



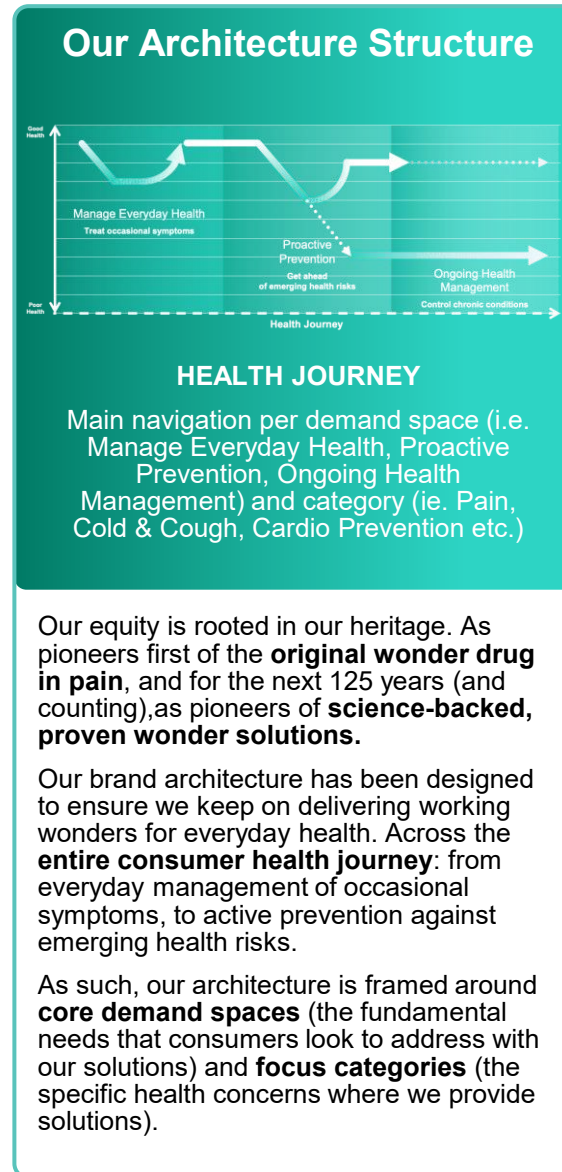
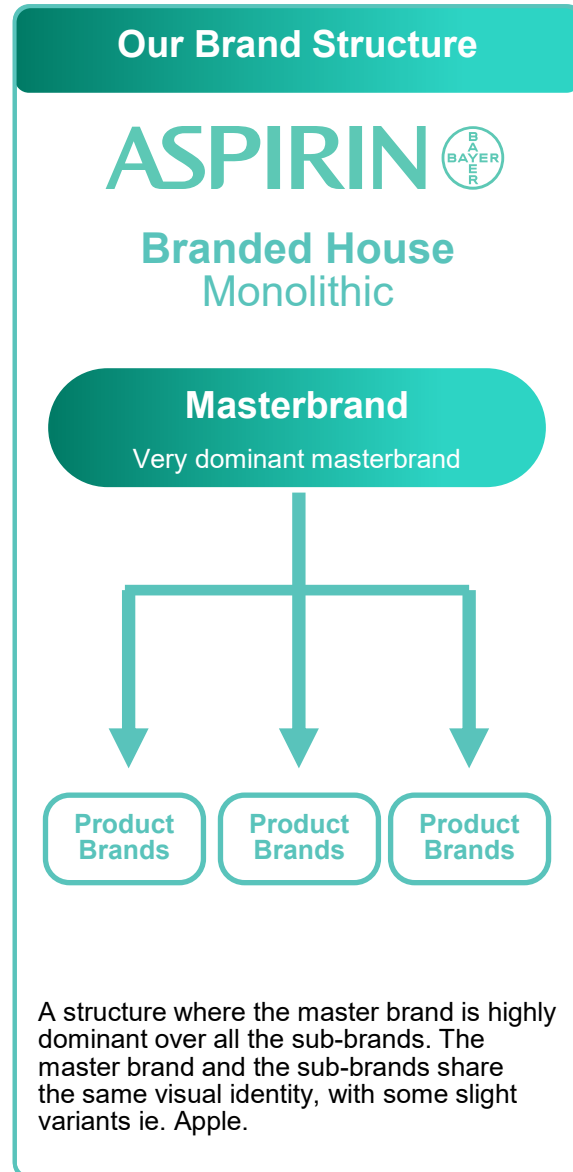
Brand Architecture

