



+

essence
mediacom

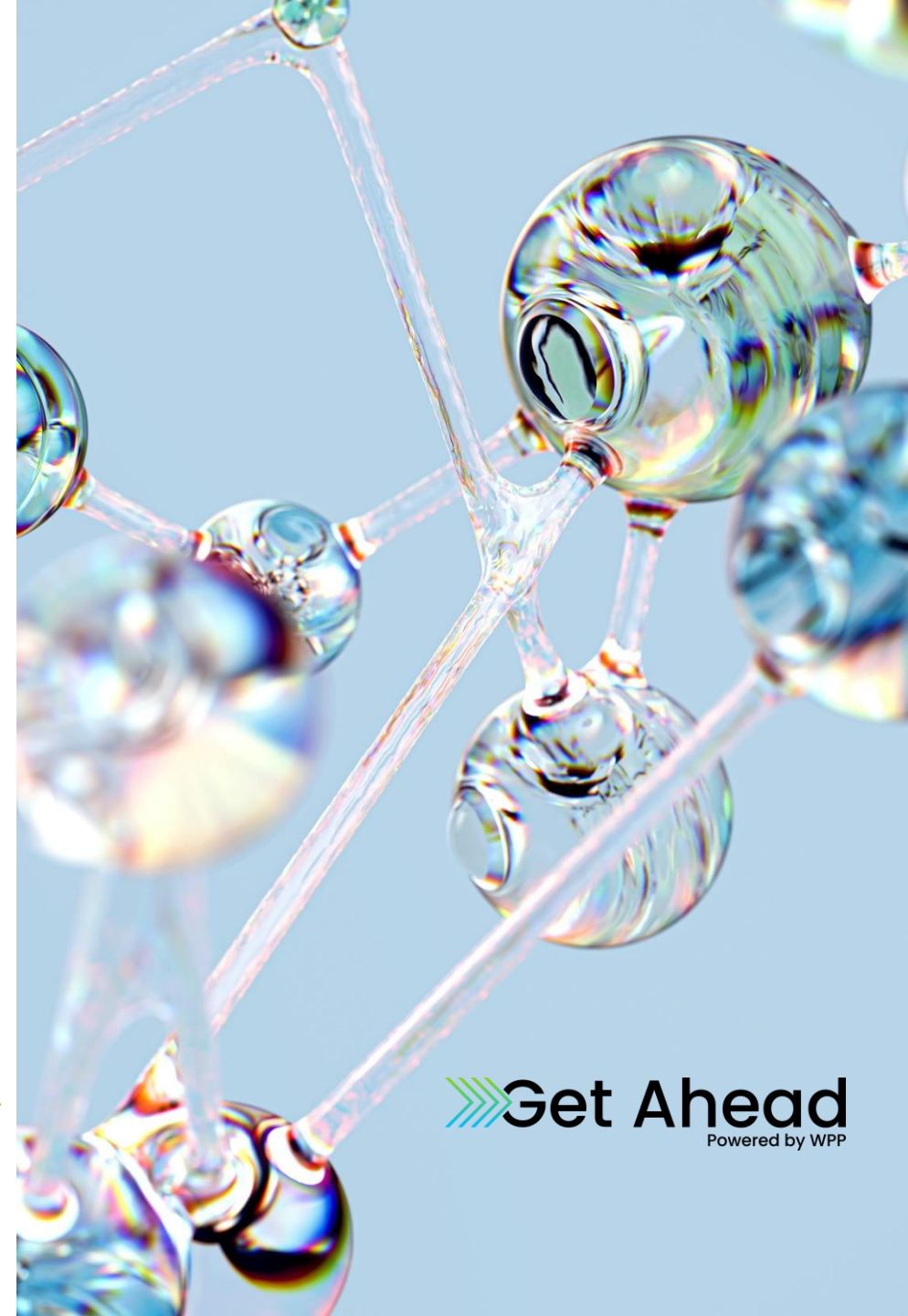
Powered by WPP



ASPIRIN[®]

Aspirin Growth Audience Deep Dive - Cold & Flu

September 2025



 **Get Ahead**
Powered by WPP



Agenda

TB4L Targeting Intro

01

Objective & Context

02

Growth audience Profile

03

Addressable audience

04

Targeting

**Focusing on those who matter most,
to drive growth for Bayer**

**“The art of balancing scale
and specificity”**

The TB4L audience targeting tiers

Category Users
and Prospects



“Understand
broad potential
and uncover
growth
opportunities”

Growth
Audiences



“Focus on
priority
audiences with
shared
behaviours,
reflecting
product need”

Growth
Sub-segments



“Recognise
differing needs
and usage
behaviours
within the
growth
audience”

Addressable
Audiences



“Develop
specific,
relevant
audiences to
enable
precision
targeting and
activation”



Category Users and Prospects

“Understand broad potential and uncover growth opportunities”

Who

The largest potential audience; **everyone who experiences the condition/problem/need that the category addresses**

How

Defined by **Bayer category sales/penetration/usage data**

Role

The **foundation for Portfolio and Brand Strategy**, by identifying overall growth opportunities, and **the baseline for defining Growth Audiences**



Growth Audiences

“Focus on priority audiences with shared behaviours, reflecting product need”

Who

A **targeted subset of category users/prospects** that the brand chooses as its focus for growth

How

Defined by **a shared product need and common behavioural/attitudinal traits**, shaped by multiple data sources (eg segmentation studies, shopper data, consumer panels etc)

Role

Guides **brand planning, NPD, brand architecture, CSJs**, and informs strategy and planning across multiple comms elements such as **platform idea development, IMC development, media strategy, and broad media targeting**



Growth Sub-segments

“Recognise differing needs and usage behaviours within the growth audience”

Who

Sub-sets of the Growth Audience who may have distinctive and differentiated product needs, usage behaviours or barriers to use (eg lapsed brand users, category trialists, heavy sufferers)

How

Bayer category sales/penetration/usage data, segmentation studies/consumer panels

Role

Creative inspiration and stimulus, aligned to specific jobs to be done and/or specific products & franchises within a brand portfolio, relevant to a specific sub-segment



Addressable Audiences

“Develop specific, relevant audiences to enable precision targeting and activation”

Who

Highly targetable audiences in digital media, which can be part of the Growth Audience, and beyond

How

Defined by overindexing and relevant lifestages/interests/occasions within Growth Audience analysis

Role

Enables precision marketing via biddable, data-driven targeting, driving relevance via more personalised digital media targeting, creative and messaging

An example in the Energy category

Category users and prospects



Adults looking to positively impact their energy levels

Growth Audience



Energy Seekers

Driven individuals who juggle work and family responsibilities, embrace new challenges and seek effective, trusted ways to stay mentally and physically energized every day or in specific moments

Growth Sub-segments



Everyday Energy Champions

Performance Boosters

Recovery Enthusiasts

Precision Pickers

Addressable Audiences



Frequent Travellers

Students

Parents

Fitness Enthusiasts

Experiencers

Gamers

How Growth Audience analysis informs broad media targeting

The analysis of a Growth Audience includes socio-demographic profiling to establish foundational media targeting parameters, such as **age, gender, income level, and household composition**.

Any skews in this data towards specific demographics can be used to inform media buying in channels such as TV, by **focusing on TV trading audiences most closely aligned to the socio-demographic profile of the Growth Audience**.

Socio-demographic skews

We develop comprehensive behavioural and attitudinal profiling of our growth audiences, to identify **relevant lifestyle characteristics, interests, passions, and content preferences**.

