

Redoxon[®]

06

Brand Architecture



Strategic Considerations

Redoxon®

Expanding Our Brand

We are rooted in our protection equity and are now expanding it to fit the needs of the modern life.

Tight Architecture

Our architecture is cohesive, and every space is strategically anchored in Protection, avoiding fragmentation amongst the different demand spaces to allow for a viable support model.

Specific Consumer Groups

We are a brand of protection for the whole family, and offer specific solutions that target the differentiated consumer needs for kids, adults and seniors.

Right-to-Win

We strategically choose the jobs-to-be-done where we have a strong right-to-win, based on the combination of brand equity, consumer need and medical truth.

Brand Essence: The Guardian of Health

Brand Promise	Supports your body's ability to protect, across life stages			
Need State	Protect my kids as they grow strong	Protect me from sickness	Protect my everyday vitality	Protect me for the future
Demand Spaces	Kids Immunity	Immunity	Healthy Routine	Age Well
	Kids Development	Ingredient-based		
Functional Benefit	Kid-friendly protection of developing immune systems and cognitive development.	Immune system protection against daily stressors.	Essential nutrients protection to support vitality levels.	Vitality and mobility protection as you age.
Emotional Benefit	Reassured my kids are growing unstoppable.	Safe when I need it most.	Ready to master every moment of my day.	Empowered to age on my terms.
Sub Brand	Redoxon Kids Protection Redoxitos Protection	Redoxon Immune Protection	Redoxon Daily Protection	Redoxon Age Protection
Naming Principles	Redoxon + Sub-Segment + Protection (e.g. Redoxon Daily Protection) + Benefit (e.g. immunity boost) + Format (e.g. effervescent)			
Role in Portfolio	Build the core , strengthening our leadership in 'total family' care	Build the core by strengthening leadership and using it as an equity and awareness window	Build breadth to increase usage and expand our 'guardian of health' equity	Build depth to trade in new users and expand our 'guardian of health' equity

Future opportunities

Current demand spaces

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JTBD	<ul style="list-style-type: none"> Protects my child's immunity. Protects the growth and physical and mental development of my child. 	<ul style="list-style-type: none"> Protects my immunity when sick. Protects my immunity all year round. 	<ul style="list-style-type: none"> Protects my overall health. Protects to help recovery from sickness. 	<ul style="list-style-type: none"> Protects long-term health. Protects from age-related conditions (metabolic health / cardiovascular health / mobility / brain health)

Future opportunities

Current demand spaces

Pricing Strategy

Positioning

We are category leaders, and our premium positioning is driven by

- Brand credibility & heritage.
- Science-backed solutions anchored in protection.
- Products for the whole family.

We play to win in the chosen demand space / price tier intersection by using a 3-level external and internal approach:

1. **Brand level:** assessing our **Brand Premiumness** vs. key selected strategic competitor
2. **Demand space level:** applying our right-to-price model
3. **SKU level:** performing competitive benchmarking at a proposition and pack size level, considering our point of differences

Architecture

Demand Spaces:

We selected 4 need states that lead into 6 strategically chosen demand spaces:

- Immunity is our anchor Demand Space.
- Follow market development model to price other demand spaces
- Reflect each demand space market dynamics (relative premium vs. others).

Price Tiers:

We serve consumers across all price tiers (including value in the relevant markets) and drive trade-up via tiering (Mainstream, Premium)

Formats:

Our anchor format is EFT (price index 100) but we play across all main formats (FCT –index 90) and Gummies – index 110), and future-proof the brand by assessing new ones (e.g. lozenges, chewables) that can bring higher margins

Assortment

Assortment:

Ensure minimal strategic assortment in place in Immunity (vitamin C, 3A, ImmunoComplete) before expanding to additional demand spaces.

Incentive Curve:

We use different pack counts to answer different need state and shopper mission, and reward loyalty with higher incentives.

	Trial / Entry	Anchor	Stock-up				
Size Factor	<0.5x	1x	1.5x	2x	2.5x	3x	>4x
Pack Size	1,2 ct	10ct	15ct	20ct	25ct	30ct	>40ct
Index	>120	100	95	90	85	80	75

Channel & Promotion

Channel:

We tailor the PPA by channel to address specific **shopping occasions, secure incremental distribution & visibility** and **resolve cross channel pricing conflicts.**

Promo:

- We balance our promotion strategy based on our overall ambition of growth, the specificities of the demand spaces and the competitive level.
- To drive trial, we use 1ct sampling and our 10-15ct.
- To drive loyalty, we use our bundles and connect them with the key relevant moments for our demand spaces (e.g. 'back to school' for immunity).