

Stress & Pain Comms Toolkit

Modern Life Pain
Demand Space

May.25

 **ASPIRIN**[®]

For more info reach out Carol Vaquero
& Mohamed Atef

IMC Stress & Pain

Context

Aspirin Pain | 30% of Total Aspirin NS

Stress & Pain

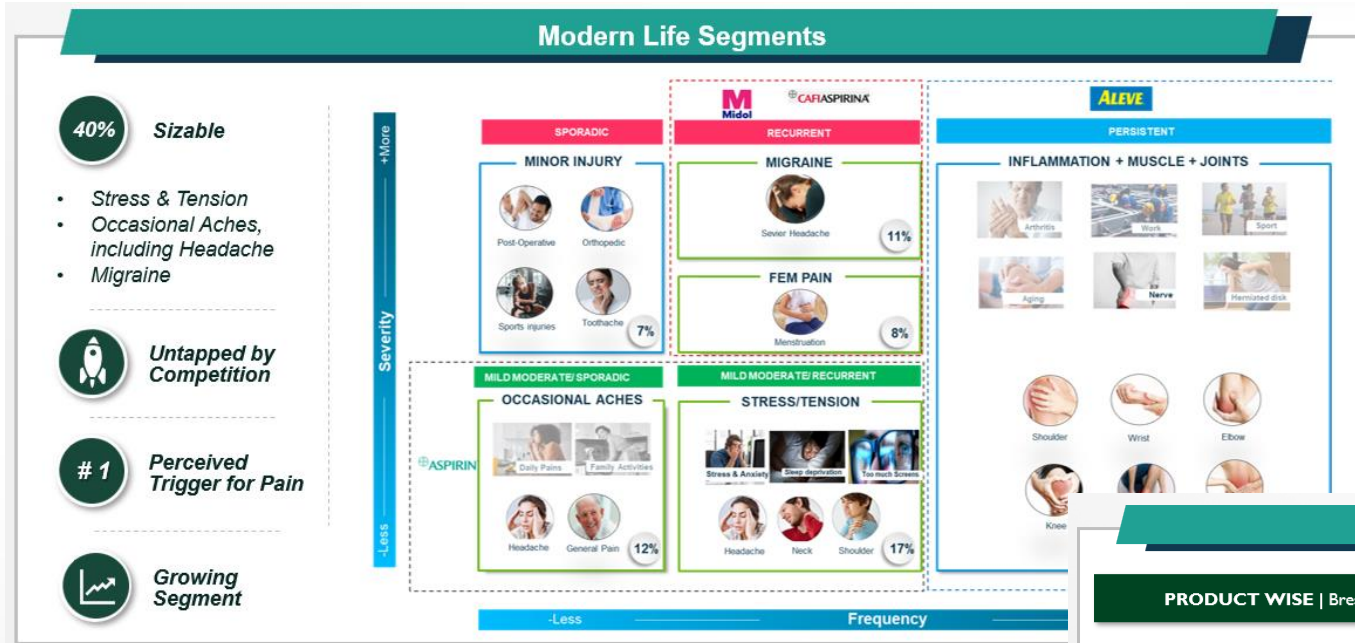
MODERN LIFE DEMAND SPACES

A strategic choice to **enhance brand differentiation & relevance** across touchpoints.



Why the strategic choice for Stress & Tension territory?

Aspirin Pain



Sizable demand space: 40%

... and Aspirin has the ability to win!

ASPIRIN Value Proposition & Ability to win

PRODUCT WISE | Break the stress-pain cycle FAST with Aspirin

The relationship between stress and pain is a vicious cycle that can spiral: More stress = more tension = more pain = more stress

ASPIRIN
Relieves pain by stress FAST:

- Headache
- Neck
- Shoulders
- Migraine

Aspirin stops fast the production of natural substances in the body that cause pain and inflammation when muscles are tense, helping to break the stress-pain cycle fast.

EQUITY WISE

65% Clinical proven
62% Trusted Company

TRUST
Most clinical studies backed by 125 years of science and millions of life saved

ACCESSIBLE
Available & Affordable

VERSATILE
+100M Consumers for different occasions

46% Good value

50% for all type of Pain

ASPIRIN VALUE PROPOSITION

*Aspirin Brand Image attributes

Why the strategic choice for Stress & Tension territory?