By identifying specific audience interests, passions and preferences, we can develop buying approaches with **a focus on programming, content and contexts which are highly relevant to both the audience and the brand in question**.

Content interests

Category purchase patterns help to inform flighting of media activity; for example, whether a category is highly seasonal (suggesting a highly concentrated burst of media activity) vs consistently purchased year round (requiring more ongoing media support).

Retail data also helps to determine purchase patterns; **eg times of day/days of week when product purchases typically increase**. This can be used to highlight specific days/dayparts for media upweights.

Relevant category behaviours

An illustrative example for nutritional health: Energy Seekers

Latest socio-demographic profiling of Energy Seekers shows:

- 68% of Energy Seekers are between the ages of 18 and 44
- 20% between the ages of 18-24
- No gender skews
- Tend to be mid-higher income

Valuable steer on media audiences for broad media targeting (eg in TV) – focus on 18-44s, with a skew towards younger

Socio-demographic skews

Energy Seekers are highly driven and active, and this is reflected in the fact they have a wide array of interests and passions including:

- Health & Fitness
- Culture and Travel
- Sport
- Home Improvement (eg Gardening, DIY)

Valuable steer on relevant programming, content and contexts to target Energy Seekers

Content interests

No significant seasonality, but potential to over-commit broad media activation to times of day/days of week when energy needs become more relevant, eg:

- Morning boosts
- Midweek (overcoming the slump/'hump day')
- Weekends (highly active audience, full lives, greater need for energy)

Valuable steer on relevant timings for broad media activation

Relevant category behaviours



Agenda

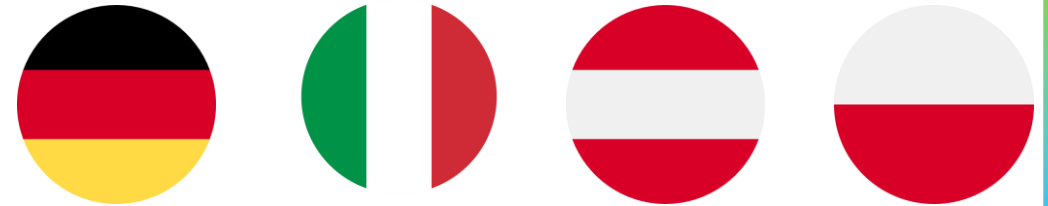
TB4L Targeting Intro	01
Objective & Context	02
Growth audience Profile	03
Addressable audience	04

This comprehensive analysis has been designed to drive consistency, and ensure audience planning sits at the heart of future IMC development, by:

- Analysing category usage trends and **untapped growth opportunities**, rooted in an understanding of value to the Aspirin business
- **Developing growth audience portraits** to unlock strategic insights for media and communications
- **Shaping and validating global platform/creative/messaging development** (in conjunction with creative partners)
- **Informing future IMC** multi-market briefs

Market Scope:

Cold & Flu



Markets Covered

Key Data Sources



KANTAR

Current audience understanding & consumer shopper journey - work to build on

Audience Origin
By CHOREOGRAPH

Used for single-source analysis across markets and integration with media planning



Understanding targeting across global media platforms, connected to Audience Origin.



A note on activating Multi-symptoms Sufferers

In the work that follows, it will become evident that in many markets our Growth Audience (G.A.) is younger than current Aspirin buyers.

This reflects where the long-term opportunity for growth for the Aspirin brand lies.

Growth Audience analysis informs all marketing Ps, not just Promotion (paid media activation).

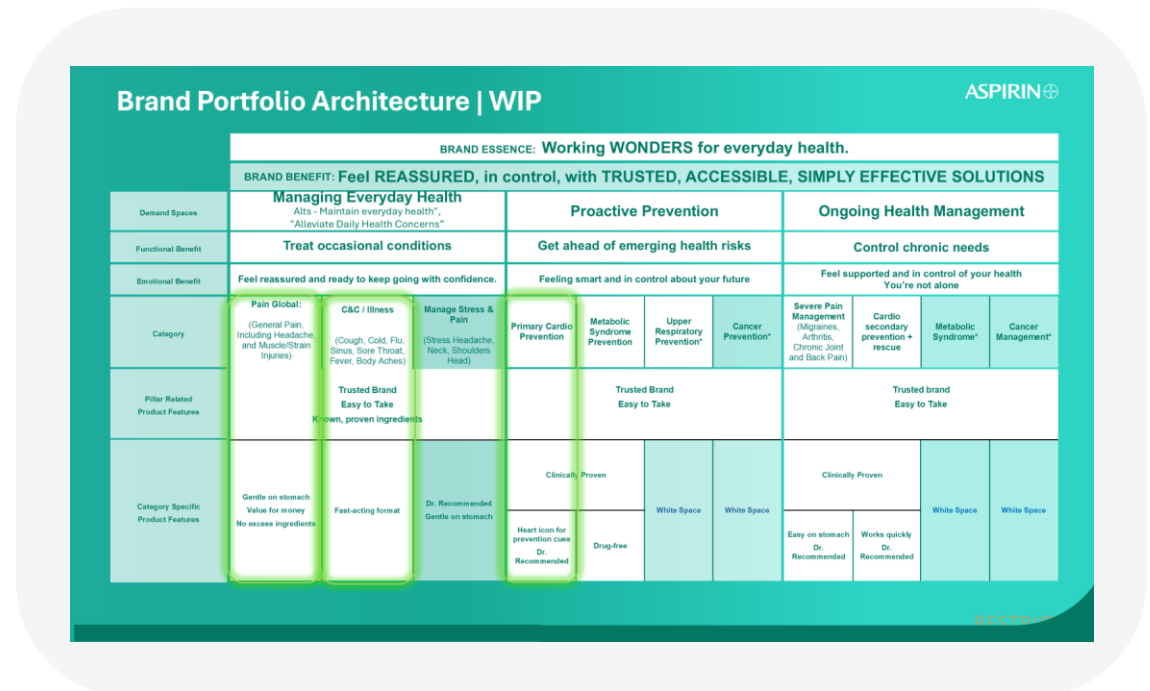
The media touchpoints in this analysis illustrate the lives of Multi-Symptom Sufferers. They are not a guide for media investment.

Individual markets are best equipped to determine how to reach Multi-Symptom Sufferers, considering factors like scale, cost, quality of message delivery and historic ROI performance of channels.

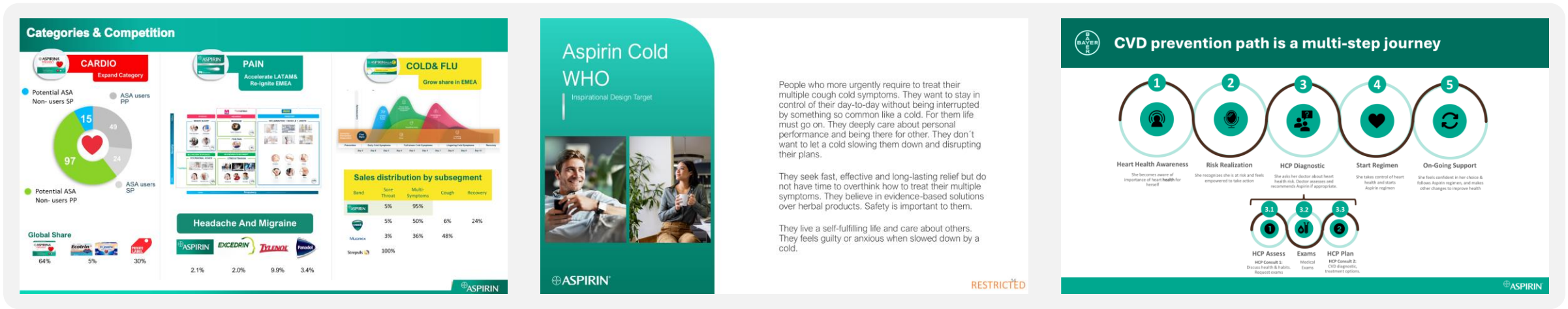
Aspirin's strategic ambition and brand architecture provided us with the framework for identifying growth audiences

