, DIY)

Valuable steer on relevant programming, content and contexts to target Energy Seekers

Content interests

No significant seasonality, but potential to over-commit broad media activation to times of day/days of week when energy needs become more relevant, eg:

- Morning boosts
- Midweek (overcoming the slump/'hump day')
- Weekends (highly active audience, full lives, greater need for energy)

Valuable steer on relevant timings for broad media activation

Relevant category behaviours

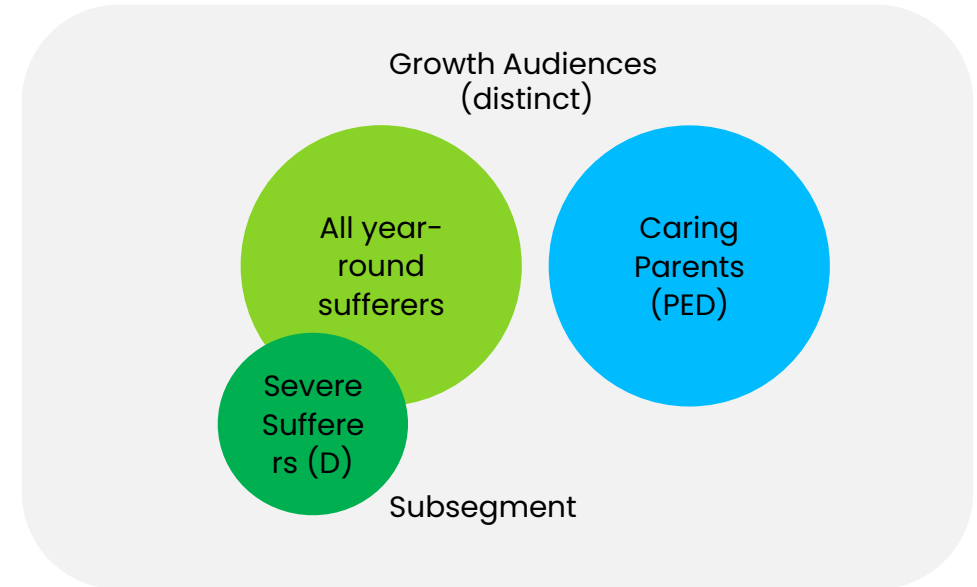
Objective & Context



This comprehensive analysis has been designed to drive consistency, and ensure audience planning sits at the heart of future IMC development, by:

- Analysing category usage trends and **untapped growth opportunities**, rooted in an understanding of value to the Claritin business
- **Developing growth audience portraits** to unlock insights for media and **validate/inform global platform/creative/messaging development** (in conjunction with creative partners)
- **Enabling direct activation and buying** of addressable audiences in key platforms
- **Informing future IMC** multi-market briefs

Covering growth audience for 3 penetration-driving products



Key Data Sources



Current audience understanding & consumer shopper journey - work to build on

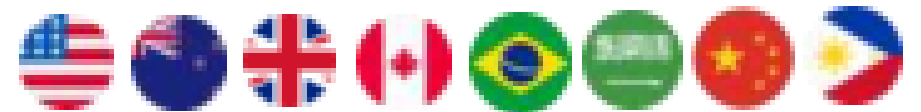


Used for single-source analysis across markets and integration with media planning



Understanding targeting across global media platforms, connected to Audience Origin.

Across 8 markets



This document in context of Claritin Audience Strategy

Category Users & Prospects

People who experience allergy symptoms

Category buyers

Category non-buyers

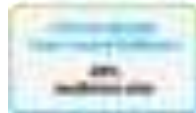
Growth Audiences



Relief seekers suffering from allergy all year-round from indoor and outdoor allergies



Caring parents of allergic children (Pediatrics)



Profiled and analysed



Profiled and analysed

Growth Audience Subsegment



Severe Sufferers



Profiled and analysed

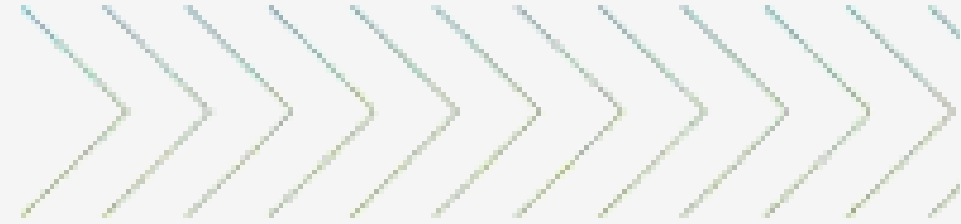
Evaluated and operationalized into signals



Growth Audience Analysis



Rooted in the latest TB4L Growth Audience definition



Who

A **targeted subset of category users/prospects** that the brand chooses as its focus for growth

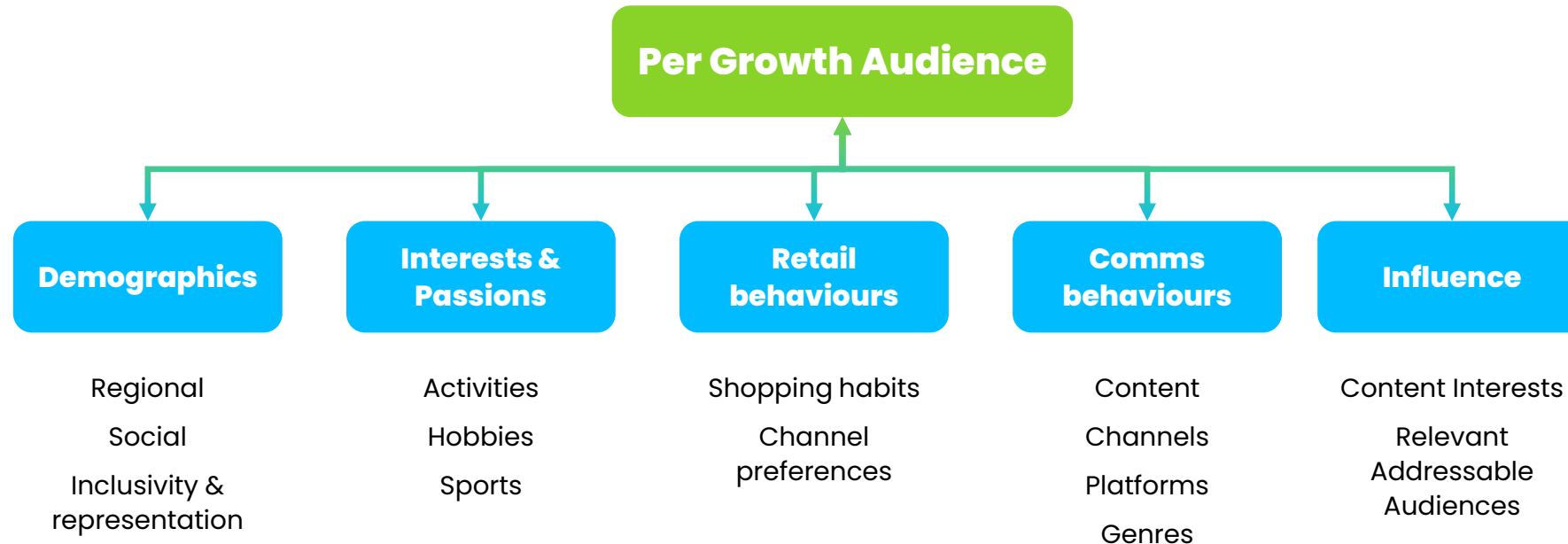
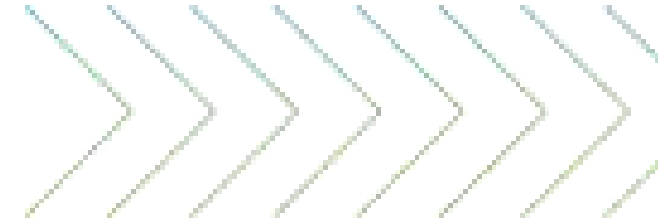
How

Defined by **a shared product need and common behavioural/attitudinal traits**, shaped by multiple data sources (eg segmentation studies, shopper data, consumer panels etc)

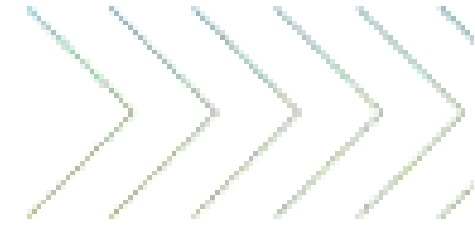
Role

Guides **brand planning, NPD, brand architecture, CSJs**, and informs strategy and planning across multiple comms elements such as **platform idea development, IMC development and media strategy**

The growth audience profiling included in this workstream incorporates a wealth of data to inform future briefing, planning and comms development



With a reasonable level of distinctiveness/lack of overlap between each growth audience, validating a multi growth audience approach



	Vert %	Total	Year-round Sufferers	Severe Sufferers	Caring Parents
Year-round Sufferers		49%		77%	49%
Severe Sufferers		39%	61%		38%
Caring Parents		26%	26%	26%	

Audiences of Busy Social Lifestyle Sufferers and Year-round Sufferers have a distinctly high overlap, which is logical since they are built on some of the same characteristics.

This is a major reason for us to maintain **audience for Claritin D as addressable audiences** rather than activating them as a distinct growth audience.

We've analysed **three potential audiences** and recommend focusing on two of them

Growth Audiences for Brand and PED

Subsegment – separate activation depends on priority within the market



FOCUS: BRAND
Year-round Sufferers

49%
audience size

FOCUS: PEDS
Caring Parents

26%
audience size

FOCUS: D
Severe Sufferers

39%
audience size

Claritin® Audience Strategy

Category & Prospects

People who experience allergy symptoms

CATEGORY BUYERS

CATEGORY NON-BUYERS*

Growth Audiences & Sub-segments

Relief seekers suffering from allergy all year-round

Adults who suffer from both **indoor and outdoor** allergies, often **juggling work, family, and social lives** despite persistent symptoms like nasal congestion, runny nose, and itchy eyes. They are motivated by a desire to **get back to normal again, stay productive, and avoid disruptions** caused by flare-ups. Many **seek for fast, reliable symptom relief, searching for the right allergy relief/ solution** that help them take back control of their days.

Severe Sufferers

All year round frequent allergy sufferers. They suffer in high periods of time with multiple symptoms. Searching to what ever is needed to solve the symptom.

