



Brand Growth Strategy

Brand Frames



Strategic Brand Ambition for ASPIRIN®

FROM



An **accessible and reliable** brand, yet **not always considered**.

Known by its **multifaceted molecule** that helps people to prevent **heart** diseases, relieve **pain** and easy **cold & flu** symptoms, but with a **fragmented image** within consumers across these 3 categories.

TO



Establish **One Aspirin Megabrand** as a **trusted health partner** being **considered by millions** of consumers, enabling them to live **longer, fuller and healthier lives**.



AMBITION

Establish One Aspirin Megabrand as a trusted health partner for millions of consumers, enabling them to live longer, fuller and healthier lives.

STRATEGIC TERRITORIES OF CHOICE

Categories: Heart Health, Pain and Cough & Cold | **Geographic Presence:** NA, EMEA & LATAM, Present in 52+ countries.
Demand Spaces: Managing Everyday Health, Proactive Prevention & Ongoing Health Management.
Growth Audiences: CVD Underestimators (HH), Life Juggles (Pain), C&C sufferers, open to treat with multi-symptom OTC.

BRAND DEVELOPMENT MODEL

STEP 1: BUILD BASE

Increase Category Penetration in Cardio & Strengthen Brand Penetration and Efficacy credentials in Pain (Headache) & C&C (Multi-symptom).

STEP 2: BUILD DEPTH

Increased frequency and/or targeting new occasions with premium solutions such as chewable for cardio, on-the-go sachets for pain relief and hot drink for C&C.

STEP 3: BUILD BREADTH

Expand into new adjacent segments by introducing offerings, such as addressing Metabolic Syndrome for Cardio, Modern Life Pain and Sore Throat for C&F or new indications such as Cancer prevention.

GLOBAL STRATEGIC PRIORITIES

Build a cohesive One Aspirin Megabrand

01

Develop a unified brand foundation: Create a brand platform and related IMCs guided by an updated Hive and Architecture.

Implementation of Aspirin Visual world across all brand touchpoints.

Scale Growth Model & Drive Consistent Comms

02

Develop Scalable Global Growth model for Cardio (Optimize US, Accelerate ME, Rollout to LATAM).

Ensure consistent effective communications by scaling the "See Your Risk" campaign to LATAM, evolving messaging around stress and pain, and develop global HCP Comms Strategy.

Best-in-class Innovation and Science

03

Enhance the Cardio UX of Digital Health by shifting focus to Heart Age & explore the use of sensors.

Expand into new spaces: Develop innovative concepts and identify technologies to explore new strategic areas, including Cardio-Metabolic Health, stress and pain management, as well as sore throat and cough.

Investigate the new scientific evidence supporting cancer prevention-related benefits.

Growth Audiences



Heart Health



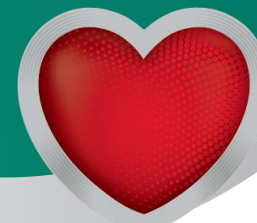
Pain



C&C



Aspirin Heart Health | Audience Strategy



Category & Prospects

Anyone who may be at risk of a cardiovascular disease / heart event

Risk factors include high blood pressure, smoking, high cholesterol, diabetes, obesity, and family history.

At-risk
Non Category Users

Category Buyers
for prevention from a 1st or 2nd CVD
or Heart Attack

Growth Audience

The Cardio Vascular Disease Underestimators

Passive attitude toward heart health, since they feel young and healthy. Disengaged, not prioritizing lifestyle changes or seeking HCP guidance. They prioritize clarity and simplicity in the information they receive, enabling them to make informed decisions about their heart health without feeling overwhelmed.

Risk Factor Aware, Heart Risk Unaware

Although they have risk factors such as diabetes, high Blood pressure, high Cholesterol, but do not connect those with a possible CVD.

Risk Factor Unaware

don't know they may have any risk factor

Addressable Audiences

Unhealthy Lifestyle

Individuals with risk factors for cardio-related diseases & with Unhealthy habits and lifestyle

Health Seeker

People who genuinely want to live healthier lives, but with a gap between intention and action for their cardiovascular well-being

Chronic Conditions

Diabetes, high blood pressure and high cholesterol patients facing long-term health issues requiring ongoing care to prevent health complications.