Megabrand Strategy & Growth Prioritization

Mapping Product Demand Spaces to distinct Consumer Needs



We've drawn inspiration from the significant volume of existing category research and analysis, outlining the unique advantages of Aspirin



Categories Context

Insight discovery and motivating territories by category

Consumer Journey



Agenda

TB4L Targeting Intro	01
Objective & Context	02
Growth audience Profile	03
Addressable audience	04

Rooted in the latest TB4L
Growth Audience definition



Who

A **targeted subset of category users/prospects** that the brand chooses as its focus for growth

How

Defined by **a shared product need and common behavioural/attitudinal traits**, shaped by multiple data sources (eg segmentation studies, shopper data, consumer panels etc)

Role

Guides **brand planning, NPD, brand architecture, CSJs**, and informs strategy and planning across multiple comms elements such as **platform idea development, IMC development, and media strategy**

We've analysed **three Aspirin Growth Audiences**

Growth Audience



**Silent Risk
(Cardio)**



**Life Jugglers
(Pain)**



**Multi-Symptom
Sufferers
(Cold & Flu)**

Key Characteristics

Defined by health conditions and behaviour-based triggers that place them at high risk for cardiovascular diseases, including **high blood pressure, high cholesterol, diabetes, social smoking, and unhealthy lifestyle**, especially in those aged 40-70

They often show a reluctance to prioritise heart health, as other life responsibilities take precedence.

Many people avoid addressing their health risks due to lack of clarity, social stigma and/or denial. Their greater concern is being judged as "old" or "unhealthy," They dismiss the possibility of adverse health risks, believing "it won't happen to me" since they feel young and healthy.

Are identified through their experience of **pain that may be caused by stress, including, headaches, migraines or tension.**

High-functioning adults juggle study, work, family, and social responsibilities. Lead busy, ambitious, and competitive lives, and are often concerned with how others perceive them.

Despite the pain associated with their modern fast-paced lifestyle, they either don't want to or can't afford to slow down and instead they want to stay in control and make the most of every moment

Identified through **Cold & Flu Treater** profiles and behavioural insights.

They perceive themselves as busy and resist letting cold and flu symptoms interrupt their daily life or plans.

When illness does slow them down, they often feel frustrated.

Demand Spaces

Proactive Prevention

Managing Everyday Health

Emotional Needs

Feeling smart and in control about your future

Feel in control, reassured and ready to keep going

This analysis concentrates on **Cold & Flu – Multi Symptom Sufferers**

Growth Audience



**Silent Risk
(Cardio)**



**Life Jugglers
(Pain)**



**Multi-Symptom
Sufferers
(Cold & Flu)**

Key Characteristics

Defined by health conditions and behaviour-based triggers that place them at high risk for cardiovascular diseases, including **high blood pressure, high cholesterol, diabetes, social smoking, and unhealthy lifestyle**, especially in those aged 40-70

They often show a reluctance to prioritise heart health, as other life responsibilities take precedence.

Many people avoid addressing their health risks due to lack of clarity, social stigma and/or denial. Their greater concern is being judged as "old" or "unhealthy," They dismiss the possibility of adverse health risks, believing "it won't happen to me" since they feel young and healthy.

Are identified through their experience of **pain that may be caused by stress, including, headaches, migraines or tension.**

High-functioning adults juggle study, work, family, and social responsibilities. Lead busy, ambitious, and competitive lives, and are often concerned with how others perceive them.

Despite the pain associated with their modern fast-paced lifestyle, they either don't want to or can't afford to slow down and instead they want to stay in control and make the most of every moment

Identified through **Cold & Flu Treater** profiles and behavioural insights.

They perceive themselves as busy and resist letting cold and flu symptoms interrupt their daily life or plans.

When illness does slow them down, they often feel frustrated.

Demand Spaces

Proactive Prevention

Managing Everyday Health

Emotional Needs

Feeling smart and in control about your future

Feel in control, reassured and ready to keep going

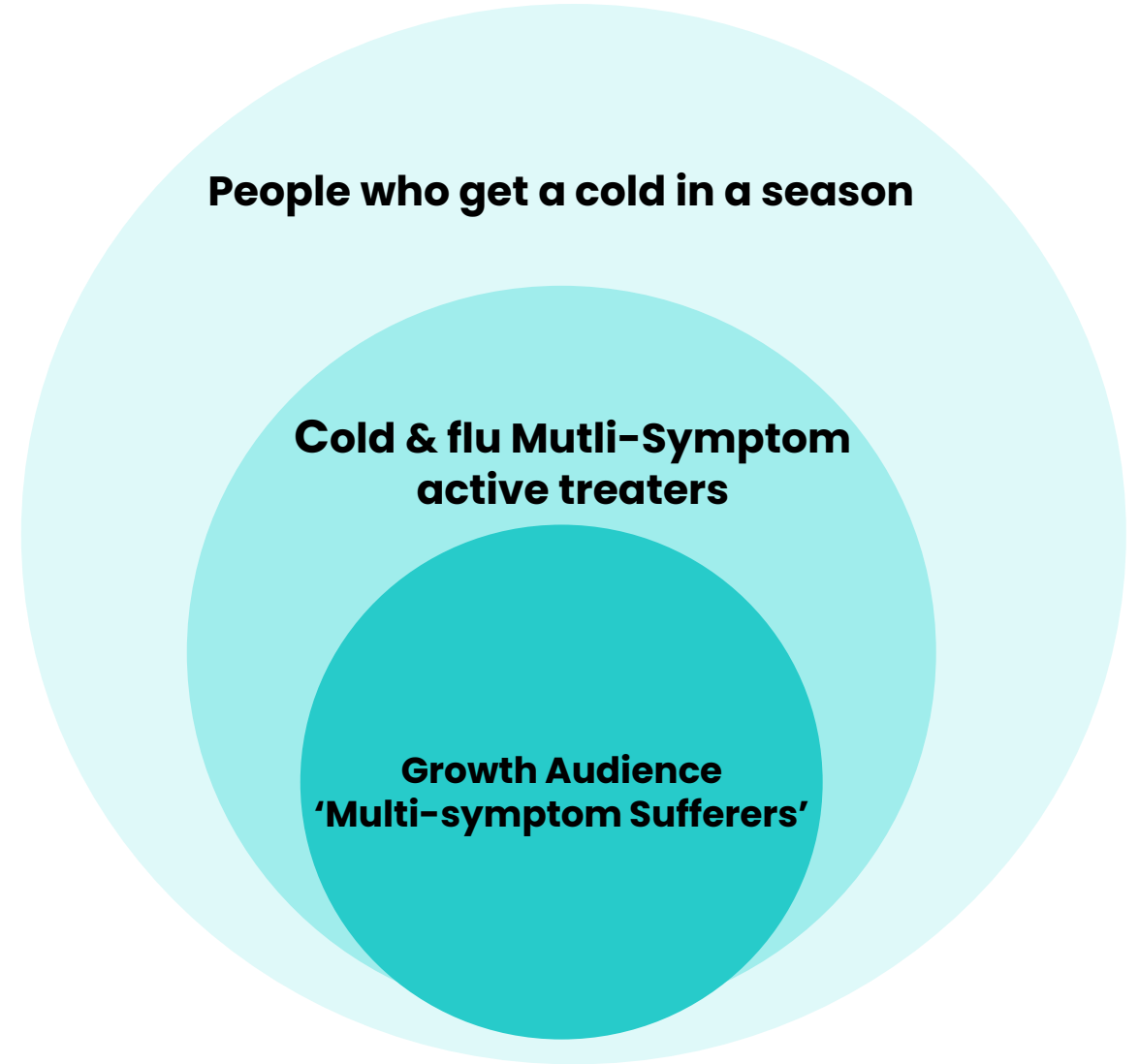
Growth Audience for Cold & Flu in context of total category buyers & prospects

We want to reach the **most valuable majority of cold & flu active treaters** within each given season.