Aspirin Pain

Modern Life Segments

40%

Sizable

- Stress & Tension
- Occasional Aches, including Headache
- Migraine



Untapped by Competition

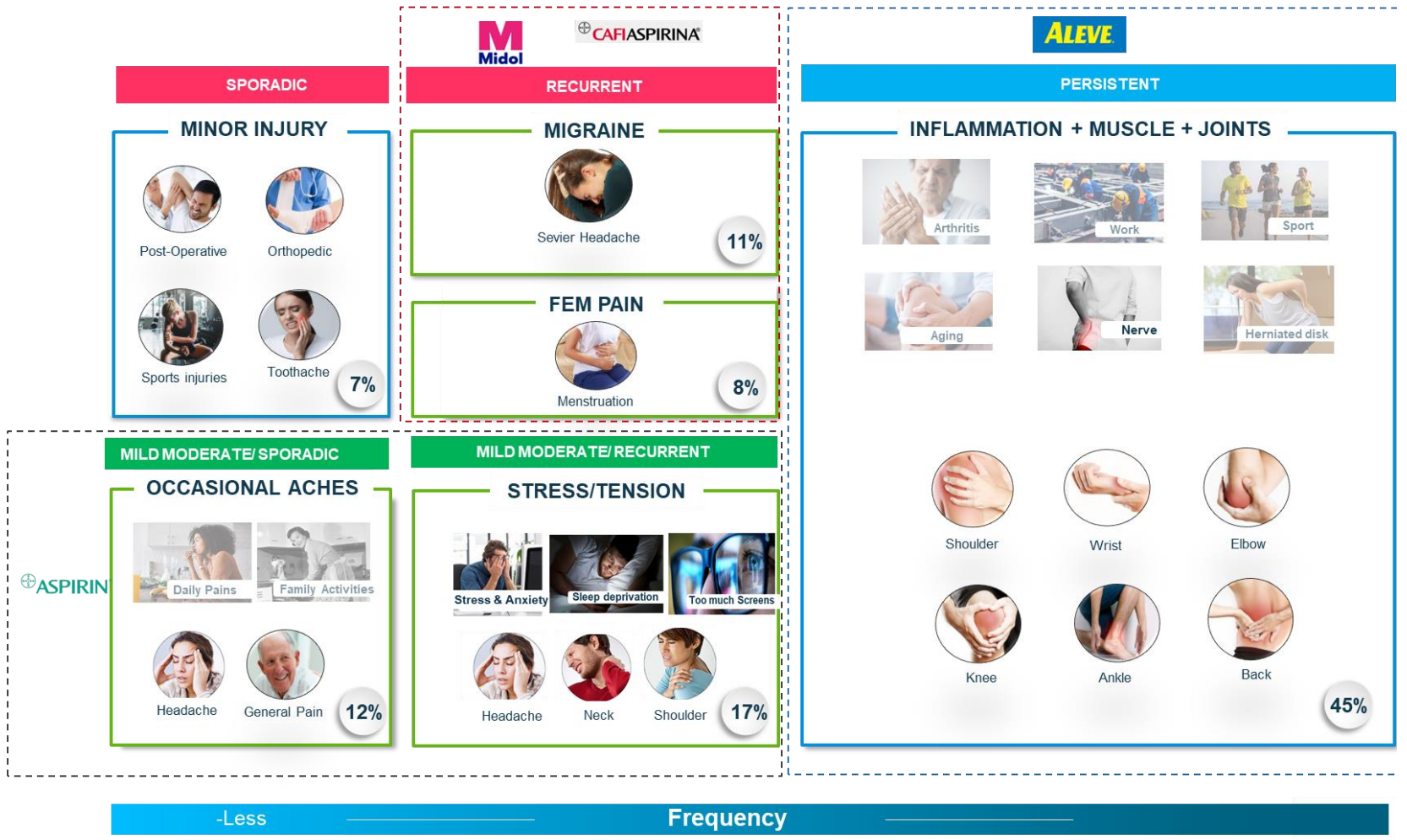
1

Perceived Trigger for Pain



Growing Segment

Severity — +More — — — — — -Less



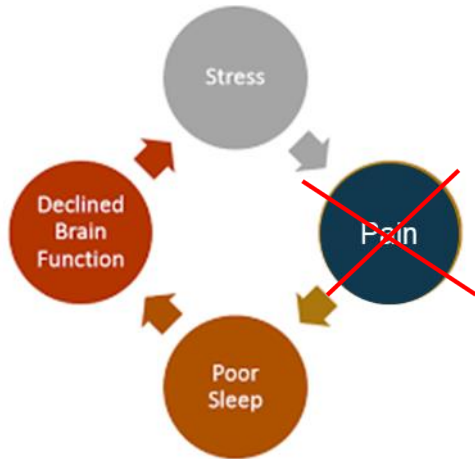
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Aspirin Pain