Caring parents of allergic children

Pediatrics

Parents of kids with recurring allergies, driven by **prevention & treatment** seeking for **minimal disruption to life**. Main allergy symptoms are runny nose, sneezing, itchy eyes, eczema, triggered by both **outdoor** (mainly seasonal) and/or **indoor** allergens. They feel responsible for their child's well-being and are motivated by a **desire to prevent discomfort**, support normal development, and **avoid the escalation** to more serious conditions (e.g. asthma, infections). They value **trustworthy, safe, and gentle solutions** that are easy to administer and **recommended by pediatricians**.

Addressable Audiences

applies to both growth audiences

FOCUS ON BRAND: Year-round Sufferers

Growth Audiences for Brand and PED

Subsegment – separate activation depends on priority within the market



FOCUS: BRAND
Year-round Sufferers

49%
audience size



FOCUS: PEDS
Caring Parents

26%
audience size



FOCUS: D
Severe Sufferers

39%
audience size

We've leveraged Claritin JTBD analysis, focusing on social/emotional needs for core 'year-round sufferer' JTBD

Summary of Jobs to be Done

	Fast & Lasting	Prevent Attack	Other
Job 1
Job 2
Job 3
Job 4
Job 5
Job 6
Job 7
Job 8
Job 9
Job 10

Fast & Lasting

Prevent Attack

Also cross-referenced with top-ranking social/emotional needs for total category; wider penetration potential

Reviewing the category and priority JTBDs, we can see a core set of social and emotional needs

Based on the top-ranking social/emotional needs for the category and priority JTBDs, consistent patterns emerge in three areas:

- **Relief**
- **Getting back to normal**
- **Freedom to do what you enjoy**

These core social and emotional needs help us to define a growth audience based on relevant behaviours and needs, which can be replicated/applied globally

Social/emotional needs	Total Adult Allergy	Prevent Attack	Fast & Lasting
A sense of relief	X	X	X
Peace of mind		X	
Get back to normal	X	X	X
Sleep through the night	X	X	
Feel more engaged/connected to others		X	
Freedom to do things I enjoy in life	X	X	X

Key characteristics of the year-round sufferer, based on JTBD social and emotional needs

Feeling that there is not enough time, **busy schedule**

Values **high-quality, effective** products

Puts **high value on social life and commitments to others**

Value routine, don't want to be taken out of the normal life

Aspires to live a very **healthy lifestyle**

No option to wait out allergies

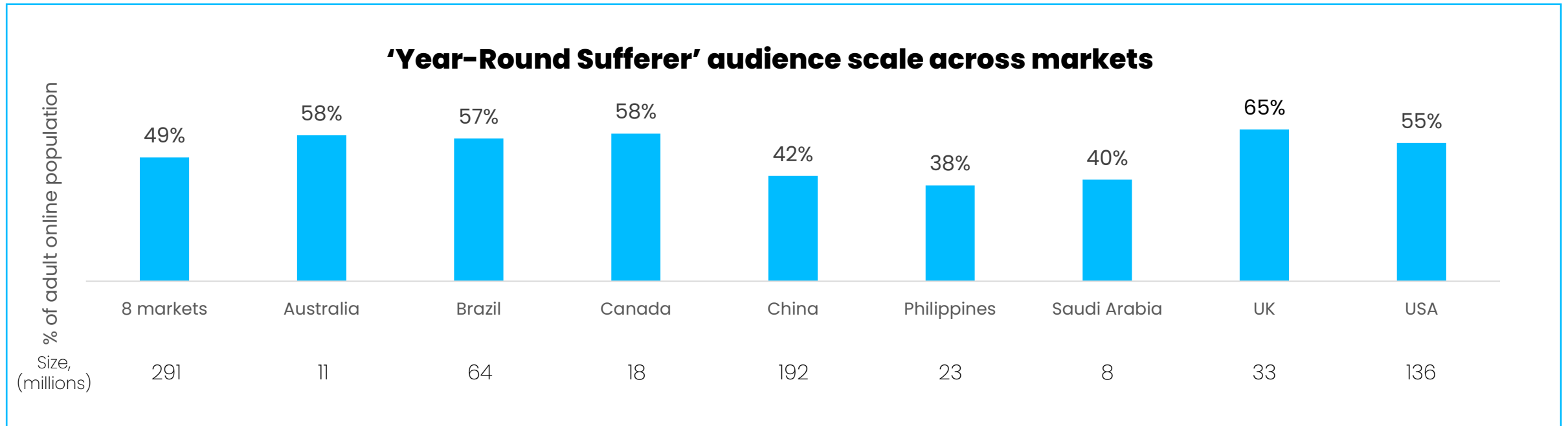
Likely to go for high efficacy

more schedule and lifestyle pressures

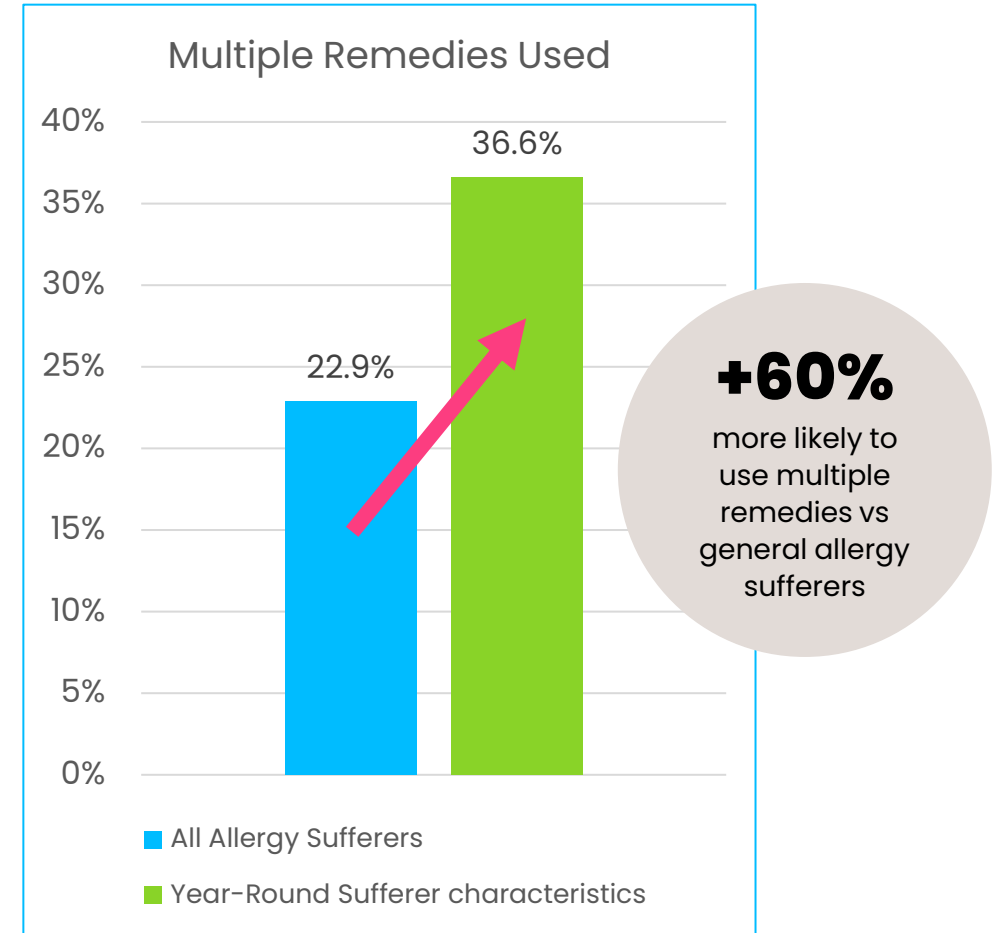
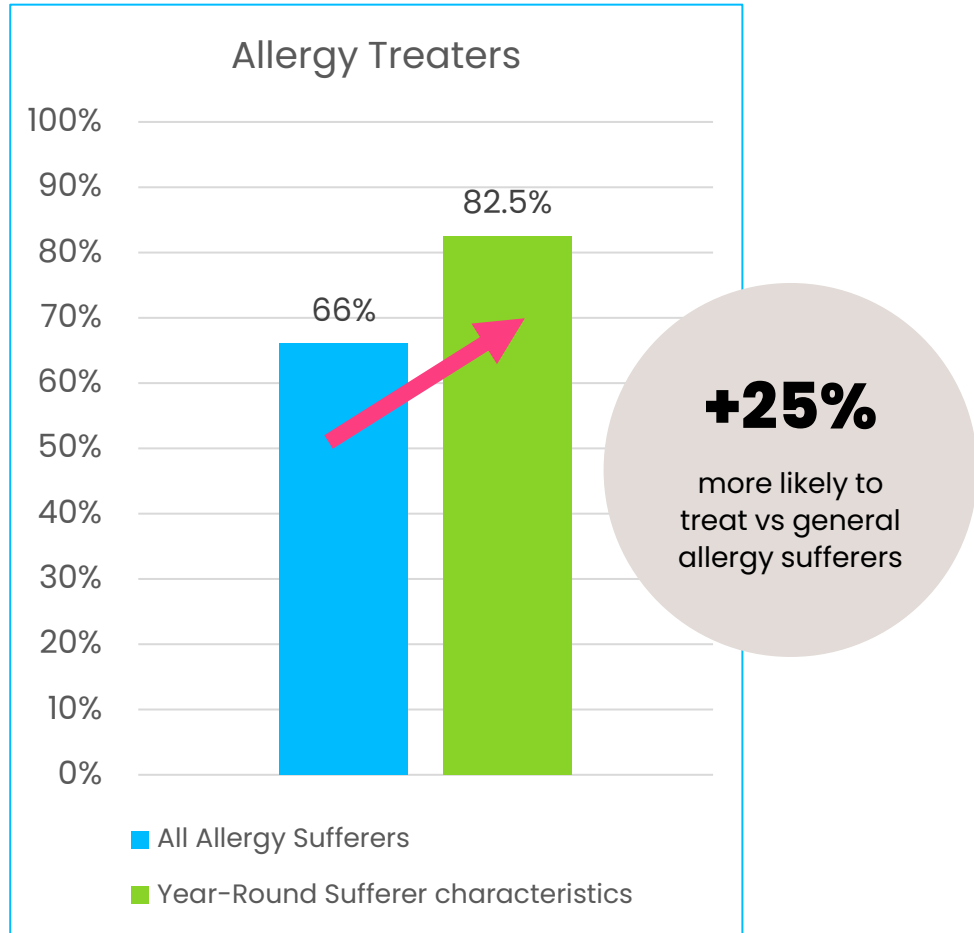
Medicates regularly to maintain routine

Mindful of total impact of medication, wants low invasiveness

Based on these characteristics, the social/emotional 'year-round sufferer' represents significant scale across the majority of key markets



With a greater propensity for category use



Brand Growth Audience: Year-round Sufferers

Our key growth audience are **regular allergy sufferers**, with emphasis on those that suffer **from multiple different allergens throughout the year**.

