

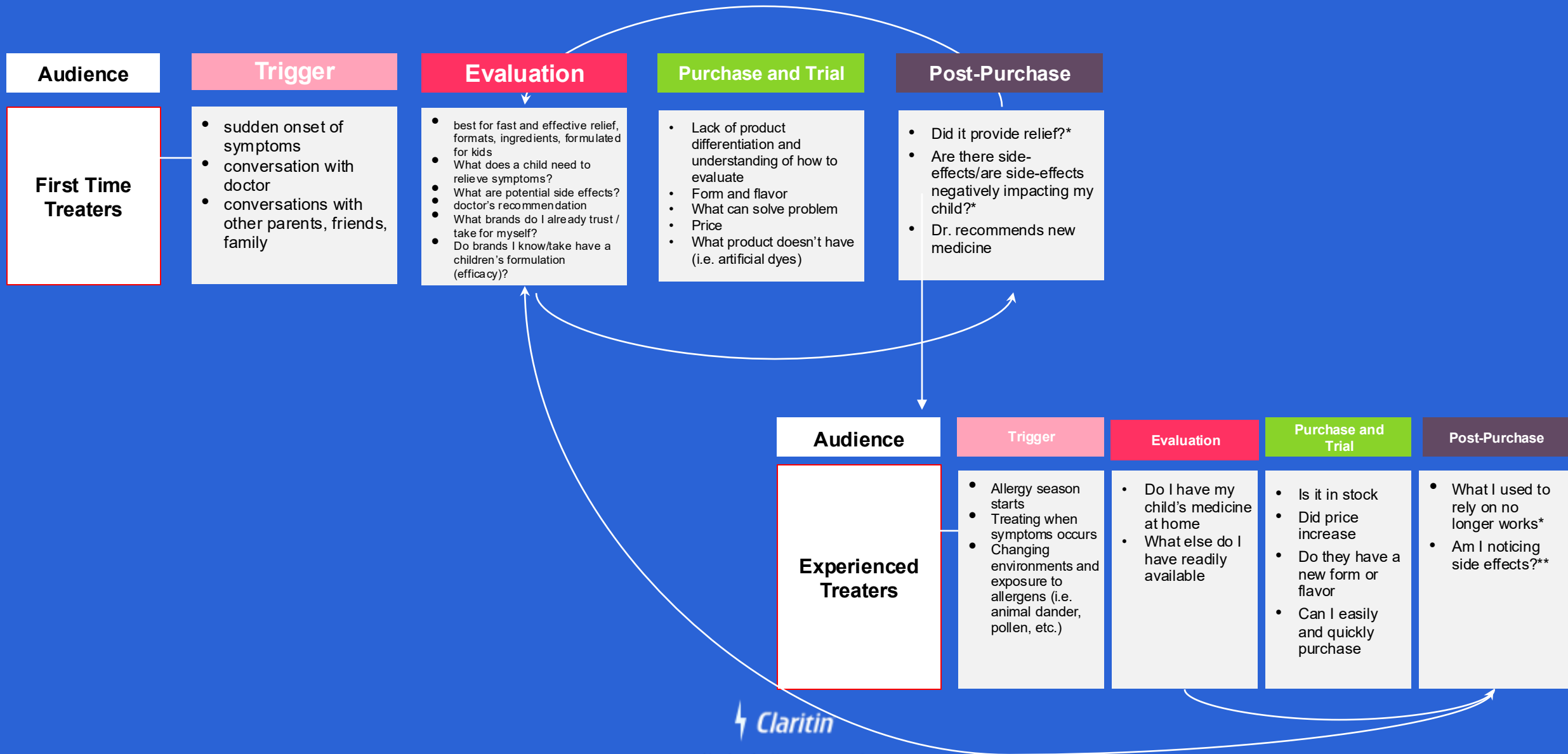


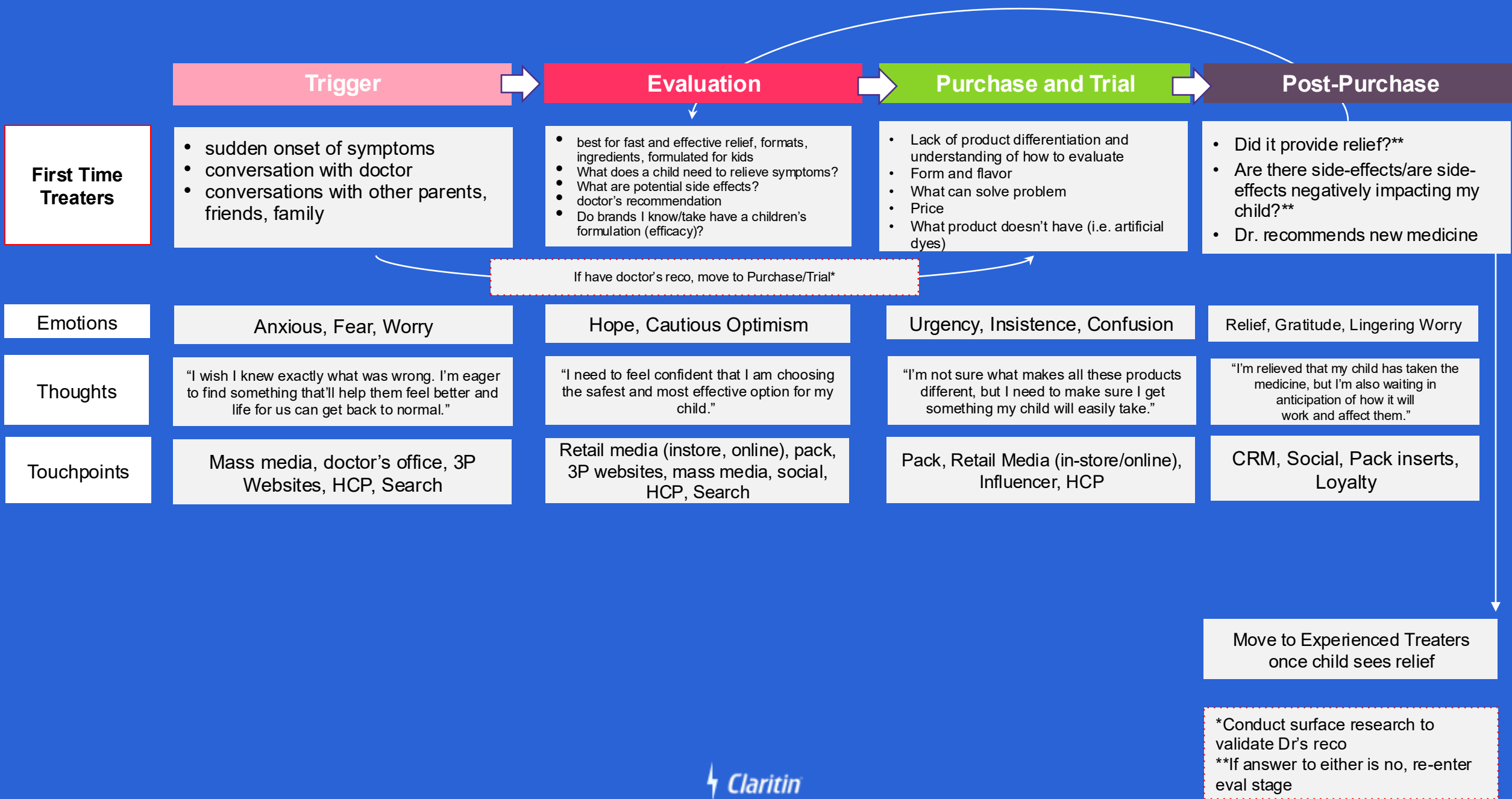
Claritin[®]

**CHILDREN'S CLARITIN
CONSUMER SHOPPER JOURNEY**

V.4 (7/1/25)

CATEGORY SHOPPER JOURNEY (SIMPLIFIED)







^ If product is not in stock, or price significantly increased, parent will look for next-best solution.