ASPIRIN Value Proposition & Ability to win

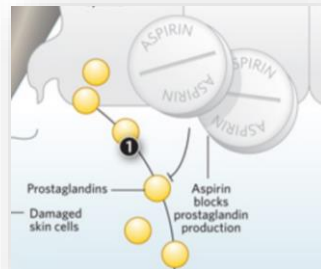
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IMC Briefing Challenge



To position Aspirin as the versatile, trusted choice for stress related pain.

While the audience does not relate stress with the pain it causes.

LATAM kicked off a robust & disruptive IMC since Jan '25 (Mexico)

Aspirin Pain

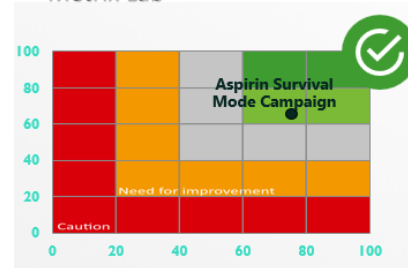
AWARENESS

ASPIRIN AS THE STRESS PAIN EXPERT
PRODUCT

To clearly communicate **Aspirin** role
as a **stress pain blocker**.



Well tested in Act-Early
Metrix Lab



CONSIDERATION

STRESS PAIN CYCLE EDUCATION
AUDIENCE

Approaching Aspirin as the STRESS PAIN EXPERT

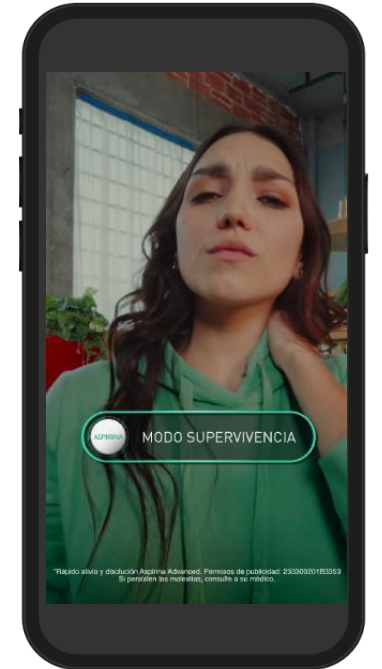
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AWARENESS

TV/ONLINE



Compelling
Digital
Toolkit



Outstanding Results from CPLT Post-Test in July/2025 | Toluna Metrix Lab

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Strong pre-testing results have been successfully transferred into a high performing campaign with a positive response to all assets



August 2025
Bayer Mexico Cafiaspirina

Creative performance overview - Market benchmarks

Response	Pre-Test	CPLT Post-Test				
	Cafiaspirina Main n = 303	TVC n = 257	OLV1 6s n = 244	OLV2 10s n = 251	SOCIAL FB n = 245	SOCIAL INSTAGRAM n = 240
Likeability	79%	86%	82%	82%	83%	85%
Relevance	79%	77%	73%	77%	74%	75%
Differentiation	62%	74%	66%	73%	64%	68%
Understanding	92%	89%	82%	85%	87%	86%
Credibility	81%	79%	77%	79%	81%	79%
Brand fit	84%	83%	83%	84%	85%	86%
Brand Interest	78%	73%	71%	76%	73%	76%
Purchase intent	72%	75%	72%	76%	72%	75%



Creative Summary

- All assets score well on benchmarks leading to high levels of brand interest and strong purchase intent
- The TVC was pre-tested as a basic animatic, with the finished film TVC tested in the post-test. The TVC post-test included recommendation of having the Cafiaspirina Forte branding shown early in the advertisement
- All other assets were not pre-tested