Brand Frames



Strategic choices that informed Aspirin Brand Architecture

Aspirin's Brand Architecture brings clarity on how our brand, sub-brands and products should be structured, positioned, and communicated cohesively, creating synergies across ranges to strengthen our overall market presence and making it easier for consumers to navigate our offerings. Brand Architecture is vital for success. Our Brand Architecture serves as basis to organize all key touchpoints, from packaging naming and design, to shopper activation, website content, etc.



Relevant Audiences

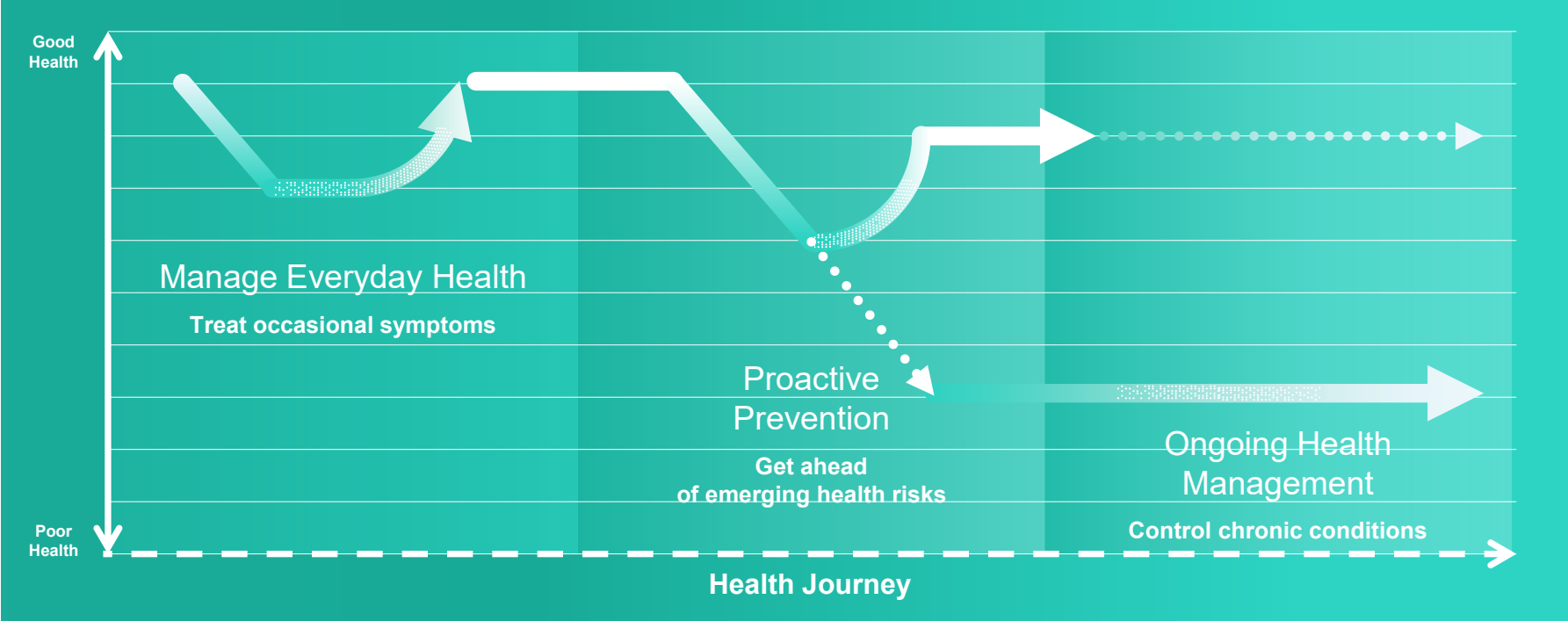
By differentiating propositions that serve consumers in different need states we ease understanding of our portfolio that allows to prioritize the right benefits on pack, focus on the relevant claims, use the appropriate visual cues, etc.