They are dealing with their allergy problems on a day-to-day basis; it's a constant backdrop of their lives. While it is still important to them to **achieve effective and reasonably fast relief from their symptoms**, they have to balance desire for immediate relief and long-term management of their condition.

They want a solution that **strikes a balance between effective** (in terms of strength and speed) and **sustainable** (in terms of cost, side effects, and potential long-term influence on their health). They value "good enough" and "back to normal" over "complete" relief.

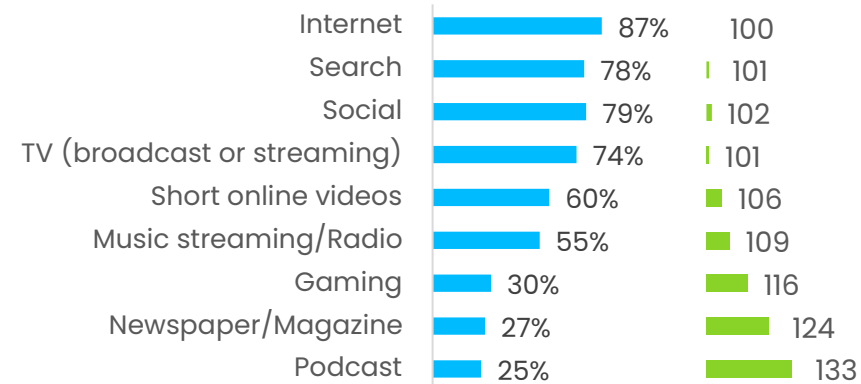
They are keen to **maintain their lifestyle and priorities**, against the constant pressure and stress of allergies threatening their plans. They value being able to stick to their routine, putting most value on **their social commitments** and **spending time around their loved ones**.

They aspire to have a **healthy lifestyle** opting for **all-natural products**, but their life is very tricky to balance and they **often opt for alternatives**.

They have a greater tendency to consume more entertaining and diverse content (e.g. podcasts) while still engaging with broader reach, 'traditional' channels

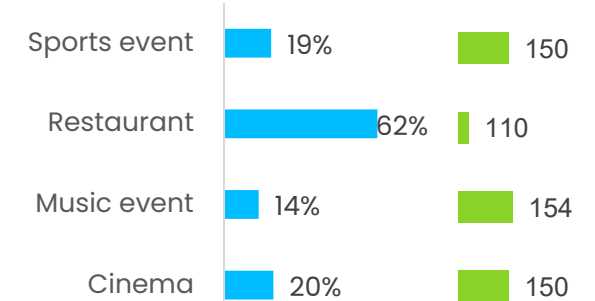
While broad digital channels have high daily penetration in line with general population, they over index on diverse kind of written form content, podcast and gaming

Media Penetration (daily)



They are quite active in seeking experiences compared to norm

Out of Home Activities



Year-round Sufferer
49% Audience Size
(avg across 8 countries population)

Social media occasional users. They tend to use social media as a tool, not a habit

Social Media



28%
(108ai)



42%
(104ai)



61%
(104ai)



64%
(106ai)



70%
(99ai)

Content Following

38% (113ai)
Travel

36% (114ai)
Health & Fitness

23% (118ai)
Automotive

They use social media to update on daily life, connect with people and watch contents:

To watch / follow sports events **22%** (112ai)

To meet new people/network **21%** (113ai)

To share details of what I'm doing in my daily life **19%** (123ai)

Year-round Sufferer
49% Audience Size
(avg across 8 countries population)

Active living, mindful spending; they prioritise health over hustle, and socialising over 'success'

They believe they're living a very healthy lifestyle and taking care of themselves very well. They prefer spending on quality over quantity, irrespective of income.

81% (165ai)

I live a very healthy lifestyle

94% (196ai)

I would rather earn less money to have more time to do the things I enjoy

51% (151ai)

All my personal care products are made from natural ingredients

67% (197ai)

My social life is more important than my working life

Hobbies & Interests - they seek productive stimulation through their active activities focused on health related

34% (131ai)

Playing Sports

37% (122ai)

Outdoor Activities

58% (121ai)

Exercise/ Gym

**Year-round
Sufferer**

49% Audience Size

(avg across 8 countries population)

In terms of retail behaviour, they are more broadly motivated by convenience, and use tech to enable a more convenient retail experience

They are curious and open to trying new brands, with over half often purchasing just to explore something new. As early adopters and trusted voices, many also influence others' buying decisions, often being sought out for product recommendations.

53% (142ai)

When I see a new brand I often buy it to see what its like

59% (139ai)

People come to me for advice before buying new things

They are keen online shoppers, using eCom platform like Amazon and seeks advice from people who've experience using the product before making a purchase.



57% (102ai)

Online Shopping platforms (e.g. Amazon)

24% (125ai)

Talked to other people who've bought the product

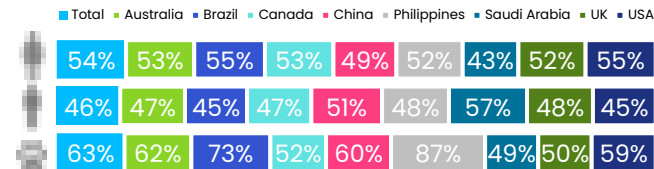
Year-round Sufferer

49% Audience Size

(avg across 8 countries population)

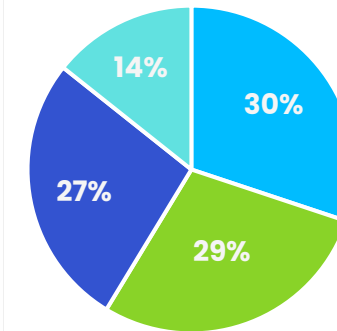
No dramatic demo skews – ‘normative’ family situation, age distribution, urban vs rural focus varies by market

Fairly neutral profile in terms of family status; significant pet ownership



50% (100ai) Married, **58% (100ai)** Parents
64% (93ai) Employed, **32% (117ai)** Unemployed

14% Living with disability that impact on daily life
(17% in AUS, CAN, USA, & UK)



Primarily Medium to Big cities

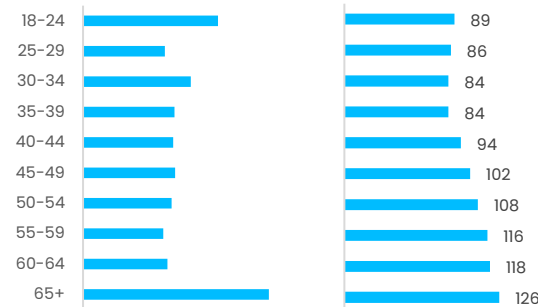
Except:

- 64% Town & Village
- 50% Town & Village
- 44% Town & Village

■ Large metropolitan city ■ Medium size city ■ Town ■ Village

Half of the pop are 18-44, another are 45+

BR, CN, PH and SA shows a significantly higher concentration in younger groups (18-49)



Slightly more likely to have medium income vs. total population



■ Low ■ Mid ■ High

Year-round Sufferer
49% Audience Size
(avg across 8 countries population)

Notes: The market flags indicate specific differences vs multi-market norms

Source: Audience Origin

Year-round sufferer

Life balance seekers, significantly impacted by their allergies and looking to free themselves and make their life more harmonious

Broadly reached through most popular overall channels

Relatively passive and diverse media consumers. No distinctive over-indexing/propensity to watch/use/consume any channels, with video and broad digital/social forming core of their media behaviour.

Audio opportunity

Podcasts are a distinctive opportunity in terms of disproportionate daily penetration (daily listening) vs an all adults base

Classic Signals of Trust and Authority

Using large and "traditional" formats, placing in a relevant environment related to health and/or medication, signals of expertise/placement in expert context. No outstanding connection with influencers (though it is still an important channel in absolute terms).

Health over Hustle, desire to be slow and mindful

Their attitudes demonstrate that they are not looking to speed up or get more done, but instead look for opportunities to lead a more balanced and evenly paced life. They are health-minded and enjoy sports and physical activity.

Will shop around to optimize their consumption and shopping

They are open to exploring new products and new ways of shopping to improve their lifestyle. They are quite involved in ecom and other ways of shopping that help keep their life on track, though often they don't go for the most advanced and innovative solutions.

Review-oriented

Social proof and word of mouth are key drivers of their decision-making. They read/listen to reviews and engage in reviewing behaviour themselves before trying something new.

Neutral soc-dem profile – essentially everyone

No pointed skews in soc-dem profile, balanced around population averages on all axes.

Year-round Sufferer
49% Audience Size
(avg across 8 countries population)

FOCUS ON PEDS: Caring Parents

Growth Audiences for Brand and PED

Subsegment – separate activation depends on priority within the market



FOCUS: BASE
Year-round Sufferers

49%
audience size



FOCUS: PEDS
Caring Parents

26%
audience size



FOCUS: D
Severe Sufferers

39%
audience size

We've leveraged Claritin JTBD analysis, focusing on social/emotional needs for core 'Caring Parents' JTBD

Summary of Jobs to be Done

	Helping them find	Let them know	Make it better	Make it last longer	Prevent it from coming back	Prevent it from happening again	Make it easier to do
1. Find a doctor	Helping them find a doctor	Let them know about a doctor	Make it better to find a doctor	Make it last longer to find a doctor	Prevent it from coming back to find a doctor	Prevent it from happening again to find a doctor	Make it easier to do to find a doctor
2. Get a diagnosis	Helping them get a diagnosis	Let them know about a diagnosis	Make it better to get a diagnosis	Make it last longer to get a diagnosis	Prevent it from coming back to get a diagnosis	Prevent it from happening again to get a diagnosis	Make it easier to do to get a diagnosis
3. Get a prescription	Helping them get a prescription	Let them know about a prescription	Make it better to get a prescription	Make it last longer to get a prescription	Prevent it from coming back to get a prescription	Prevent it from happening again to get a prescription	Make it easier to do to get a prescription
4. Get the medicine	Helping them get the medicine	Let them know about the medicine	Make it better to get the medicine	Make it last longer to get the medicine	Prevent it from coming back to get the medicine	Prevent it from happening again to get the medicine	Make it easier to do to get the medicine
5. Take the medicine	Helping them take the medicine	Let them know about the medicine	Make it better to take the medicine	Make it last longer to take the medicine	Prevent it from coming back to take the medicine	Prevent it from happening again to take the medicine	Make it easier to do to take the medicine
6. Feel better	Helping them feel better	Let them know about the medicine	Make it better to feel better	Make it last longer to feel better	Prevent it from coming back to feel better	Prevent it from happening again to feel better	Make it easier to do to feel better