Creative Benchmark



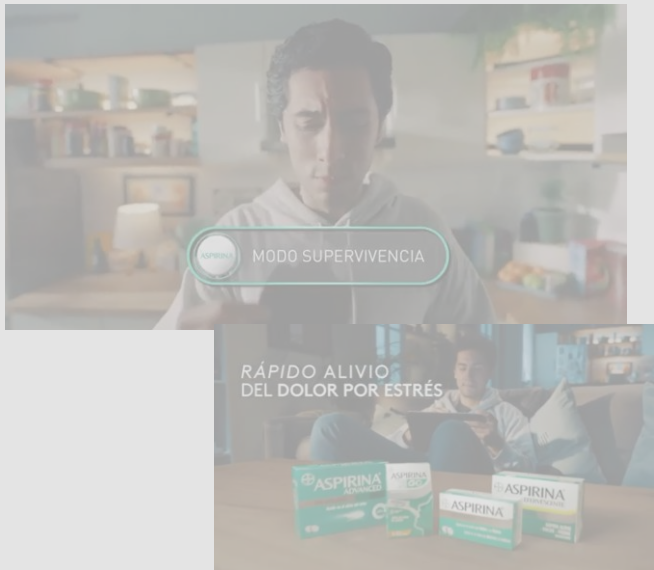
LATAM kicking off a robust & disruptive IMC since Jan '25 (Mexico)

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AWARENESS

ASPIRIN AS THE STRESS PAIN EXPERT
PRODUCT

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CONSIDERATION

STRESS PAIN CYCLE EDUCATION
AUDIENCE

Making Stress Pain Sufferers **re-think of pain relievers** and
the way they **treat pain by stress**.

Education is key.

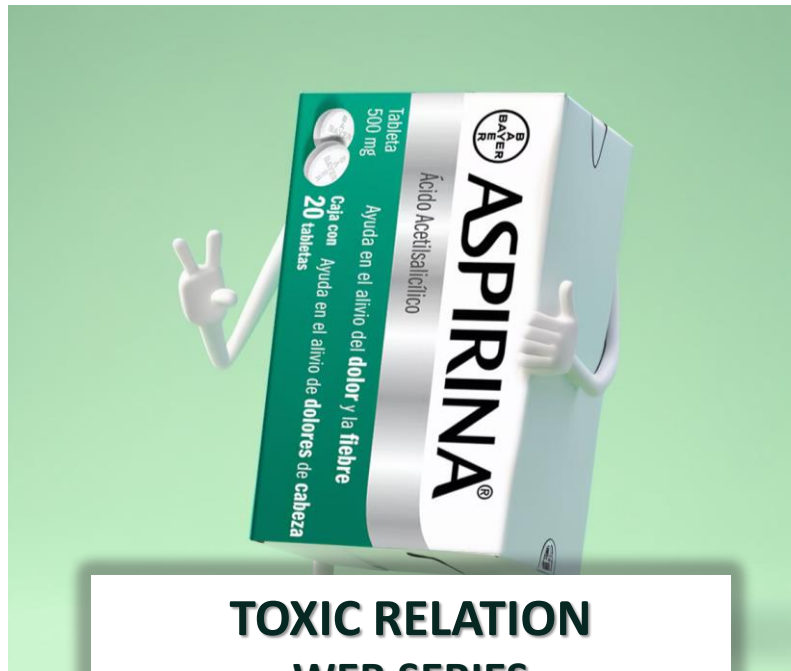
It demands **assets** which offer **more time** and
suitable formats to **build engagement**.

Need of a Disruptive Communication!

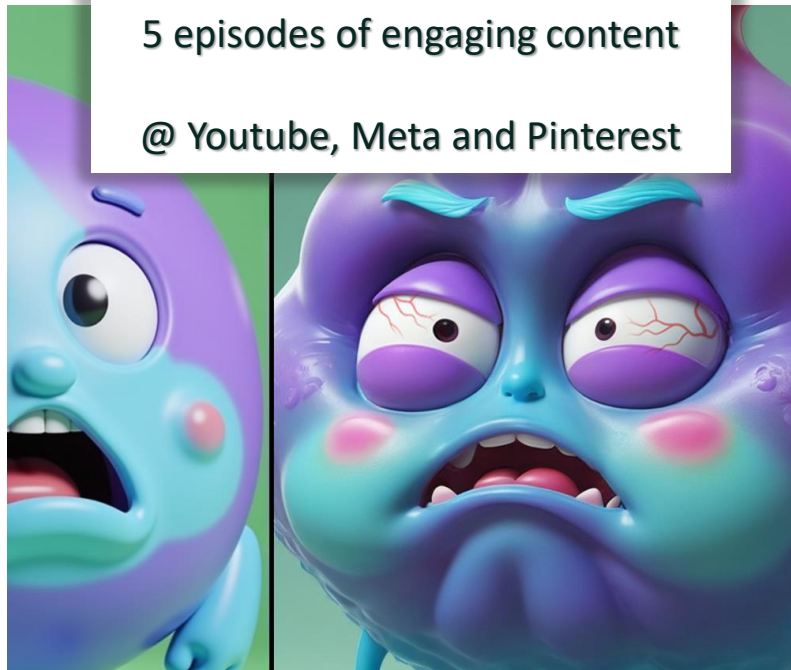
Inspiration: Correlation of **Stress & Pain**
Negative Cycle with **TOXIC RELATIONS**