As such, **our architecture was built with our core audience in mind**: adults. Structuring our architecture around the core demand spaces that matter, underpinned by the key categories of concern to ensure we **always offer the most complete set of solutions for health everyday**, across the entire health journey.

Health Journey | Our Brand Architecture Driver

What do we mean by the Health Journey?

Health Challenges – whether big or small – are an unavoidable part of life. Navigating these challenges can often feel overwhelming, as they come in various forms and impact our lives in unique ways.



On one end of the spectrum, we encounter minor inconveniences such as **occasional headaches, colds, or stress-induced tension.**

These common ailments can briefly **disrupt** our daily routines but are typically **resolved quickly** with the right care and support.

As life moves on, the **challenges can grow. Aging and lifestyle choices can create new vulnerabilities** — and that's when taking **proactive steps** becomes more important than ever.

At the far end of the spectrum, we confront major health events: **debilitating migraines, heart conditions, even life-altering illnesses like cancer.**
























Our Brand Architecture

BRAND ESSENCE: Working WONDERS for health everyday.

BRAND BENEFIT: Feel reassured and in control, with accessible, simply effective solutions.

Demand Spaces	Manage Everyday Health			Proactive Prevention (Risk Management)				Ongoing Health Management (Condition Management)			
Segment	Manage Stress & Pain (Headache, Neck, Shoulders)	General Pain (Including headache and occasional aches)	C&C / Illness (Cough, Cold, Flu, Sinus, Sore Throat, Fever, Body Aches)	Primary Cardio Prevention (Before Heart Event)	Metabolic Syndrome Prevention	Upper Respiratory Prevention*	Cancer Prevention*	Cardio secondary prevention + rescue (After Heart Event)	Severe Pain Management (Migraines, Arthritis, Chronic Joint and Back Pain)	Metabolic Syndrome	Cancer Management*
	FUTURE			FUTURE				FUTURE			
Functional Benefit	Treat occasional symptoms			Get ahead of emerging health risks				Control chronic conditions			
Emotional Benefit	Feel reassured and ready to keep going with confidence.			Feel smart and on top of your future health.				Feel supported and in control of your health.			
Primary Product Features	Trusted brand • Easy to take Known • Proven Ingredients • Clinically proven										
Segment Specific Product Features *	White Space	Gentle on stomach Value for money	Fast-acting format	Dr. Recommended	Drug-free	White Space	White Space	Easy on stomach Dr. Recommended	White Space	White Space	
Naming Principles	Aspirin(e/a)			Aspirin(e/a)	Aspi +		Aspirin(e/a)	Aspirin(e/a)	Aspi +	Aspi +	TBC
Masterbrand, Sub-brand, Variant, Subline, Endorser	Primary naming principle: Functional benefit led name + supporting body part/ focus area name Secondary naming principle: Emotional benefit led name + supporting body part/ focus area name										
Role in Portfolio	Breadth	Core	Core	Core	Breadth	Depth	Breadth	Core	Breadth	Breadth	Breadth
Build the Core Build Breadth Build Depth											

Aspirin's Strategic Product Portfolio | Bringing to life our Brand Architecture

		Manage Everyday Health	Proactive Prevention	Ongoing Health Management
	Pain Global	  		
	Cough & Cold/ Illness	 		
	Primary Cardio Prevention		  	
	Metabolic Syndrome Prevention			
	Severe Pain Management			  
	Cardio secondary prevention + rescue		  	 

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

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

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



Thank you!

For more information
on Aspirin Brand
please access this link:

[Megabrands Hub](#)