Protective Parents

Prevent Feeling Excluded

Also cross-referenced with top-ranking social/emotional needs for total category; wider penetration potential

Specific to child allergy, and applying the same JTBD analysis method, we can see a core set of social and emotional needs

Based on the top-ranking social/emotional needs for the category and priority JTBDs, consistent patterns emerge in three areas:

- **Feel better & free from pain/ discomfort**
- **Can enjoy life as a kid**
- **Can sleep through the night**

These core social and emotional needs help us to define a growth audience based on relevant behaviours and needs, which can be replicated/applied globally

Social/emotional needs	Total Child Allergy	Protective parents (ages 2-6)	Prevent Feeling excluded (ages 6-12)
Feel better and free of pain or discomfort	X	X	X
They can enjoy life as a kid without discomfort	X	X	X
They can feel normal again	X		X
They don't feel excluded from peers			X
They can go to school and be able to focus			X
They can sleep through the night	X	X	X
Doing my best as a parent		X	
Fully participate in activities		X	

PEDs Growth Audience: Caring Parent

Our key growth audience are **parents of children aged 0–12** who suffer from allergies. For them, allergy relief isn't just about easing symptoms. It's about helping their child enjoy life without discomfort, sleep through the night, and feel included in everyday activities.

These parents are highly motivated and proactive. Allergies is just one challenge in their **constant process of making decisions and adaptations** to provide their child with what's best and manage their busy lifestyle.

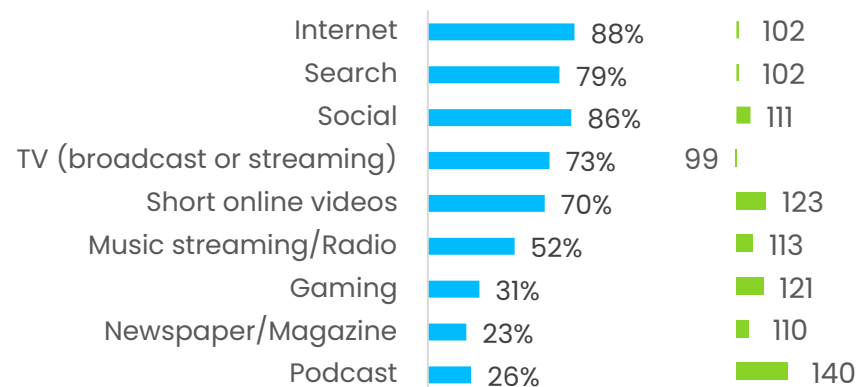
They view **ongoing symptoms or side effects as a direct challenge to their role as a caregiver**. Emotionally invested and research driven, they **prioritize solutions that offer both proven efficacy and peace of mind**, so their kids can comfortably be kids.

They are notably **concentrated among urban working parents**, often juggling multiple responsibilities aspiring the desire to balance work, family, and social life. Unlike Severe Sufferers, they prefer the comfort of home when they can.

Digital-first and a wide variety of digital behaviours; use multiple social platforms; short online videos and podcast are most appropriate formats for them

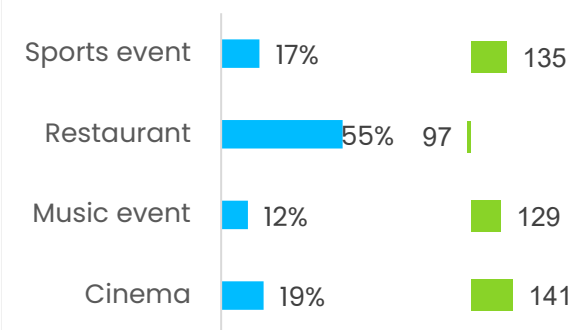
While they use a variety of online platforms, they have higher propensity for more convenience-based and entertainment/social-led behaviours and channels

Media Penetration (daily)



Less active OOH than other growth audiences, although still more active than the norm

Out of Home Activities



Caring Parent
26% Audience Size
(avg across 8 countries population)

Social media is a sharing space and research tool, utilised for information gathering and inspiration

Social Media



53% (134ai)



30% (134ai)



69% (117ai)



70% (116ai)



78% (110ai)

Content Following

36% (239ai)
Parenting & Kid

29% (148ai)
Automotive

45% (122ai)
Food & Baking

They use social media for research, as a source of information and inspiration:

Follow celebrities/celebrity news **22%** (130ai)

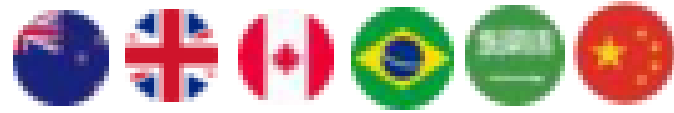
To research/find products to buy **36%** (126ai)

To share my opinion/offer advice **23%** (135ai)

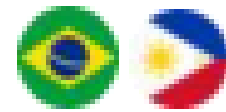
Caring Parent
26% Audience Size
(avg across 8 countries population)

Caring and committed, they're stretched for time and seek comfort in home life.

Often juggling multiple responsibilities, they struggle to balance work, family, and social life. They prefer the comfort of home when they can.



50% (114ai) (vs. 44% across markets)
I find it difficult to balance work, family and social life



70% (125ai) (vs. 55% across markets)
I would rather spend my time indoors

Hobbies & Interests – Parenting and Family is naturally their highest concern and most popular interest.

59% (205ai)
Parenting

60% (115ai)
Family & relationships

38% (119ai)
Doing DIY & home improvements

Caring Parent
26% Audience Size
(avg across 8 countries population)

They shop through social media, influence flows through ads, advice from loved ones, and love sharing advice in return.

In Brazil, Saudi Arabia, and China, parents are influenced by ads and often guide others' purchase decisions within their circles.



67% (117ai) (vs. 57% across markets)

I tend to buy brands I have seen advertised

65% (118ai) (vs. 55% across markets)

People come to me for advice before buying new things

Because of cultural influences, family and friends play a key role in their decision making. Social commerce is also a popular online shopping channel, especially in China and the Philippines.



35% (147ai)

(vs. 16% across markets)

Social media shopping
(e.g. Instagram/TikTok Checkout)



31% (195ai)

(vs. 16% across markets)

Advice from friends and family



36% (151ai)

(vs. 16% across markets)

Social media shopping
(e.g. Instagram/TikTok Checkout)



26% (164ai)

(vs. 16% across markets)

Advice from friends and family

Caring Parent
26% Audience Size
(avg across 8 countries population)

Notes: The market flags indicate specific differences vs multi-market norms

Source: Audience Origin

RESTRICTED 42

Parents in China & Saudi Arabia are particularly conscious of the ingredients within their personal care products

Parents to babies and kids in China, Saudi Arabia are eager for personal care products to be made with natural ingredients



67% (148ai)

Would like all their personal care products to be made of natural ingredients (vs. 45% across markets)



60% (133ai)

Would like all their personal care products to be made of natural ingredients (vs. 45% across markets)

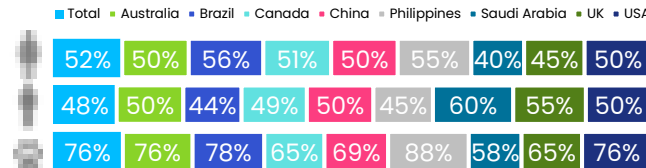
Caring Parent
26% Audience Size
(avg across 8 countries population)

Notes: The market flags indicate specific differences vs multi-market norms

Source: Audience Origin

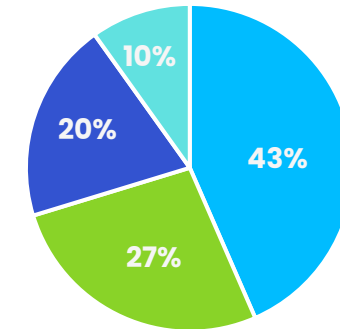
Tend to be urban working parents with a mix of income level, and most live with a partner or spouse

The majority are working parents with young children at home



83% (113ai) Employed,
59% (117ai) Full-time employed
89% (308ai) Parent with young children

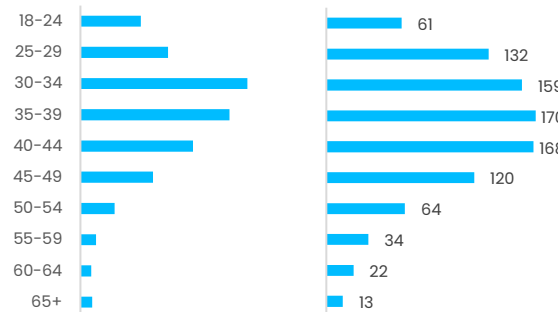
Primarily Medium to Big cities with their partners or spouse



■ Large metropolitan city ■ Medium size city ■ Town ■ Village

Skew toward 25-49 groups

PH shows a significantly higher concentration in younger groups (25-29)



More of a spread in terms of income spectrum



■ Low ■ Mid ■ High

Caring Parent
26% Audience Size
(avg across 8 countries population)

Notes: The market flags indicate specific differences vs multi-market norms

Source: Audience Origin

Caring Parent

Proactive parents seeking lasting comfort that let their kids thrive while finding reassurance in doing their best.

Digitally minded with propensity for shorter contact

Most characteristic broad coverage channels are: OLV for short video (high-quality contact) + Social (reach incrementality, reminder role)

Deeply involved in online content ecosystems

Deepen the connection by activating audio (both podcast and music streaming), social incl. Influencers, publisher relationships (that can span across online and offline if they are parenthood-focused)

Parenthood overshadows every other content interest

While they are interested in a broad range of topics and themes, by necessity they consume so much content about parenthood and children that it is often unnecessary to look for other contexts.

Interested in setting up and improving their daily life

Home improvement, homemaking, solutions for managing their routine and lifestyle are some of the other topics of outstanding interest.

Advanced Commerce

They are very receptive to using new technologies to make their life easier and more convenient, especially when it comes to commerce – they can be interested in all innovation, but look specifically for an ease-of-use and convenience angle.

Efficiency-driven Research, value of community

They have to learn a lot about new categories, products, behaviours and habits all the time. They are aiming to do that as efficiently as possible, and still it takes a lot of their time. They lean on influential voices, and beyond everyone else they lean on other parents to share experience and simplify their life.