These are defined by shared behaviours that reflect a need for Cold & Flu remedies: perceiving themselves to be busy and unwilling to let a cold slow them down

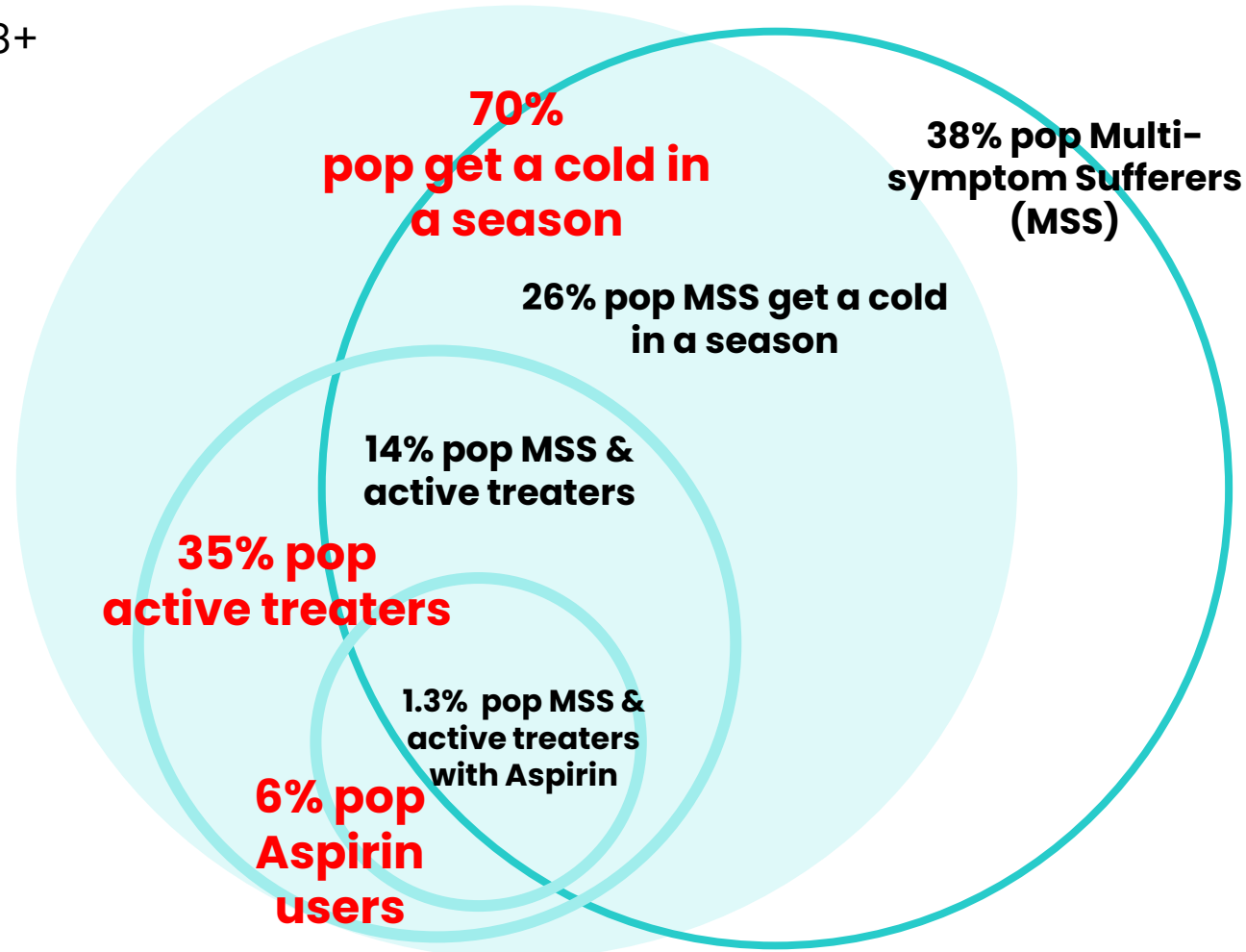
We've named them 'Multi-Symptom Sufferers'

As a result of imperfect targeting approaches, we realize that **not everyone in our constructed Growth Audience** will be an active cold & flu treater within any given season. Still, we define this audience in such a way that will allow us to **maximize the chance that everyone in our growth audience treats cold & flu on a regular basis.**



Targeting Multi Symptom Sufferers will increase category penetration

E = all adults 18+



Multi Symptom Sufferers (MSS) have shared attitudes that make them more likely to 'soldier on' rather than take to their beds when flu strikes.

Given only 70% get a cold in a season, MSS are not a complete subset of the total addressable universe. 12% of people with this attitude do not get a cold in a 12-month period.

