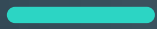




Brand Equity



Brand Frames



Where we've come from



Aspirin has trusted heritage. We've been a leader in true pain relief for centuries, helping people in over one hundred countries feel better throughout every stage of their lives. So whether it's used for preventing heart disease, treating cold and flu symptoms or providing targeted pain relief,

Aspirin is always there.

We are Aspirin.

For 125 years, Aspirin has been the pioneer of the world's first true wonder drug, establishing a legacy of innovation and trust that we proudly uphold. As we look ahead to the next 125 years and beyond, we are excited to enter a new chapter that honors our pioneering spirit while expanding our role in consumers' lives to work wonders for their everyday health.

This new chapter is led by our refreshed Brand Hive, designed to unify Aspirin under one cohesive identity. The Brand Hive sets forth our strategy, building on our rich history to propel future growth and enhance the Aspirin experience across all categories and markets.

Join us as we celebrate our past and embrace a future where Aspirin stands as one brand, dedicated to enhancing lives globally.

Let's dive in.



Our Brand Hive



*across the common health needs including cardiovascular health, pain, cough cold and flu

**BRAND
INSIGHT**

The conflict in people's lives that we are trying to resolve, what they need us for.

**Health challenges
whether big or small
are an unavoidable part of life.**

In those moments, people don't just want answers - they want to understand their options, and to feel confident in their choices.

Aspirin meets this need with **trusted support** that helps people feel informed, in control, and able to **make better choices** for their health everyday.



The higher order value we deliver to consumers, what we can help them feel and do.

Feel reassured and in control with accessible, versatile, simply effective solutions.

Aspirin delivers more than proven relief - it helps people manage both everyday and long-term health needs, simply and consistently.

With science-backed solutions for life's most common challenges, it brings peace of mind and a sense of control — helping people feel like themselves again.

Aspirin is accessible in every sense of the word: affordable, easy to take, widely available, and versatile. It fits naturally into real life — always ready to support, whatever the health challenge.

BRAND BENEFIT POD

Emotional Benefit

Gives me a sense of control, so I have peace of mind I can live life on my terms.

Experiential Benefit

Accessible in every sense - affordable, easy to take, always on hand - versatile, fitting seamlessly into daily life.

Functional Benefit

Simply effective management of your key health needs.

**BRAND
CREDIBILITY**

The most compelling reasons to believe the authenticity of the brand.

The **Wonder** Drug.

Pioneering, science-backed, proven wonder solutions for your evolving health needs – safe, reliable and trusted for over 125 years and counting.

Aspirin has long been recognized as the safe, reliable choice — a legacy built on science, **safety profile** and strengthened by clinically proven efficacy.

As health needs evolve, Aspirin continues to be a trusted partner in better health, delivering with confidence, care and credibility across generations.

**BRAND
PURPOSE &
IMPACT**

The positive changes we want to create for consumers and the world.

Advancing lifelong better health with you.

We advance lifelong better health by providing science-backed innovations and solutions people can trust —from symptom relief to proactive care.

With clear, accessible choices and a legacy of reliability, we help people feel more informed and in control of their health.

This is a **trusted partnership** — shaped by consumer research and built to support their **health journey - better health**, every step of the way.

**BRAND
CHARACTER**

The personality and tone the consumer expects us to bring to life and use when talking to them.

Trusted Partner

Smart, Credible, Reliable, Supportive.

Aspirin is the brand people rely on for everyday health support. We make complex science feel clear and actionable - offering **confidence, reassurance, and trusted guidance** across life's health needs. Known for consistency, safety, and credibility across generations.

Smart | Credible: Science-led, expert, supported by a vast body of scientific research, intuitive to use and understand.

Reliable | Always on hand with the right solution to bring fast, effective relief — whenever and whatever the need. It Simply Works.

Supportive | Here to guide, inform and provide clarity through the health journey.

**BRAND
DISTINCTIVE
ASSETS**

The learned visual codes that help consumers instantly recognize and recall the brand.

**Symbols of trust.
Icons of care.**

The Bayer Cross and Aspirin wordmark reflect our commitment to health at every stage of life.



These recognizable assets - including our green-and-white pack and the word "Aspirin" - instantly convey trust and recognition across shelves and generations.



**BRAND
ESSENCE**

The soul of the brand, capturing the unique role we play in people's lives.

Working **WONDERS** for Health Everyday

Our Brand Essence embodies the transformative power of Aspirin, across the common health needs including cardiovascular health, pain, cough cold and flu – improving health and positively impacting people's lives through ongoing research and development.

Working | Bayer's active progress against the common health needs – driven by science, our 125 years legacy and powered by purpose.

Wonders | The Aspirin Effect that comes from our solutions, provides the powerful moment when you feel a difference – physical, emotionally, mentally.

Health | Aspirin is trusted to deliver proven solutions that result in living longer and better lives for millions of people around the world.

Everyday | Partnering with you through life's most common health needs – today, tomorrow and throughout your life.



Thank you!

For more information
on Aspirin Brand
please access this link:

[Megabrands Hub](#)