Applicability of age targeting

While they are reasonably concentrated in specific age ranges (people tend to have children around specific ages), this concentration is very loose. Use direct parent targeting wherever available, otherwise outline from 25 to 45 (or even 49 depending on the market).

Caring Parent
26% Audience Size
(avg across 8 countries population)

Caring Parent

Proactive parents seeking lasting comfort that let their kids thrive while finding reassurance in doing their best.

Size of growth audience	26%
Over-indexing channels (view/read/consume daily)	Podcast Short online video Social Music Streaming/Radio
Over-indexing social platforms	Tiktok X Youtube Instagram
Top social media categories	Parenting & Kids Automotive Food & Cooking
Social usage	Follow celebrities/celebrity news To research/find products to buy To share details of what I'm doing in my daily life
Attitudes	I would rather spend my time indoors I find it difficult to balance work, family and social life
Interests	Parenting Family & Relationships Doing DIY & Home Improvements
Key demos	25-49 / 76% Pet owners/ 83% Working

Caring Parent
26% Audience Size
(avg across 8 countries population)

FOCUS ON D: Severe Sufferers

Growth Audiences for Brand and PED



FOCUS: BASE
Year-round Sufferers

49%
audience size



FOCUS: PEDS
Caring Parents

26%
audience size

**Subsegment – separate activation
depends on priority within the market**



FOCUS: D
Severe Sufferers

39%
audience size

For 'Severe Sufferers', we've applied the same JTBD/social and emotional need identification and prioritisation

Summary of Jobs to be Done

	Identify & Prioritise	Design & Develop	Deliver & Measure	Monitor & Improve	Review & Report	Learn & Share
1	Identify & Prioritise	Design & Develop	Deliver & Measure	Monitor & Improve	Review & Report	Learn & Share
2	Identify & Prioritise	Design & Develop	Deliver & Measure	Monitor & Improve	Review & Report	Learn & Share
3	Identify & Prioritise	Design & Develop	Deliver & Measure	Monitor & Improve	Review & Report	Learn & Share

Strong & Recommended

Prevent Escalation

As with year-round sufferers, we've also cross-referenced with top-ranking social/emotional needs for total category

Reviewing the category and priority JTBDs, we can see a specific pattern of social and emotional needs

Broader needs, consistent with the wider category:

- **Relief**
- **Getting back to normal**
- **Sleeping through the night**
- **Freedom to do what you enjoy**

Smaller scale/discrete needs for severe sufferer JTBDs:

- **Pets/carpets/rugs in house**
- **Reduce stress and anxiety**
- **Taking care of those I love**

Social/emotional needs	Total Adult Allergy	Strong & Recommended	Prevent Escalation
A sense of relief	X	X	X
Get back to normal	X	X	X
Sleep through the night	X	X	X
Freedom to do things I enjoy in life	X	X	X
As a family, have pets in the house + carpets/rugs in the house*		X	X
Reduce stress and anxiety*		X	
Take care of the ones I love at home*			X

Broadly aligned with key characteristics of the previously-defined Severe Sufferer

key characteristics

Relief
Getting back to normal
Freedom to do what you enjoy

Reduce stress & anxiety

Values high-quality, effective products

Demonstrates ambition and competitiveness, values high performance

Status-driven, values outside validation and achievement

Feeling that there is not enough time, busy schedule

Likely to go for high efficacy

More likely to actively/proactively medicate to function at their best

High need to be presentable in social contexts/situations

No option to wait out allergies

Points to note:

Approx 8/10 people in 'Strong & Recommend' and 'Prevent Escalation' JTBDs **proactively treat their allergies**
Some similarities with Year-Round Sufferer (importance of efficacy, busy schedules); to be expected?
Pets in house; more of an opportunity for **addressable audience targeting**?

Claritin D Subsegment: Severe Sufferer

Our key growth audience are **acute allergy sufferers**. It's difficult to say if their symptoms are stronger than those of other allergy sufferers, but they show **propensity to treat them more actively**, seeking more efficacy, opting for stronger medication and combining more remedies.

When allergy strikes, they want to make sure that **they can deal with their symptoms decisively**, and are able to both present themselves well and function at their best.

They are likely to **opt for a medication with high and proven efficacy** and will look for **side effects as a potential liability** on par with the condition itself.

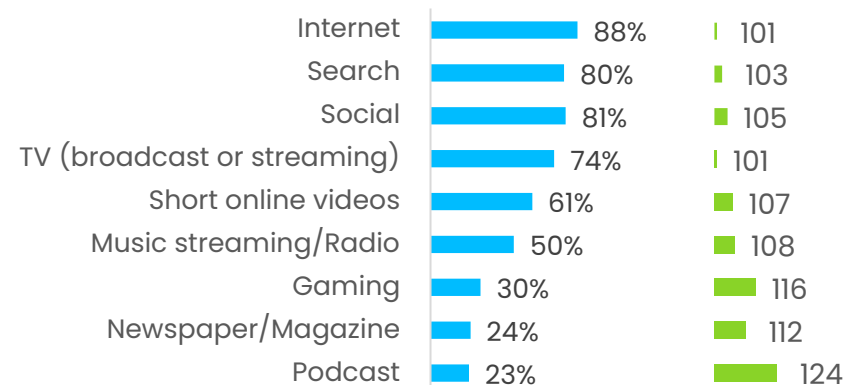
They are notably **concentrated among career professionals**; additionally, a small volume (but notable overindex) of severe sufferers can be found among students.

They live more fast-paced lives than other audiences, can often be found outside and in social situations, and engage in (mobile-first) digital behaviours that enhance convenience and support their lifestyle.

Digital-first and a wide variety of digital behaviours; use multiple social platforms; active OOH and likely to be in contact with multiple out-of-home touchpoints

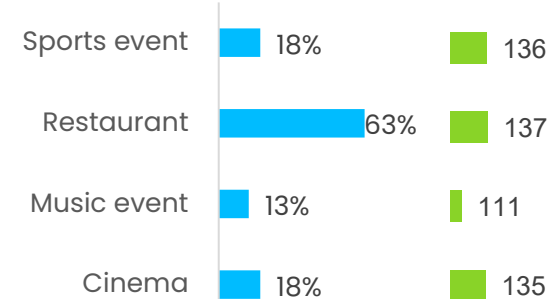
High penetration across more 'mainstream' digital channels, with a greater propensity for more entertainment/multitasking-friendly touchpoints (gaming, music streaming, podcasts)

Media Penetration (daily)



More likely than the norm to participate in a range of OOH activities

Out of Home Activities



Severe Sufferer
39% Audience Size
(avg across 8 countries population)

Social media is where they share their lives and stay in the loop, helping them feel more connected and involved

Social Media



31%
(140ai)



50%
(126ai)



70%
(117ai)



65%
(111ai)



71%
(100ai)



28%
(117ai)



26%
(113ai)



9%
(140ai)

Content Following

35% (128ai)
Beauty & Fashion

37% (118ai)
Sports

29% (131ai)
Gaming

They use social media to express themselves and connect to the world through contents online:

To share details of what I'm doing in my daily life **22%** (143ai)

To follow celebrities / celebrity news **24%** (139ai)

To make sure I don't miss out on anything **26%** (136ai)

Severe Sufferer
39% Audience Size
(avg across 8 countries population)

Stretched for time and constantly on the go;
form is as important as function

Value success validated externally; work hard on several spheres at once, understandably feeling short on time

82% (239ai)

I find it difficult to balance work, family and social life

70% (218ai)

It is important people think I am successful

68% (252ai)

I dont have time to spend preparing and cooking food

85% (186ai)

I care what people think of me

Hobbies & Interests – aesthetic, esp. visual is very important

38% (123ai)

Fashion & Beauty

33% (127ai)

Playing Sports

26% (125ai)

Photography

Severe Sufferer
39% Audience Size
(avg across 8 countries population)

Experimental and status-driven shoppers; will try a new trend if it manages to grab their attention. Popularity can be used as an important signal to capture their interest.

Motivated by recognized and high-profile brands. Fairly responsive to novelty – will listen to what is new & exciting. Ready to experiment to enhance their lives.

65% (161ai)

I have expensive tastes

67% (153ai)

I tend to buy brands I have seen advertised

58% (154ai)

When I see a new brand I often buy it to see what its like

Sophisticated online shoppers – will use advanced behaviours to ensure convenience. Will look for signals of influence, trying to find a heuristic (as opposed to in-depth research)



27% (160ai)

Shop on retailer mobile app (where it sell different brands)

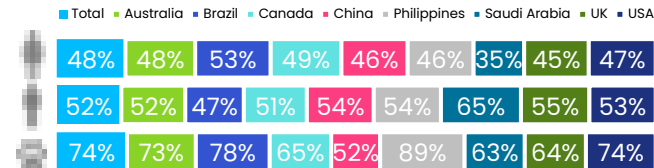
20% (147ai)

Get advice from experts or people who've bought the product

Severe Sufferer
39% Audience Size
(avg across 8 countries population)

Skew toward young professionals and parents, largely in metropolitan areas/cities

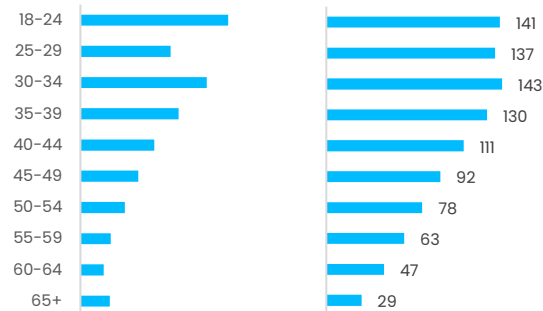
High employment and parenting levels (consistent with busy life); significant pet ownership



60% (106ai) Married/In a relationship,
46% (123ai) Parent with kid
80% (117ai) Employed, **6% (135ai)** Studying
15% Living with disability that impact on daily life
(17% in CAN & USA)

Skewed towards younger ages

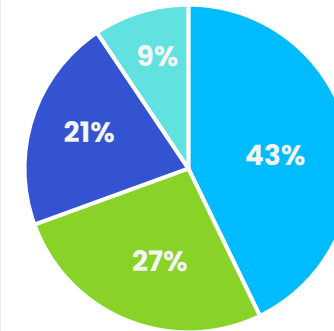
BR, CN, PH and SA shows a significantly higher concentration in younger groups (18-49)



Primarily Medium to Large cities

Except:

52% Town & Village



■ Large metropolitan city ■ Medium size city ■ Town ■ Village

Somewhat more likely to have high income vs. total population (consistent with ambitious & professional)



■ Low ■ Mid ■ High

Severe Sufferer
39% Audience Size
(avg across 8 countries population)

Notes: The market flags indicate specific differences vs multi-market norms

Source: Audience Origin

Severe Sufferer

They are seeking relief that allows them to push through the day and allow them to stay focused, energized, and in control of their life

Fast paced, always on the go

Both their media behaviour and their movements are mostly mission-driven. It's hard to find them idling, both in virtual spaces and physically – communication has to be direct, cut-through and value their time.