Aspirin Pain | Audience Strategy

Category & Prospects

All people who buy Pain OTC products

Adults

Kids

Growth Audience & Subsegments

Life Jugglers

"These high-functioning adults juggle study, work, family, and social responsibilities, **affected by modern life-related pain**. Motivated by a desire to stay in control and maximize each day, they seek quick, effective relief to stay focused & manage daily pain."

Headache & Migraine
Pain Sufferers

Upper Body Pain Sufferers
(Head, Neck & Shoulders)

Addressable Audiences

Modern Life Outsarter

64% of Life Jugglers | People who **actively finds ways to manage, reduce, or "hack" life juggling and stress**. Using tools, habits, or strategies to stay balanced and resilient despite daily pressures. They're often younger, representing a **mindset that prioritizes well-being and efficiency over long hours and burnout**.

Modern Life Effort Pride

58% of Life Jugglers | A person who **treats being busy or overwhelmed as a badge of honor**. Equating stress and exhaustion with success or worth. This mindset is more common in older generations, where **overwork has been normalized as a measure of dedication and status**.



Aspirin Cold & Flu | Audience Strategy

Category & Prospects

All people who buy Cough, Cold, Sinus, Flu and Nasal OTC products

Category includes cold and flu, cough relievers & suppressants, nasal sprays and sore throat remedies

Growth Audience & Subsegments

C&C sufferers, open to treat with multi-symptom OTC

Multi-symptom sufferers with pain and fever as leading one, they look for **effective, fast relief in a tolerable way**, willing to feel normal again to **fulfil daily responsibilities** (work, family, caregiving). When illness does slow them down, they frequently **feel guilty or anxious about missing out or falling behind**. They need to feel in control, reassured, and ready to keep going.

"Aspirin aware, non-buyers"

40% of category buyers know the Aspirin brand, but did not try it, yet at **least half of them are open for it** right away; On top to category drivers non-trialists **look for** long lasting relief, an anti-inflammatory effect, nasal decongestion & fever. Their **biggest obstacle is their habitual use of other brands** because they perceive them to be more effective on specific as well as more intense symptoms.

Addressable Audiences

Seasonality

Winter Season

From late autumn to early spring, **colder weather and more time indoors** create ideal conditions for respiratory viruses like cold and flu to spread.

End of school breaks

Colds and flus often spike after sudden exposure to **crowded environments** - like kids at school. Parents are key targets for care.

Addressable Moments

Regular Traveller

Travel and weather changes raise cold & flu risk due to **immune stress, crowds and dry air**.

Stress & Anxiety

Stressed & busy lifestyle promotes **lower immunity** and higher chance to suffer cold & flu.

Unhealthy Lifestyle

Poor diet, inactivity, lack of sleep and unhealthy habits raise C&C risks.



Brand Development Model

Masterbrand Development Model

Cardio Priority Checkpoint Model

Masterbrand Segment Role

Core Segment
Cardio OTC / Rx*

Growth Levers
Pain & C&F

KPIs

Market Archetype

Cardio-Led / New Entry Markets

Established Pain/ C&F Led Markets

Path

01 Build Base
 Build Brand Penetration and Efficacy credentials

Heart Health **Segment**

***Rx Cardio Business,** although not part of CH portfolio, is a fundamental part of the Aspirin Masterbrand's Equity

Headache & Migraine **Segment**

Multi-Symptoms **Segment**

Brand Penetration
 Brand Equity
 Efficacy Index

02 Build Depth
 Increased frequency and/or targeting new occasions and/or additional benefits with premium solutions.

Faster and/or Sensorial **solutions**

"On the go" & Effervescent **solutions**

"On the go" & Sensorial **solutions**

+Unit/unique consumer
 +Value/unit
 Penetration
 Efficacy index

Strategic Checkpoint
 Given brand's Rx foundation, when expanding into new segments, consider Cardio-adjacent innovation as choice?

03 Build Breadth
 Expand into new adjacent segments by introducing offerings or indications.

Metabolic Syndrome **Segment**

Modern Life Pains **Segment**

Sore throat **Segment**

NEW SPACE
 (SEGMENT or CATEGORY)
 Brand Penetration



Thank you!

For more information
on Aspirin Brand
please access this link:

[Megabrands Hub](#)