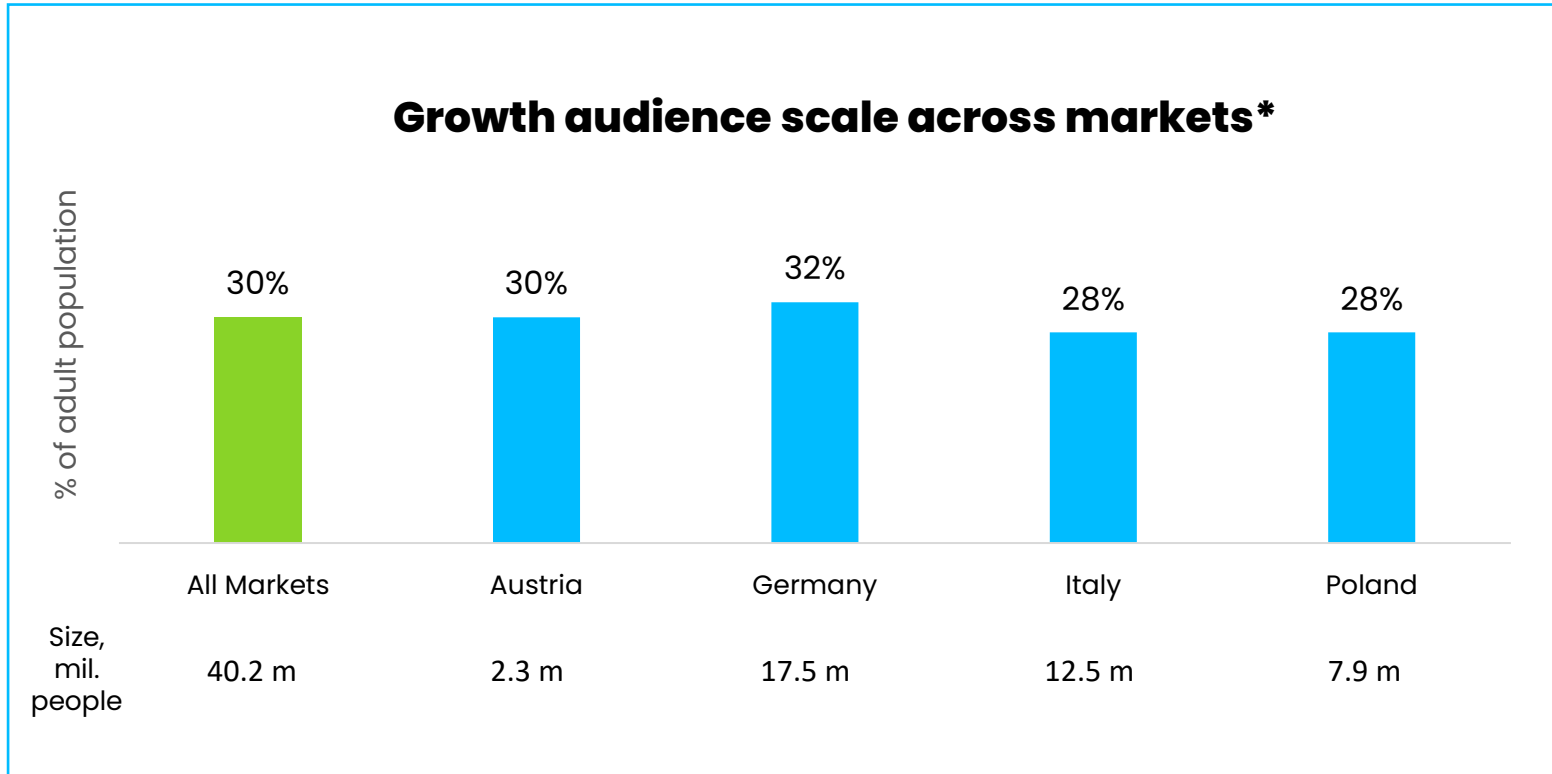
MSS make up 40% of the subset that treat with cold remedies (14% of the 35% of active treaters). This makes them an attractive Growth Audience - a significant portion of category buyers, linked by a shared attitude

Aspirin penetration of MSS who treat with remedies is low at 1.3%, giving significant headroom for growth



Multi-Symptom Sufferers (Cold & Flu)

Sizing and validating the Growth Audience versus the total population across markets:



Provides room to grow penetration

40m Potential consumers headroom

Majority of our growth audience are C&F treaters

54% Are buying C&F OTC medication (in the past 6 months)

*GA as % of pop. differs from overleaf (30% vs 38%) because a different data source was used.



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

Growth Audience: Multi-symptoms Sufferers

Our key growth audience are busy, socially active adults who strongly **resist letting cold and flu symptoms interrupt their daily life or plans.**

They see themselves as energetic and on-the-go, often juggling work, family, and social commitments. When illness does slow them down, they frequently feel frustrated about missing out or falling behind. **They need to feel in control, reassured, and ready to keep going.**

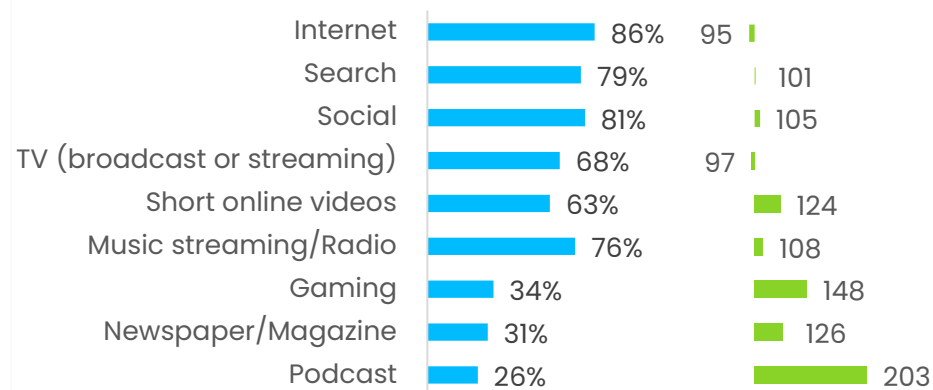
They're looking for **easy, convenient solutions that help them bounce back quickly without putting in too much effort**, so they can keep up with their active busy lifestyles. The right remedy that allows them to maintain their momentum, honour their commitments, and stay connected to the people and activities that matter most.

They are optimistic about the future, ambitious and value a healthy lifestyle. However, they often struggle to balance all their priorities and **fast, effective, long-lasting relief** is key but not at a cost of safety.

They're very active and have a greater tendency to consume more entertaining and diverse content (e.g. podcasts, gaming, online videos)

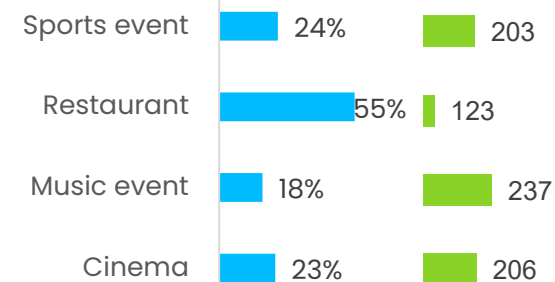
Primarily online, favour activities that don't take up much time or attention. Active short video viewers, podcast listeners, online article readers.

Media Penetration (daily)



Easier to find out and about engaging with different kinds of events

Out of Home Activities



This is not a media channel recommendation, but rather an illustration of how this audience consumes media compared to the norm. Please use them as reference and supplement with local context & nuance.

Multi-Symptom Sufferers
30% Audience Size
 (across 4 markets)

They use social media to stay connected, follow trends, and keep their daily lives up to date

Social Media



56%
(141ai)



67%
(117ai)



63%
(115ai)



45%
(117ai)



65%
(94ai)



12%
(174ai)

Content Following

34% (136ai)
Fashion

32% (132ai)
Film & TV

27% (145ai)
Automotive

Social Media is used to both consume and share content:

To watch snackable clips: videos under 60 seconds **35%** (144ai)

To make sure I don't miss out on anything **25%** (155ai)

To share details of what I'm doing in my daily life **21%** (146ai)

Multi-Symptom Sufferers
30% Audience Size
(across 4 markets)

Active, ambitious, and premium-seeking parents who juggle fast-paced lives, self-expression, and family roles

Active, ambitious, and striving to maintain a fast-paced lifestyle. They value quality and naturally gravitate towards more premium offerings.

100% (323ai)

I find it difficult to balance work, family and social life

100% (289ai)

It is important people think I am successful

86% (143ai)

I am an ambitious person

70% (164ai)

I have expensive tastes

Hobbies & Interests – They balance a love for fashion and music with the everyday role of being a parent, finding ways to stay true to themselves in every role they play

42% (128ai)

Fashion

25% (155ai)

Playing music / singing

20% (122ai)

Parenting

Multi-Symptom Sufferers
30% Audience Size
(across 4 markets)

In terms of retail behaviour, they are more broadly motivated by convenience, and use tech to enable a more convenient retail experience

Aspire to be experts in their consumer choices and learn from other experts, whether peers, influencers or professionals.

They drawn to brands with heritage. The names they've seen, remembered, and come to trust.

73% (177ai)

People come to me for advice before buying new things

76% (150ai)

I love brands and products that have a heritage

69% (158ai)

I usually seek advice from someone else before making a decision

67% (160ai)

I tend to buy brands I have seen advertised

Active ecommerce users, leaning into all of the new trends (social shopping, live-stream shopping etc.) but looking for whatever will make their life easier.