Social Media as a convenience tool

They tend to use multiple social media platforms to stay connected and socially active in a busy schedule. These platforms are likely to serve different roles in their lives,

Status-driven, externally motivated

They value status and appearances, and these values fuel their ambitious lifestyle. Painting an inspiring picture and supporting their goals are fertile avenues to gain their approval.

Actively social and performatively creative

Their external orientation, ambition and desire for recognition shows up in their choice of hobbies and interests – they like to spend time with other people, participate in social and competitive hobbies, and express themselves through creativity and art.

Experimental and status-driven shoppers

In contrast to their utilitarian approach to most topics, shopping for them is a source of pleasure and satisfaction. They are more experimental in their shopping behaviours vs. other audiences. They are open to having fun with it.

Younger, more educated, more urban

They tend to be young professionals in larger cities, typically with higher education, and are more likely to be parents. Higher income than average.

Severe Sufferer
39% Audience Size
(avg across 8 countries population)

Severe Sufferer

They are seeking relief that allows them to push through the day and allow them to stay focused, energized, and in control of their life



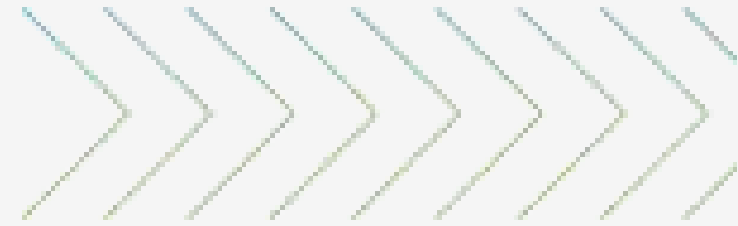
Size of growth audience	39%
Over-indexing channels (view/read/consume daily)	Podcast Gaming Newspaper/Magazine Music streaming/radio Short online videos
Over-indexing social platforms	Snap Twitch Tiktok Linkedin Instagram Youtube
Top social media categories	Beauty & Fashion Sports Gaming
Social usage	To share details of what I'm doing in my daily life To follow celebrities / celebrity news To make sure I don't miss out on anything
Attitudes	I dont have time to spend preparing and cooking food I find it difficult to balance work, family and social life It is important people think I am successful I care what people think of me
Interests	Fashion & Beauty Playing Sports Photography
Key demos	Slight skew to younger / Slight skew to high income / mostly working

Severe Sufferer
39% Audience Size
(avg across 8 countries population)

Addressable Audiences



The concept of Addressable Audience explained



Who

Highly targetable audiences in digital media, which can be part of the Growth Audience, and beyond

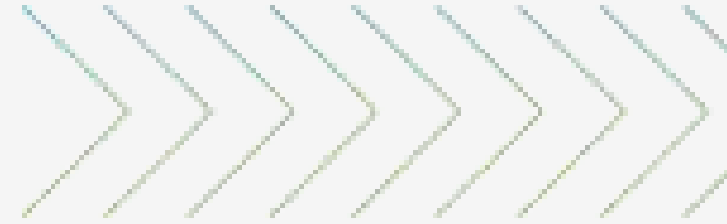
How

Defined by **overindexing lifestages/interests/occasions** within Growth Audience analysis

Role

Enables **precision marketing via data-driven targeting**, driving relevance via **more personalised digital media targeting, creative and messaging**

Addressable audiences have been determined through a combination of evidence-based analysis and category understanding



Addressable Audience analysis Logic

Addressable Audience Triggers

Targeting Signals

Overlap with Year-Round Sufferers (Brand)

Overlap with Caring Parents (PEDs)

Size (% of pop across markets analysed)

1

We've built Addressable Audiences around specific allergy triggers, providing both a messaging direction and an increased consumption opportunity

2

We ensured that selected audiences are aligned with the Growth Audiences, presenting a strong growth opportunity

3

Analysing the overall size and scale of these audiences to ensure they are both substantial enough and specific enough

Our analysis led us to the short-listed Addressable Audiences and Moments

Addressable Audience	Busy Social Lifestyle Sufferers		Indoor Triggers		Seasonal Sufferers			Environment triggers (pollution / dust / sand)	
	High Performer	Highly social / going out	Pet Owners	Rug/ Carpet/ Mould/ AC	Pollen season	Outdoor Enthusiasts	Country living & gardeners	Pollution / Dust / Sand peak	Highly polluted environment
Overlap with Year-Round Sufferers (Brand)	158	143	98	Addressable Moment, not an audience	Addressable Moment, not an audience	101	92	Addressable Moment, not an audience	Addressable Geo, not an audience
Overlap with Caring Parents (PEDs)	99	165	111						
Size (% of pop across markets analysed)	39%	27%	64%						
Definitions	A focused and ambitious group of individuals who lead high pressure lifestyles. They value mental clarity, productivity, and consistent performance, and seek practical solutions to minimise distractions and maintain control of their day.	<ul style="list-style-type: none"> Engaged in constant social and cultural activity Regularly visiting highly social environments (public space, restaurants & cafes, museums & concerts, nightlife, etc. etc.) Highly focused on presentation and appearance to others 	Demonstrate signals of having a pet (regular treaters if they combine allergies with pets)	Common indoor allergens such as dust trapped in rugs and carpets, mould in damp areas, and particles circulated through air conditioning can trigger persistent allergy symptoms indoor or at home.	Living in a combination of place and time of year with going through an active high-pollen season	Spend a lot of time in nature where skin might be exposed exponentially to weather. Examples of activities include: <ul style="list-style-type: none"> Hikers (Trail) runners Cyclists Swimmers Skiers/Snowboarders Watersports and sailing/ yachting 	<ul style="list-style-type: none"> People living in rural environments with heightened exposure to allergens Enthusiastic about gardening, actively contacting with nature 	Living in a combination of place and time of year with going through an active high-pollution season (e.g. heating season in an environment with highly-pollutant heating)	Living in a place with high propensity for pollution and/or dust, identified through geo-targeting

Not all Addressable Audiences and Moments are equally applicable to every country

Addressable Audience	Busy Social Lifestyle Sufferers		Indoor Triggers		Seasonal Sufferers			Environmental Triggers	
	High Performer	Highly social/going out	Pet Owners	Rug/ Carpet/ Mould/ AC	Pollen season	Outdoor Enthusiasts	Country living & gardeners	Pollution/ Dust/ Sand peak	Highly polluted environments
TOTAL	39%	24%	66%	n/a	n/a	28%	38%	n/a	n/a
Australia	25%	17%	63%	n/a		24%	46%	n/a	n/a
Brazil	29%	28%	74%	n/a	n/a	35%	24%	n/a	n/a
Canada	22%	18%	53%	n/a	n/a	18%	38%	n/a	n/a
China	55%	30%	55%	n/a		24%	22%		
Philippines	18%	22%	88%	n/a		41%	42%		
Saudi Arabia	38%	32%	54%	n/a		54%	27%		
UK	22%	18%	52%	n/a		19%	49%		
USA	24%	25%	63%	n/a	n/a	24%	41%	n/a	n/a


This chart shows prevalence of specific addressable audiences across markets.


None of the proposed audiences is relevant to all markets equally.

Seasonal moment-based targeting approaches (pollen season vs. dust/sand/pollution peaks) are highly incremental to each other – many markets have one or the other, while Philippines and China share both.

Same is true for Rural vs. Outdoors – while Rural audience is numerous in AU, CA, UK and USA, Outdoor enthusiasts are more common in BR and SA (and PH provides a combination).

Active social/cultural life as outstanding relevance for China, Saudi and US.

 Greener = Higher opportunity vs. average of the countries

 Redder = Lower opportunity vs. average of the countries

n/a Not enough data to assess above local level

Ranking is preliminary, not prescriptive; should be used to determine the global scale of every addressable opportunity. Markets to be consulted on the final choice of activations in each case.

Our analysis led us to the short-listed Addressable Audiences and Moments

Addressable Audience	Busy Social Lifestyle Sufferers		Indoor Triggers		Seasonal Sufferers			Environmental Triggers	
Targeting Signals	High Performer	Highly social / going out	Pet Owners	Rug/ Carpet/ Mould/ AC	Pollen season	Outdoor Enthusiasts	Country living & gardeners	Pollution / Dust / Sand peak	Highly polluted environment

Priority 1 First priority addressable opportunities are moments and geographies that help targets epicenters of allergen activity.



Priority 2 Second priority – highly distinct and targetable audience segments with clear distinct message.



One or the other based on market

BUSY SOCIAL LIFESTYLE SUFFERERS: size, profile, occasions, messaging

Targeting Signals	High performer	Highly social / going out
Contextual Background	High performers are motivated individuals with demanding schedules, high standards, and strong goals. Whether at work, in education, or personal pursuits, allergy symptoms can interrupt their flow, diminish focus, or reduce presence in key moments. They seek solutions that are efficient, discreet, and dependable.	Individuals who are actively involved in social and cultural life, frequently attending public spaces, restaurants, galleries, concerts, and nightlife venues, are often exposed to allergens in shared environments. These may include indoor dust, perfumes, pet dander, or seasonal pollen in outdoor areas. Even mild symptoms can disrupt comfort, appearance, and confidence.
Product Role	Claritin supports high-functioning individuals by offering reliable, non-drowsy allergy relief that fits seamlessly into their lifestyle. It helps maintain mental clarity, energy, and physical comfort without slowing them down.	Claritin provides fast-acting, non-drowsy allergy relief that helps individuals remain clear, composed, and confident in social settings. It supports a busy lifestyle by helping to manage allergy symptoms without affecting focus or presentation.
Key Claims	<ul style="list-style-type: none"> • 24-hour non-drowsy allergy relief • Maintains focus and productivity throughout the day • Fast-acting and long-lasting, suitable for busy schedules • Effective against common allergens in professional and home environments 	<ul style="list-style-type: none"> • Provides 12- and 24-hour non drowsy relief from allergy symptoms • Helps maintain a composed and comfortable appearance in social settings • Effective for both indoor and outdoor allergen triggers • Discreet support for uninterrupted social presence
Example Imagery	<ul style="list-style-type: none"> • A professional delivering a confident presentation without discomfort • A student or entrepreneur working intently at a desk, allergy free • A morning routine with Claritin placed alongside essentials like a laptop or planner 	<ul style="list-style-type: none"> • A well-dressed person confidently engaging in conversation at a gallery opening or rooftop gathering. • Someone enjoying a drink at an outdoor café looking clear and content. • A person preparing for a night out, with Claritin subtly visible beside their grooming essentials.
Relevant Occasions Defined as specific times or situations when a particular audience is most receptive to the ad message	<ul style="list-style-type: none"> • Early Morning & commute time • Long working hours in air-conditioned environments • Indoor workspaces with carpets or poor ventilation • High pressure days or important meetings where sneezing and congestion must be avoided 	<ul style="list-style-type: none"> • Morning & commute time • Lunch break • Weekends • Any occasion where personal presentation matters
Key Message	Stay clear, stay sharp. Claritin helps you perform at your best without allergy distractions.	Stay clear and confident with Claritin, so you can enjoy every moment looking and feeling your best.