and the enormous amount of mentions of it in internet





**TOXIC RELATION
WEB SERIES**
5 episodes of engaging content
@ Youtube, Meta and Pinterest



Explaining the stress-pain cycle to further own the territory

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CONSIDERATION

Introducing Stress & Pain

1st Episode



Explaining the stress-pain cycle to further own the territory

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CONSIDERATION

Introducing
Stress & Pain

2nd Episode



Explaining the stress-pain cycle to further own the territory

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CONSIDERATION

Introducing Stress & Pain

3rd Episode



Explaining the stress-pain cycle to further own the territory

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CONSIDERATION

Introducing Stress & Pain

4th Episode



Explaining the stress-pain cycle to further own the territory

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CONSIDERATION

Introducing Stress & Pain

5th Episode



IMC's great results are already showing up!

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AWARENESS

ASPIRIN AS THE STRESS PAIN EXPERT PRODUCT



Viewability 93%
High VTR: 87%

CONSIDERATION

STRESS PAIN CYCLE EDUCATION AUDIENCE



End up the toxic relation by breaking up with the pain.

Viewability 98%
Engag. Rate: 56%

+18M complete views
+4.5M interactions



What comes next in comms?

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1. Mass / Traditional communication to create **awareness**
2. Toxic Relation campaign to **educate** and build consideration
3. We need also to **own the right moment of stress...**

The Stress & Pain Thermometer | to own the right moment of stress

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CONSIDERATION

REAL TIME DATA

STRESS INDICATORS

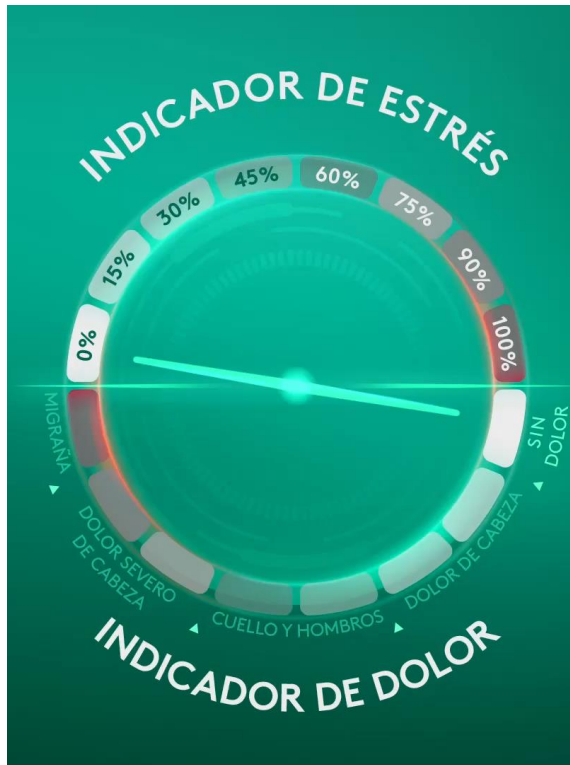
COLOR: GREEN TO RED

- Traffic
- Climate
- News & Social media sentiment
- Current Events (Sports, cultural events, elections, trends)

PAIN INDICATOR

PAIN INTENSITY: FROM MILD TO SEVERE

This will determine **the level of pain that people may feel** and will recommend Aspirin.



IMPLEMENTATION + AMPLIFICATION

1. **Addressable Audiences comms:** driving traffic to the tool & providing stress-pain awareness.



2. **Targeted adds in News**
Pain/Stress Forecast

3. **PR** Communication

4. **Ecomm**

5. **Full Funnel Initiative**
(from media to offline sales)



Robust 360° Toolkit

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VIDEOS | TVC & OLV



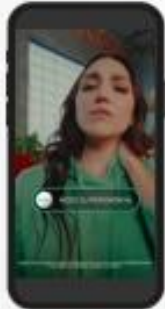
OOH & Print



Key Visual

Digital Assets

Stories



Bumpers 6"



Thermometer

Toxic Relation WebSeries



HCP

ASPIRIN
360
TOOLKIT

POS



Key Visual

Thank You!