*If answer is no, re-enter eval stage
** If answer is yes, re-enter eval stage

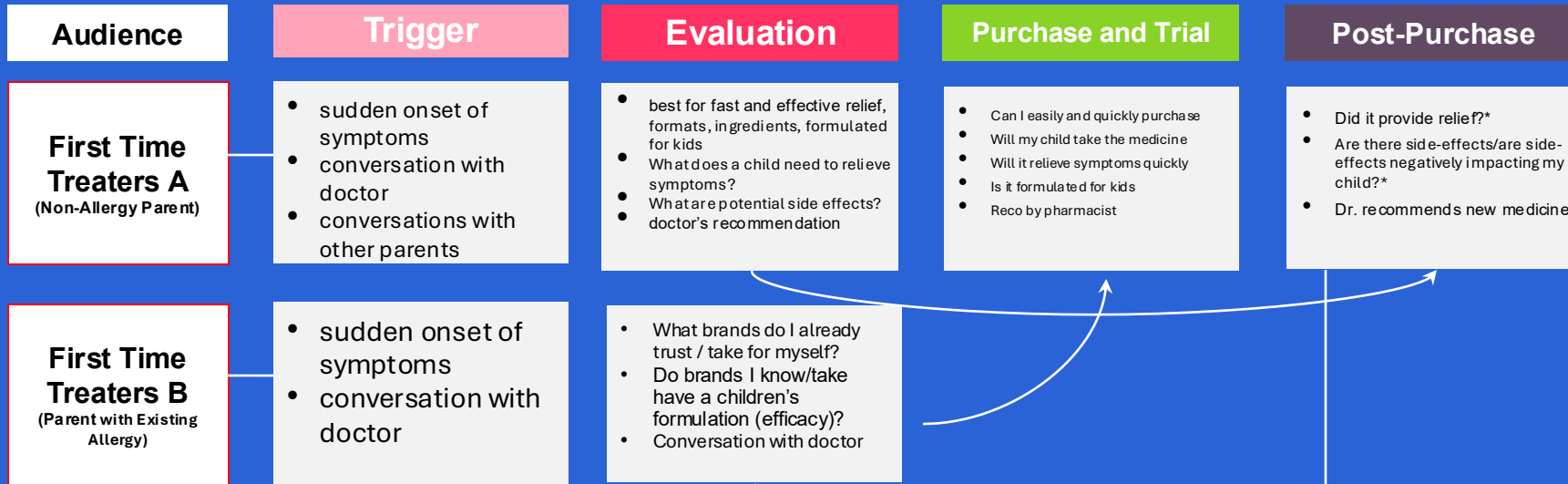


APPENDIX

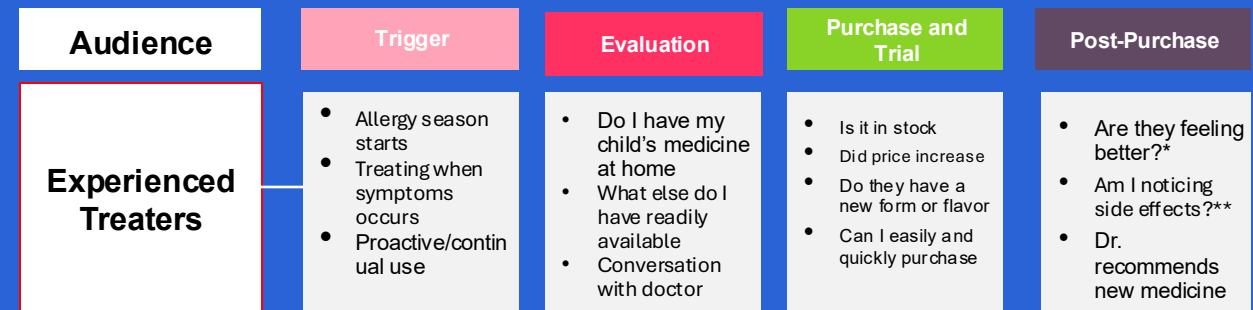


CATEGORY SHOPPER JOURNEY (SIMPLIFIED)

FIRST TIME CATEGORY ENTRANTS



EXPERIENCED CATEGORY SHOPPERS



Trigger

Evaluation

Purchase and Trial

Post-Purchase

First Time Treaters A
(Non-Allergy Parent)

- sudden onset of symptoms
- conversation with doctor
- conversations with other parents

- best for fast and effective relief, formats, ingredients, formulated for kids
- What does a child need to relieve symptoms?
- What are potential side effects?
- doctor's recommendation

- Can I easily and quickly purchase
- Will my child take the medicine
- Will it relieve symptoms quickly
- Is it formulated for kids

- Did it provide relief?*
- Are there side-effects/are side-effects negatively impacting my child?*
- Dr. recommends new medicine

If have doctor's reco, move to Purchase/Trial

Emotions

Stress, Fear, Worry, Isolation

Overwhelm, Nervous, Doubt

Urgency, Insistence, Confidence

Relief, Gratitude, Lingering Worry

Thoughts

"I never imagined my child would have to deal with something like this", "I wish I could know what was wrong."

"I desperately need to choose the safest option for my child", "I'm scared that I'll overlook a dangerous side effect."

"I don't want a fight when I get home", "Why can't I tell what active ingredients they have?", "Please tell me they have the form my kid will take!"

"I'm so happy they can get back to their normal self.", "Watching them back with their friends and have fun is so great.", "I love seeing them feeling better."

Touchpoints

Mass media, doctor's office, 3P Websites, HCP, Search

Retail media (instore, online), pack, 3P websites, mass media, social, HCP, Search

Pack, Retail Media (in-store/online), Influencer, HCP

CRM, Social, Pack inserts, Loyalty

First Time Treaters B
(Parent with Existing Allergy)

- sudden onset of symptoms
- conversation with doctor
- Conversation w/ family and friends

- What brands do I already trust / take for myself?
- Do brands I know/take have a children's formulation (efficacy)?
- Conversation with doctor

Emotions

Concern, Worry, Curiosity

Curious, Hopeful, Responsibility

Move to Experienced Treaters once child sees relief

Thoughts

"I want relief that's not just fast, but something I can trust. Their safety, health, and happiness come first". "It sounds like they're reacting to the high pollen count - let's see what the doctor thinks."