BUSY SOCIAL LIFESTYLE SUFFERERS: data signals for addressable

Targeting Signals	High performer	Audience Size
DV360	<p>In-Market: Restaurant Delivery & Takeout, Business Travelers, Employment, Business Loans, Credit Cards, Investment Services, Tax Preparation Services & Software, Social Media Enthusiasts, Audio Streaming Subscription Services,</p> <p>Affinity: Avid Investors, Business Professionals, Casual & Social Gamers, Entertainment News Enthusiasts, Shopping Enthusiasts</p>	Scale
Meta	<p>Interest: Self-help, Healthy Lifestyles, Fitness & Health, Physical exercise (fitness), Luxury goods (retail), Sports, Games (leisure), Music, Daily Life or Daily Inspiration, Business travel, Management, Business decision maker, Administrative services, Architecture and engineering, Business and finance, Credit cards, Insurance, Investment, Lives abroad, Commuters, Motivation, Personal development</p>	Scale
TikTok	<p>Interest: Fitness & Health, Professional Consultation, Business & Productivity, Investment Planning & Management, Money Management, Credit Bureaus, Insurance, Job Hunting, Recruitment & Job Searching</p> <p>Creator & Video Related: Motivation & Advice, Professional & Personal Development, Occupation, Daily life, Diary & Vlog, Work & Jobs</p>	Balance

BUSY SOCIAL LIFESTYLE SUFFERERS: data signals for addressable

Targeting Signals	Highly social / going out
DV360	<p>In-Market: Frequently Eats out, Coffee Shop Regulars, Frequently Attends Live Events, Broadway & Theatre Tickets, Events Tickets, Concert & Music Festival Tickets, Sports Tickets</p> <p>Affinity: Nightlife Enthusiasts, Outdoor Enthusiasts, Gyms & Athletic clubs, Shoppers Art & Theatre Aficionados</p>
Meta	<p>Interest: Events, Music festival, Parties, Clubbing, Sport, Concerts (music event) Bars (bars, clubs & nightlife), Interested in upcoming events, current events, Physical fitness, Physical exercise, Concerts (music event), Ballet, Opera, Musical theatre, Theatre (performing arts), socializing</p>
TikTok	<p>Interest: Sport & Outdoor, Party, Live Events, socialize, social life, Concerts, concert, Special Event, local events, new events, sporting events, current events, music events, upcoming events, Music festivals, festivals, arts festival, Summer festival, food festival, international flower & garden festival, Comedy</p>

INDOOR TRIGGERS: size, profile, occasions, messaging

Targeting Signals	Pet Owners	Rug, Carpet/ Mould/ AC
Contextual Background	Many pet owners suffer from allergies caused by dander, saliva, or fur. They seek solutions that let them enjoy life with their pets without discomfort.	People who spend most of their time indoors are often exposed to indoor allergens like dust mites in carpets and rugs, and mould in AC or damp areas. These allergens can trigger sneezing, congestion, itchy eyes, and fatigue, making it hard to feel comfortable even at home.
Product Role	Claritin acts as a bridge between pet ownership and health, minimizing allergic reactions and enabling a more comfortable cohabitation. Helps maintain a symptom free life while continuing to bond with their pets.	Claritin provides consistent protection against household allergens with a daily, non-drowsy antihistamine that delivers relief from common indoor triggers like dust and mould helping you enjoy a more comfortable symptom free space.
Key Claims	<ul style="list-style-type: none"> • Fast Symptom relief • Non-drowsy formula, perfect for daily use • 12- and 24-hour relief from pet related allergy symptoms • Proven effectiveness against pet dander • Recommended by doctors and pharmacists 	<ul style="list-style-type: none"> • Non-drowsy formula, effectively relieve allergy symptom all day, any day • Recommended by doctors and pharmacists
Example Imagery	<ul style="list-style-type: none"> • A relaxed pet owner snuggling a cat or dog on a sofa, smiling without signs of discomfort. • A Claritin box on a table with a happy pet and owner playing in the background. 	<ul style="list-style-type: none"> • Cleaning day situation. A person with kid hoovering a carpet without showing sign of allergic symptoms. • A woman with kid working from home at a desk with open windows and greenery, looking refreshed.
Relevant Occasions <small>Defined as specific times or situations when a particular audience is most receptive to the ad message</small>	<ul style="list-style-type: none"> • Early mornings before walking the dog • Visiting friends/family with pets • Before housecleaning or vacuuming pet hair • Daily use during allergy season • When adopting a new pet 	<ul style="list-style-type: none"> • Cleaning, vacuuming, after decluttering or rearranging furniture • Rainy, humid days when mould levels rise • Seasonal changes (especially spring or fall when indoor allergens increase) • Working from home or spending long hours indoors
Key Message	Love your pet. Live allergy-free. Claritin keeps you clear so you can be close.	Comfort starts at home, stay clear of dust and mould allergies with Claritin

INDOOR TRIGGERS: data signals for addressable

Targeting Signals	Pet Owners	Rug/Carpet/Mould/AC
DV360	<p>In-Market: Pet supplies, Pet food and accessories, Veterinary services, Pet insurance</p> <p>Affinity: Pet Lovers</p> <p>Location: Veterinary/ Pets Hospital</p>	<p>Demo: Homeowners</p> <p>In-market: Home cleaning service, Home Insurance</p> <p>Affinity: Home Décor enthusiasts, Home automation enthusiasts, Do-It-Yourselfs</p>
Meta	<p>Interest: PetSmart (pet supplies), Dog breed, Dog collar, Pet insurance, Rabbits, Kitten, Dog toy, Dog grooming, Pet store, dog behaviour, Cats, Dog health, Cat food, Birds, Dog park, dog harness (pets and animal supplies), Dog walking, Dogs, Puppy, Dog food, Horses, Pets at Home (pet supplies), Pet food, Cats Protection, Dog training or Pets</p>	<p>Interests: Dust, Mold, Air filter, Air purifier, Vacuum cleaner, Home repair, Home improvement, Housekeeping, Home appliances,, Household goods, Do it yourself (DIY), Air conditioning, Home Maintenance, repair and operations or Cleaning (home and garden)</p>
TikTok	<p>Interest: pet parents, Pets at home, all pet owners, pet owners, Pet Lovers, Pets, Pet Healthcare, Pet Grooming, Pet Toys, Pet equipment, for pet owners, Pet Care, pet insurance, pet supplies, pet accessories,, supplies for pets</p> <p>Creator & Video Related: Pets</p>	<p>Interest: Home Appliances, chores, house cleaning, house cleaning service, Carpet cleaning, washable rugs, machine washable rugs, Air conditioning, air conditioner smart, Mold, mold removal, mold cleaner, dust cleaner, dust mites, remove dust mites</p> <p>Creator & Video Related: #homeowners #homeownertips #homeownerproblems #homeowner</p>
Pinterest	-	<p>Interest: Home Care, Home Décor, Home accessories, Home Maintenance, Home Repair, DIY projects, DIY Home & Decoration, Home Décor Tips</p>

SEASONAL SUFFERERS: size, profile, occasions, messaging

Targeting Signals	Pollen season	Outdoor Enthusiasts	Country living & gardeners
Contextual Background	Pollen season triggers allergic reactions in millions, causing symptoms such as sneezing, itchy eyes, runny nose, and congestion. These symptoms can disrupt daily activities and reduce quality of life during spring-summer months and dry season.	Outdoor enthusiasts such as hikers, runners, cyclists, and gardeners often face exposure to allergens like pollen, grasses, and mould spores while enjoying their activities. These allergens can cause symptoms that hinder performance and enjoyment of the outdoors.	Those living in the countryside or spending time gardening are regularly exposed to allergens like pollen, grass, mould, and plant spores. These allergens can trigger sneezing, itchy eyes, and nasal congestion, making even peaceful rural life uncomfortable during allergy seasons.
Product Role	Claritin provides fast and effective relief from pollen induced allergy symptoms, enabling users to enjoy the outdoors and daily life without discomfort.	Claritin enabling enthusiasts to stay active and comfortable without interruptions caused by sneezing, itching, or congestion.	Claritin allows you to enjoy outdoor living and gardening in comfort, without letting allergies get in the way of your daily routine.
Key Claims	<ul style="list-style-type: none"> Provides 12- and 24-hour relief from pollen allergy symptoms Non-drowsy formula ideal for daytime use Starts working within 1 hour Clinically proven to reduce sneezing, itching, and congestion Recommended by healthcare professionals 	<ul style="list-style-type: none"> Provides 12- and 24-hour symptoms relief Non-drowsy formula supports active lifestyles Starts working within 1 hour Clinically proven to reduce sneezing, itching, and congestion Recommended by healthcare professionals 	<ul style="list-style-type: none"> Provides 12- and 24-hour symptoms relief Non-drowsy formula supports active lifestyles Starts working within 1 hour Helps maintain comfort while living or working outdoors Recommended by healthcare professionals
Example Imagery	<ul style="list-style-type: none"> A person enjoying a walk in a sunny park surrounded by blooming flowers, smiling and relaxed. 	<ul style="list-style-type: none"> A person running through a scenic route with clear skies, smiling and free of allergy symptoms with Claritin visibly in a pocket. A group of hikers taking a break in a forest clearing, with Claritin visibly in one person's backpack. 	<ul style="list-style-type: none"> A smiling person tending to flowers or vegetables in their garden, looking refreshed and symptom free A Claritin box placed on a garden table next to gardening gloves and tools
Relevant Occasions Defined as specific times or situations when a particular audience is most receptive to the ad message	<ul style="list-style-type: none"> Mornings and afternoons during peak pollen hours. Outdoor activities such as gardening, jogging, or picnic at the park during pollen season. Daily use throughout the pollen season. 	<ul style="list-style-type: none"> Morning before going out for jogs or doing outdoor activities Attending outdoor sports events or festivals Camping trips in wooded or grassy areas Any extended time spent outdoors during allergy seasons 	<ul style="list-style-type: none"> Early mornings and afternoons during peak pollen hours. Lawn mowing, pruning, or planting Walking the dog in fields or woods Everyday life in pollen-rich rural areas
Key Message	Comfort starts at home, stay clear of pollen allergies with Claritin and enjoy every season to the fullest.	Stay clear and active without interrupt with Claritin	Live clearly without interrupt with Claritin