27% (113ai)

Retailer's own website (sells different brands)

16% (189ai)

Social media shopping

13% (212ai)

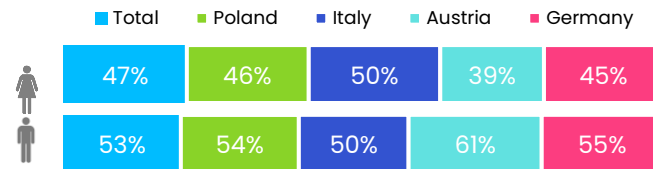
LIVE-stream shopping

Multi-Symptom Sufferers

30% Audience Size
(across 4 markets)

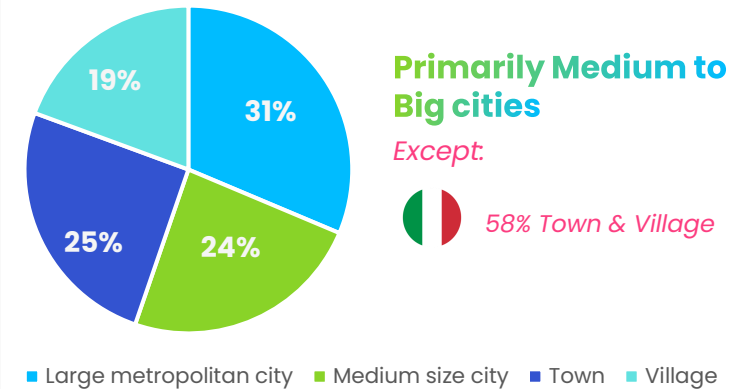
Skewed towards younger, busy people, though present in every age groups, urban with high income

Mainly are working professionals, parents with young kids. Some living as students.

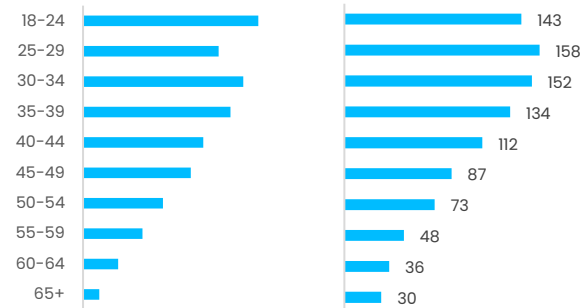


44% (97ai) Married, 30% (137ai) Parents with young kid
 29% (116ai) Single
 83% (113ai) Employed, 7% (147ai) Student

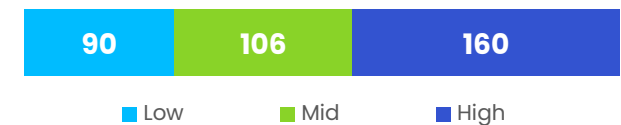
16% Living with disability that impact on daily life
 (24% in Austria)



Skewed towards younger, busy people, though present in every age group



Propensity for high education levels and skew to higher income.



Multi-Symptom Sufferers
 30% Audience Size
 (across 4 markets)

Notes: The market flags indicate specific differences vs multi-market norms

Source: Audience Origin

Multi-Symptom Sufferers

An ambitious parents and professionals who are constantly juggling work, family, and personal lives. Always looking for ways to stay connected, informed, and in control.

Fast-Paced and Ambitious Lifestyles

They juggle work, family, and social lives, often feeling the pressure to keep up with multiple roles and ambitions.

Connected & Trend-Focused Media Use

Daily habits are highly digital presence especially audio formats like podcasts and social for short snackable videos to stay updated and connected.

Premium Quality Seekers

Naturally prefer premium offerings and have expensive tastes, showing a strong willingness to pay more for quality and brand reputation.

Advice-Seeking, Brand Trust & Convenience

Motivated by trusted opinions, often seeking advice before purchases and giving their opinion after purchase. Drawn to brands with heritage. They use tech and new retail trends to make shopping easier and more convenient.

Urban, Highly Educated, and Diverse

Mostly urban, with a strong presence in medium and large cities, skewing younger but present across age groups. They have a high propensity for higher education and are slightly more likely to have higher incomes.



Multi-Symptom Sufferers

An ambitious parents and professionals who are constantly juggling work, family, and personal lives. Always looking for ways to stay connected, informed, and in control.



Size of growth audience	30%
Over-indexing channels (view/read/consume daily)	Podcast Short online video Social Gaming Music Streaming/Radio
Over-indexing social platforms	Spotify Twitch TikTok Instagram YouTube
Top social media categories	Fashion Film & TV Automotive
Social usage	To watch snackable clips: videos under 60 seconds To make sure I don't miss out on anything To share details of what I'm doing in my daily life
Attitudes	I find it difficult to balance work, family and social life It is important people think I am successful I am an ambitious person I have expensive tastes
Interests	Fashion Playing music / singing Parenting
Key demos	18-44 / 30% Parents with young kid / Urban 83% working / 7% Students / High Income



Agenda

TB4L Targeting Intro	01
Objective & Context	02
Growth audience Profile	03
Addressable audience	04

The concept of Addressable Audiences explained



Who

Highly targetable audiences in digital media, which can be part of the Growth Audience, and beyond

How

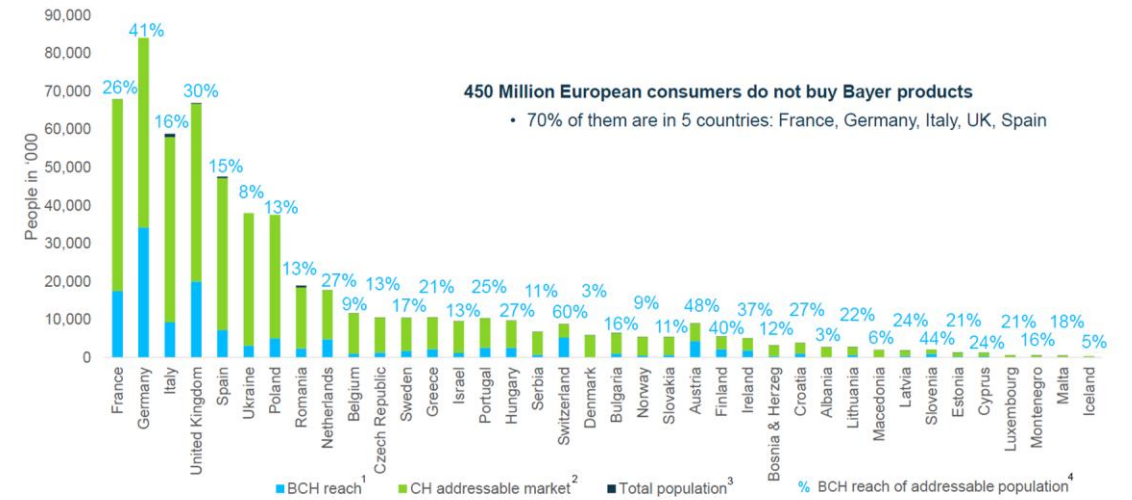
Defined by **overindexing lifestages/interests/occasions** within Growth Audience analysis

Role

Enables **precision marketing via data-driven targeting**, driving relevance via **more personalised digital media targeting, creative and messaging**