"Do I trust that this will work for my child?", "Is this safe for my child to take?", "Should I even be giving this to my kid?"

Touchpoints

Mass media, doctor's office, 3P Websites, HCP, Search

Video, social, influencer, HCP, 3P websites, search

"If answer to either is no, re-enter eval stage"

Trigger

Evaluation

Purchase and Trial

Post-Purchase

Experienced Treaters

- Allergy season starts
- Treating when symptoms occurs
- Proactive/continual use

- Do I have my child's medicine at home
- What else do I have readily available
- Conversation with doctor

- Is it in stock
- Did price increase
- Do they have a new form or flavor
- Can I easily and quickly purchase

- Are they feeling better?*
- Am I noticing side effects?***
- Dr. recommends new medicine

If have product, move to post. If not, then enter Purchase/Trial

Emotions

Stress and Passive Confidence

Curiosity, Determination

Insistence, Confidence

Contentment

Thoughts

"I don't want my child to be left out and feeling miserable again", "I need to remember to stock up"

"Do I have any pills leftover from last year?", "Wondering if our pediatrician has other recommendations before I go back to the store", "Ill give them this and they'll be fine)

"I hope they have it in stock", "Where is it- I can't find anything in this isle"

"Glad to see they're feeling better", "There are some lingering symptoms, do this brand have extra strength?"

Touchpoints

Video, social, audio, influencer, Allergy Apps

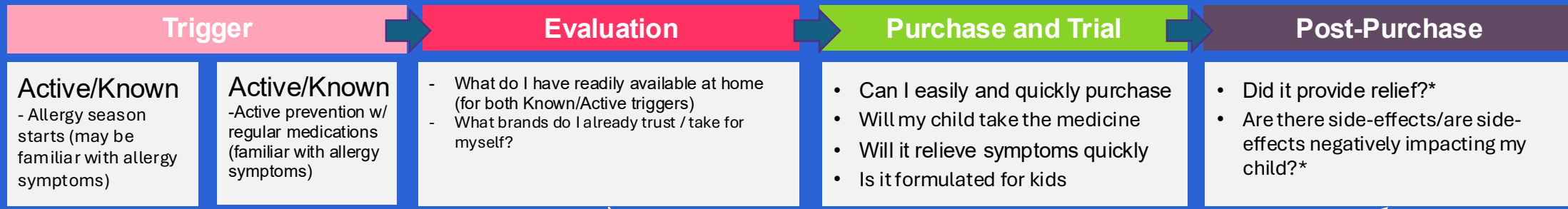
Video, social, HCP, search

Pack, Retail Media (in-store/online), HCP

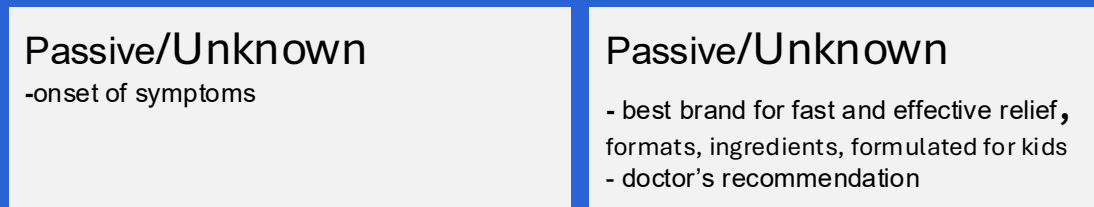
CRM, Social, Pack inserts, Loyalty, HCP, Apps



*If answer is no, re-enter eval stage
 ** If answer is yes, re-enter eval stage



Emotions	Stress and Passive Confidence	Curious, Hopeful	Urgency, Insistence	Relief or Frustration
Thoughts	"I need to ensure that when my child begins to exhibit symptoms I can get them back on their feet quickly"	"What do I have readily at hand? Do I have any more?"	"Can I find what I need quickly Will it help them get back to their activities quickly?"	"I'm glad they can get back to their normal self. I'm concerned they're still ill."
Touchpoints	Video, social, audio, influencer		Pack, Retail Media (in-store/online), Influencer	CRM, social



Emotions	Stress and Worry	Cautious, Determined
Thoughts	"Why is my child feeling ill? How can I make them better quickly?"	"I need to alleviate my child's suffering"
Touchpoints	Mass media, doctor's office, 3 P Websites	Retail media (instore, online), pack, 3P websites, mass media, social

"If answer to either is no, re-enter eval stage"