SEASONAL SUFFERERS: data signals for addressable

Targeting Signals	Pollen season	Outdoor Enthusiasts	Country living & gardeners
DV360	Peak season: Spring & Summer months	In-Market: Outdoor Recreational Equipment, Camping & Hiking Equipment, Fishing Equipment Affinity: Outdoor Enthusiasts	Geo-targeting: Rural area In-Market: Homeowners, Home & Garden Affinity: Home Decor Enthusiasts, Green Living Enthusiasts
Meta	Peak season: Spring, Summer Interests: Summer (season), picnic, Flower, Spring (season), Flowering plant or Plant	Interests: Adventure travel, Outdoors (outdoors activities), Holidays, Fishing (outdoors activities), Outdoor recreation (outdoors activities), Camping and Caravanning Club, Multi-sport event, Backpacking, Hiking equipment, Sports, adventure (hobbies and leisure activities), Camping, campsite, Campfire, Tent (camping), campervan (travel and tourism) or Travel Behaviours: Travel and outdoors creators	Geo-targeting: Rural area Interests: Home and Garden, Garden design (gardening), Gardening, Farmhouse, Country Living, Sustainable agriculture, Garden (home and garden), Organic farming or Lawn
TikTok	Interest & Behaviour: pollen, sunny season, Dry season, seasonal flowers, spring and summer, Spring & Summer Creator & Video Related: #seasonsofblossom #pollenseason #pollen	Interest & Behaviour: Outdoor Activities & Nature, Outdoor Activities, Sports & Outdoors, outdoor travel, outdoor fitness, outdoor sports, Outdoor Entertainment, summer outdoor, outdoor camping, for spring outdoor adventures, outdoor & hiking, trekking, hiking gear, camping trip, campers, camping life, campfire, Summer camp, campsites Creator & Video Related: Scenery & Plants, Travel	Geo-targeting: Rural area Interest & Behaviour: Home & Garden, Gardening, gardening101, garden scapes, garden designs, garden tools, Gardening equipment, gardening tips, outdoor living & garden, Flower garden Creator & Video Related: #countrysidelife#countrysideliving
*Other 3PD signals	Geographic real-time pollen level	Geographic real-time pollen level	Geographic real-time pollen level

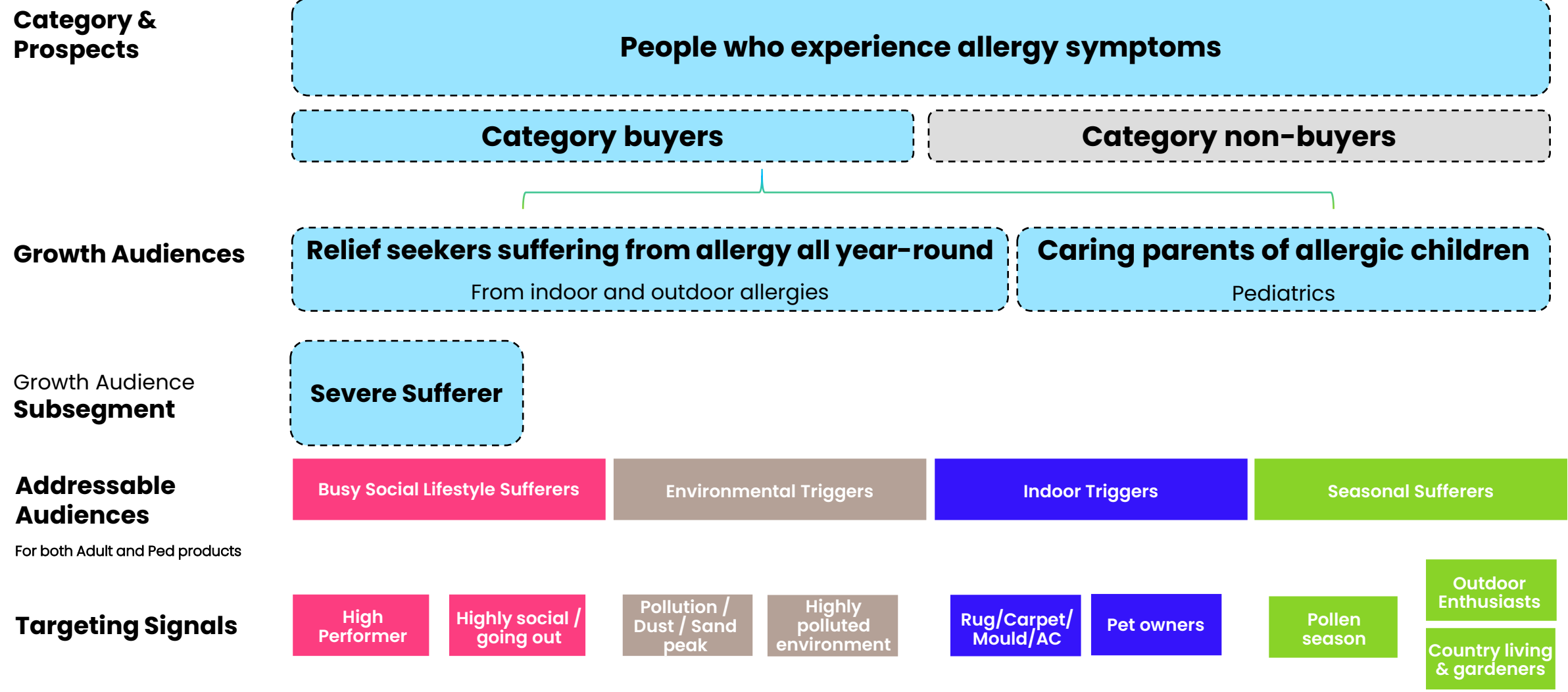
ENVIRONMENTAL TRIGGERS: size, profile, occasions, messaging

Targeting Signals	Pollution/ Dust/ Sand peak	Highly polluted environments
Contextual Background	Short-term spikes in fine dust, sand, and PM2.5 levels often during dry, windy days, sandstorms, or seasonal changes can trigger allergy symptoms such as sneezing, itchy eyes, and congestion.	Long-term exposure to dense urban pollution, industrial emissions, and constant traffic can aggravate respiratory sensitivity and trigger persistent allergy symptoms.
Product Role	Claritin relieves allergy symptoms triggered by fine dust and airborne particles such as sand, helping you breathe more easily on high pollution days.	Claritin offers ongoing, daily protection from allergy symptoms caused by chronic exposure to airborne pollutants, supporting respiratory comfort in heavily polluted cities.
Key Claims	<ul style="list-style-type: none"> • Relief from symptoms caused by sand, dust, and PM2.5 • 24-hour non-drowsy protection • Effective during dust or sandstorms • Recommended by healthcare professionals 	<ul style="list-style-type: none"> • Relief from allergy-like symptoms caused by smog, exhaust, and long-term pollution • Non-drowsy formula for everyday urban living • Eases congestion and irritation • Recommended by healthcare professionals
Example Imagery	<ul style="list-style-type: none"> • A commuter walking through a dusty street, sky beginning to clear after taking Claritin. 	<ul style="list-style-type: none"> • Claritin pack beside an air quality alert notification before going out showing a life of person navigating through heavy traffic smog, later shown in a bright, clear city park looking relieved and comfortable.
Relevant Occasions Defined as specific times or situations when a particular audience is most receptive to the ad message	<ul style="list-style-type: none"> • Morning of dry or windy days • Dust, PM 2.5 or sandstorms sudden spikes in air quality index (AQI) • Outdoor commuting in desert like conditions • Real-time signal-based moment 	<ul style="list-style-type: none"> • Daily life in high-traffic cities • Living near industrial areas • Rush hours with poor air quality • Long-term exposure to environmental pollution • Real-time signal-based moment
Key Message	Stay clear, even in the dust. Claritin brings comfort during pollution peaks.	Stay clear, even where the air isn't. Claritin keeps you clear.

ENVIRONMENTAL TRIGGERS: data signals for addressable

Targeting Signals	Pollution/ Dust/ Sand peak	Highly polluted environments
*Other 3PD signals	Real-time air quality index (AQI) level signal	Real-time air quality index (AQI) level signal

Use addressable audience to fulfil most relevant objectives depending on budget availability and product priority in market



Claritin® Audience Strategy

Category & Prospects

People who experience allergy symptoms

CATEGORY BUYERS

CATEGORY NON-BUYERS*

Growth Audiences & Sub-segments

Relief seekers suffering from allergy all year-round

Adults who suffer from both **indoor and outdoor** allergies, often **juggling work, family, and social lives** despite persistent symptoms like nasal congestion, runny nose, and itchy eyes. They are motivated by a desire to **get back to normal again, stay productive, and avoid disruptions** caused by flare-ups. Many **seek for fast, reliable symptom relief, searching for the right allergy relief/ solution** that help them take back control of their days.

Severe Sufferers

All year round frequent allergy sufferers. They suffer in high periods of time with multiple symptoms. Searching to what ever is needed to solve the symptom.

Caring parents of allergic children Pediatrics

Parents of kids with recurring allergies, driven by **prevention & treatment** seeking for **minimal disruption to life**. Main allergy symptoms are runny nose, sneezing, itchy eyes, eczema, triggered by both **outdoor** (mainly seasonal) and/or **indoor** allergens. They feel responsible for their child's well-being and are motivated by a **desire to prevent discomfort**, support normal development, and **avoid the escalation** to more serious conditions (e.g. asthma, infections). They value **trustworthy, safe, and gentle solutions** that are easy to administer and **recommended by pediatricians**.

Addressable Audiences

applies to both growth audiences

Seasonal Sufferers

Indoor Triggers

Environmental Triggers

Busy Social Lifestyle Sufferers