Addressable Audiences in context

- Our primary goal for most Bayer brands is increasing penetration. **Aspirin is no exception.**
- We will increase penetration by **targeting the Sophisticated Mass Market**; not micro targeting addressable audiences
- **Defining Addressable audiences** will improve the performance of biddable digital channels in the middle to lower funnel
- Defining these centrally will:
 - Ensure they have sufficient scale to activate
 - Create efficiencies in asset production
 - Improve activation learnings in performance channels



1. Based on volume of sales FY'23 using approved BCH Reach methodology. All income level. 2. Total population 2022 above poverty level (~\$2/day income) in line with approved methodology. Source: World Bank Poverty Calculator. 3. population below poverty level 2022. Source: World Bank. 4. % BCH reach as share of addressable market. **RESTRICTED**

Penetration is our core aim:
 Bayer reach* 23% of the total addressable market (137M out of 590M) in Europe

*Sell product to

Addressable audiences have been determined through a combination of evidence-based analysis and category understanding



Addressable Audience analysis Logic

Trigger

Addressable audience

Overlap with Growth Audience

Size (% of pop across markets analysed)

1

We've built Addressable Audiences around specific triggers, providing both a **messaging direction** and an increased consumption opportunity

2

We ensured that selected audiences are aligned with the Growth Audiences, presenting a **strong growth opportunity**

3

Analysing the **overall size and scale** of these audiences to ensure they are both **substantial enough and specific enough**

Cold & Flu: Our analysis led us to the short-listed Addressable Moment

Demand Space	Cold & Flu				
Moment/audience	Seasonality	Season + Audience	Moment + Audience		
Addressable segment	Cold & Flu Season	Ends of School Breaks	Travel (regular travellers)	Stress and anxiety	Unhealthy Lifestyle
Overlap with Multi-Symptom Sufferers (Cold & Flu)	Addressable Moment, not an audience	119	117	289	107
Size (% of pop across markets analysed)		36%	33%	25%	36% (18% bad diet, 27% lack of physical activity)
Priority	1	2	3		
Definitions	The period, typically from late autumn through early spring, when respiratory illnesses like the common cold and influenza are most prevalent. The drop in temperatures and increased indoor activity create ideal conditions for the viruses to spread.	Colds & flus are triggered by sudden transition into mass public environments. One example that can be tracked and addressed is children coming back to school after breaks of different types. Parents can be targeted both for their children's and their own C&C.	Travel itself (with added pressures on the immune system, mass environments and dry air) as well as the change in environment and weather increases likelihood of C&F.	Stressed and busy lifestyle promotes lower immunity and higher chance to suffer cold & flu.	Poorly balanced diet, lack of movement, lack of sufficient sleep or consumption of unhealthy substances increases danger of having C&F

Cold & Flu: data signals for addressable

Trigger	Addressable Audience	DV360	Meta	TikTok	Amazon
Season & Audience	Cold & Flu	Period: October – April In-Market: Health & Fitness Web & App: Visiting pharmacy or Drugstores services e.g. Boots, Superdrug Custom Intent: search keywords; cold & flu remedy, flu relief, sore throat remedy, fever reducer, flu shot near me, vitamin C supplements etc.	Period: October – April	Period: October – April	Period: October – April Interest: LS-Over the counter medication
	Ends of School Breaks	Time: Ends of school break Demo: Parents with young kids In-Market: Back-to-School Shopping, Childcare & Education	Time: Ends of school break Interest: Parents, Parenting, Family, Back to school	Time: Ends of school break Interest: school season, parents, back to school, back to school shopping	Interest: Similar to Parents, Similar to Parents with Children in early age, Kids & Parenting, LS- Back-to-School products
Moment OR Audience	Travel (Regular Traveller)	In-Market: Business Travelers, Travel; Bus & Rail Travel, Air Travel Affinity: Travel Buffs, Business Travelers, Transportation Modes (Commuters)	Interest: Commuters, Travel	Interest: Commuters, Daily commute, Travel, Traveller	Interest: Travel
	Stress & Anxiety	In-Market: Employment, Business Loans, Credit Cards, Investment Services, Career Services, Professional Development Affinity: Avid Investors, Business Professionals, Entertainment News Enthusiasts, Executive & Management Jobs Life events: Job change, Graduation, Moving, Starting a New Business	Interest: Self-help, Daily Life, Daily Inspiration, Working Parents, Management, Business decision maker, Administrative services, Architecture and engineering, Business and finance, Credit cards, Insurance, Investment, Lives abroad, Motivation, Personal development, Away from family	Interest: Professional Consultation, Business & Productivity, Investment Planning & Management, Money Management, Credit Bureaus, Insurance, Job Hunting, Recruitment & Job Searching Creator & Video Related: Motivation & Advice, Professional & Personal Development, Occupation, Daily life, Diary & Vlog, Work & Jobs	Interest: Business Life, Management & Leadership, Job Hunting & Career, Similar to New Parents, Similar to Parents with Children in early age, Kids & Parenting, LS- Premium Products, Premium Beauty Skincare
	Unhealthy Lifestyle	In-Market: Event Tickets, Restaurant Delivery & Takeout Affinity: Gamers, TV Lovers, Movie Lovers, Music Lovers, Nightlife Enthusiasts, Frequently attend live events, Fast food cravers, Social Media enthusiasts, Convenience store shoppers	Interest: Frozen food, Instant food, Fast-food, Fast-food Restaurants, Fast casual restaurants, Simple addiction, Gamers, Games, Nightlife, Alcoholic beverages, Bars, Parties, Entertainment, Music festivals, Social media, TV series	Interest: Fast food, Gamers, Nightlife, Fast-food Restaurant, Sleepless nights Creator & Video Related: Food, Game, Games, Video Games, Game Recommendation, Movie & TV series & Music, Movie nights #unhealthyfood #unhealthy #sleepless night	Interest: LS- Amazing fresh packaged & Canned food, Cereal Shoppers, Interested in Burgers, Fizzy drinks, Alcohol beverage, Quick meal, Pizza, Candy & Chocolate Shake, Ready to eat meal, Ready to drink

Cold & Flu: size, profile, occasions, messaging

Addressable Audience	Cold & Flu	Ends of School Break	Travel (Regular)	Stress & Anxiety	Unhealthy Lifestyle
Contextual Background	Cold & flu season, from late autumn to early spring, sees a rise in respiratory illnesses like colds and influenza. Cooler weather and indoor gatherings allow viruses to spread easily, causing symptoms like cough, congestion, and fatigue that disrupt daily life.	After school breaks, children returning to classrooms are exposed to germs, often leading to colds and flu for both kids and parents. This transition can cause headaches, body aches, and fever, disrupting routines and requiring quick relief.	Regular travellers and daily commuters are at higher risk of colds and flu due to exposure to crowded spaces, shared public transportation, and changing environments. These factors can weaken the immune system, leading to symptoms like headaches, body aches, and fever that disrupt routines and travel plans.	Stress and anxiety from a busy lifestyle can weaken the immune system, making individuals more susceptible to colds and flu. The physical toll of stress often leads to symptoms like headaches, body aches, and fever, further disrupting daily routines and productivity.	An unhealthy lifestyle; poor diet, lack of exercise, insufficient sleep, and unhealthy habits weakens the immune system, increasing vulnerability to colds and flu. These factors often lead to symptoms like headaches, body aches, and fever, disrupting daily life.
Product Role	Aspirin provides fast, effective relief for cold and flu symptoms such as cough, congestion, fever, and body aches, helping users recover comfortably and stay functional during the season.	Helps parents manage their own symptoms while caring for their children, ensuring the whole family can recover quickly and return to their daily activities.	Aspirin helping both travellers and commuters stay comfortable and functional. Its portability and trusted efficacy make it a must-have for managing symptoms while on the go.	Aspirin helping individuals manage the physical effects of stress while staying functional. Its trusted efficacy ensures quick recovery so users can get back to their busy lives.	Aspirin helping individuals manage symptoms linked to unhealthy lifestyle choices. Its trusted efficacy supports recovery, enabling users to feel better and regain balance.
Key Claims	<ul style="list-style-type: none"> Multi-symptom relief for cough, congestion, sore throat, and body aches Fast-acting formula for quick comfort Trusted by families for generations & backed by medical expertise 	<ul style="list-style-type: none"> Fast-acting relief for multi-symptoms Trusted by families for generations & backed by decades of proven effectiveness and medical expertise Suitable for adults (and children under medical guidance) Reduces inflammation to ease discomfort 	<ul style="list-style-type: none"> Fast-acting relief for multi-symptoms Portable and convenient for travel or daily commutes Trusted worldwide for reliable symptom management Reduces inflammation to ease discomfort Backed by decades of proven medical expertise 	<ul style="list-style-type: none"> Fast-acting relief for multi-symptoms Reduces inflammation caused by stress-related illness Suitable for busy lifestyles with on-the-go convenience Backed by decades of proven medical expertise 	<ul style="list-style-type: none"> Fast-acting relief for multi-symptoms Reduces inflammation linked to poor lifestyle-related illnesses Easy to incorporate into daily routines Backed by decades of proven medical expertise
Example Imagery	<ul style="list-style-type: none"> A parent sipping tea while recovering with the product nearby A professional smiling at their desk after symptom relief 	<ul style="list-style-type: none"> A parent taking Aspirin in the morning while preparing their child for school A family relaxing together at home after symptom relief, with Aspirin on the table 	<ul style="list-style-type: none"> A commuter taking Aspirin on a train or bus during their morning ride A traveller unpacking luggage with Aspirin visible in their essentials 	<ul style="list-style-type: none"> A professional taking Aspirin at their desk after feeling unwell during a stressful day A parent juggling work and family responsibilities with Aspirin visible in their bag 	<ul style="list-style-type: none"> A person taking Aspirin at home after feeling unwell due to fatigue or overindulgence
Relevant Occasions Defined as specific times or situations when a particular audience is most receptive to the ad message	<ul style="list-style-type: none"> At the signs of having cold & flu symptoms After exposure to sick individuals During seasonal transitions when illness is common 	<ul style="list-style-type: none"> At the start of the school term or after holidays when exposure to germs increases At night to ensure restful sleep and recovery for parents managing busy schedules 	<ul style="list-style-type: none"> During long flights, train rides, or daily commutes when dry air or crowded spaces worsen symptoms After arriving at a destination or workplace with different weather conditions 	<ul style="list-style-type: none"> During high-pressure periods like deadlines, exams, or busy workdays In the morning to stay productive despite feeling unwell At night to ensure restful sleep and recovery after a stressful day 	<ul style="list-style-type: none"> During late nights or poor sleep when symptoms like headaches or fever arise During periods of low energy or illness caused by poor dietary choices In moments of discomfort that disrupt daily activities
Key Message	"Don't let cold & flu slow you down. Feel better fast with Aspirin, your trusted partner for relief this season."	"Don't let cold & flu disrupt your family's routine."	"Stay prepared wherever you go, so you can keep moving"	"Don't let cold & flu slow you down."	"Don't let cold & flu hold you back."



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.



+ essence
mediacom
Powered by WPP

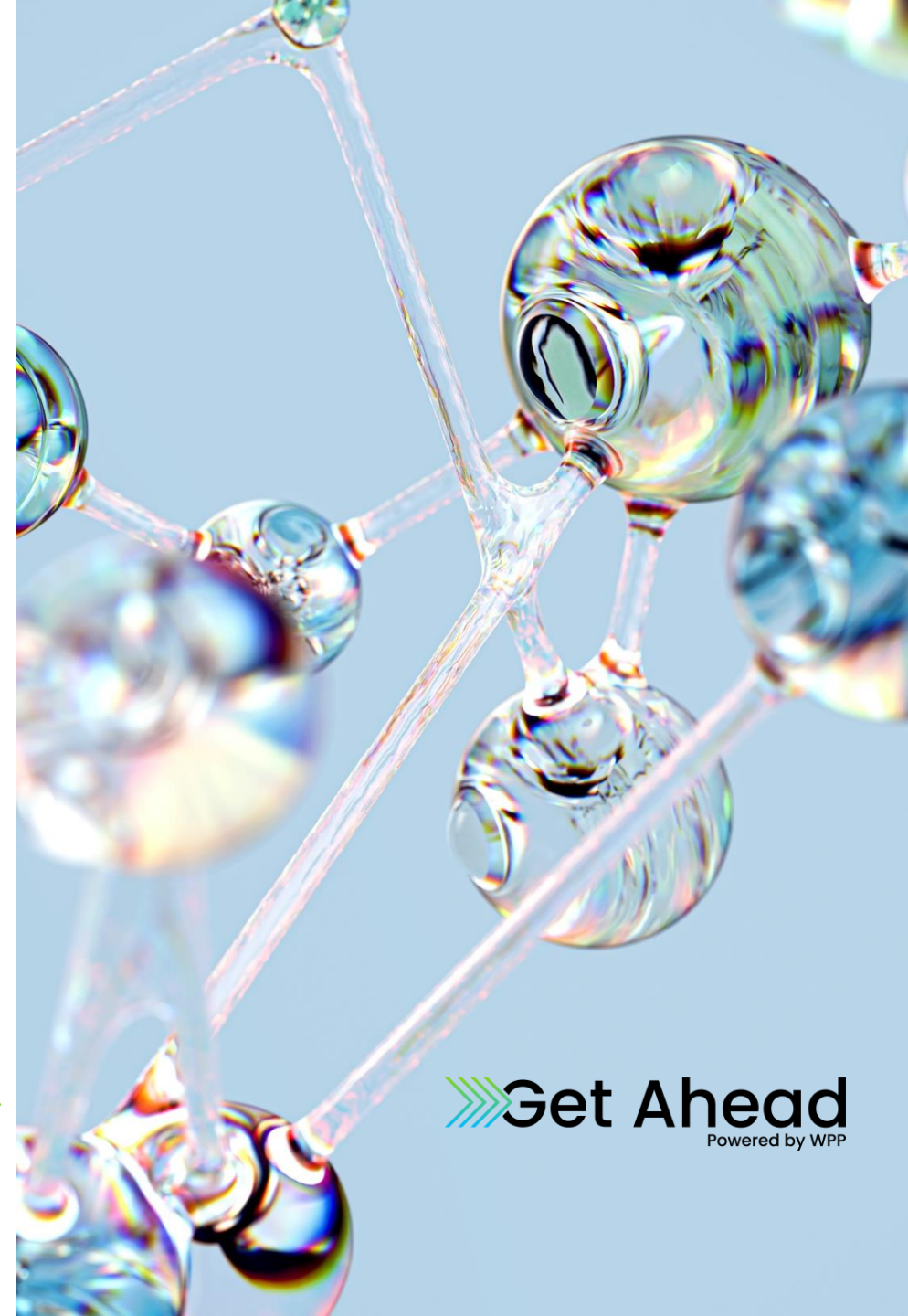


ASPIRIN[®]

Aspirin Growth Audience

Deep Dive - Cold & Flu

September 2025



 **Get Ahead**
Powered by WPP