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**ASPIRIN**<sup>®</sup>

# Aspirin Audience Deep Dive – Heart Health

September 2025



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# 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**



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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:

### Cardio



AR, CR, CO, US, CAN, SA, UAE

### Pain



MX, US, DE, BR, CR, CO

### Cold & Flu



DE, IT, AT, PL

### 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.

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

## Megabrand Strategy & Growth Prioritization

### ASPIRIN® Megabrand Strategy

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

**Goal 1**  
Save Million of lives impacted by CVD

- Increase access & Aspirin penetration to new users
- Evolve from prevention to comprehensive heart health management

**Goal 2**  
Own the No 1 trigger of Headache, Migraine (Stress & Pain)

- Strengthen position: Headache relief expert
- Stretch to Own: Stress and Pain

**Goal 3**  
Grow share in C&F by strengthen the core and expand

- Strengthen Core: Multi-Symptom;
- Accelerate expansion : Sore Throat

**Action**

**Cohesive Brand Foundation**  
Develop one Brand Hive & Architecture

**Compelling pack & Visual Identity**  
Evolve our packaging and Viz ID

**Replicable Model**  
Scale global growth model across region

**Holistic Consistent Comms**  
Develop Masterbrand Comms, and consistent global/regional IMCs

**Best in class Innovation & Science**  
Cardio: Prevention → Metabolic Syndrome management  
Pain: Headache/Migraine → stress and Pain  
C&F: Multi symptom → Sore Throat

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## Mapping Product Demand Spaces to distinct Consumer Needs

### Brand Portfolio Architecture | WIP

**BRAND ESSENCE: Working WONDERS for everyday health.**

**BRAND BENEFIT: Feel REASSURED, in control, with TRUSTED, ACCESSIBLE, SIMPLY EFFECTIVE SOLUTIONS**

Demand Spaces	Managing Everyday Health Aits - Maintain everyday health*, "Alleviate Daily Health Concerns"			Proactive Prevention				Ongoing Health Management					
Functional Benefit	Treat occasional conditions			Get ahead of emerging health risks				Control chronic needs					
Emotional Benefit	Feel reassured and ready to keep going with confidence.			Feeling smart and in control about your future				Feel supported and in control of your health You're not alone					
Category	Pain Global: (General Pain, Including Headache, and Muscle/Strain Injuries)	C&C / Illness (Cough, Cold, Flu, Sinus, Sore Throat, Fever, Body Aches)	Manage Stress & Pain (Stress Headache, Neck, Shoulders, Head)	Primary Cardio Prevention	Metabolic Syndrome Prevention	Upper Respiratory Prevention*	Cancer Prevention*	Severe Pain Management (Migraines, Arthritis, Chronic Joint and Back Pain)	Cardio secondary prevention + rescue	Metabolic Syndrome*	Cancer Management*		
Pillar Related Product Features	Trusted Brand Easy to Take Known, proven ingredients			Trusted Brand Easy to Take			Trusted brand Easy to Take						
Category Specific Product Features	Gentle on stomach Value for money No access ingredients	Fast-acting format	Dr. Recommended Gentle on stomach	Clinical, Proven	Heart icon for prevention cues Dr. Recommended	Drug-free	White Space	White Space	Clinically Proven	Easy on stomach Dr. Recommended	Works quickly Dr. Recommended	White Space	White Space

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

### Categories & Competition

#### CARDIO

Expand Category

Potential ASA Non-users SP: 15

ASA users PP: 43

ASA users SP: 97

Potential ASA Non-users PP: 74

#### PAIN

Accelerate LATAMs Re-ignite EMEA

#### COLD & FLU

Grow share in EMEA

#### Global Share

Aspirin: 64%

Excedrin: 5%

Tylenol: 30%

#### Headache And Migraine

Aspirin: 2.1%

Excedrin: 2.0%

Tylenol: 9.9%


Paracet: 3.4%

#### Sales distribution by subsegment

Brand	Sore Throat	Multi-Symptoms	Cough	Recovery
Aspirin	5%	95%	6%	24%
Excedrin	5%	50%	6%	24%
Mucinex	3%	36%	48%	
Streptex US	100%			

### Aspirin Cold WHO

Inspirational Design Target



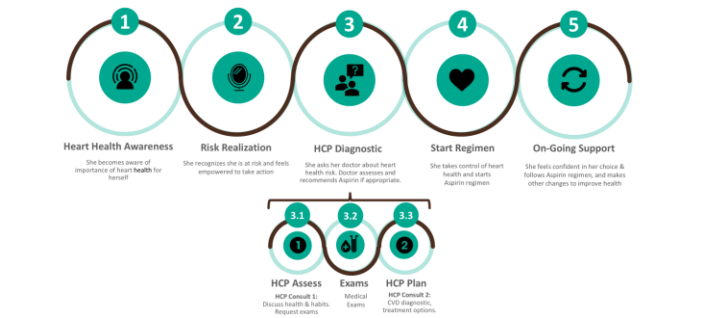
People who more urgently require to treat their multiple cough cold symptoms. They want to stay in control of their day-to-day without being interrupted by something so common like a cold. For them life must go on. They deeply care about personal performance and being there for other. They don't want to let a cold slowing them down and disrupting their plans.

They seek fast, effective and long-lasting relief but do not have time to overthink how to treat their multiple symptoms. They believe in evidence-based solutions over herbal products. Safety is important to them.

They live a self-fulfilling life and care about others. They feels guilty or anxious when slowed down by a cold.

RESTRICTED

### CVD prevention path is a multi-step journey



- Heart Health Awareness**  
She becomes aware of importance of heart health for herself.
- Risk Realization**  
She recognizes she is at risk and feels empowered to take action.
- HCP Diagnostic**  
She asks her doctor about heart health risk. Doctor assesses and recommends Aspirin if appropriate.
- Start Regimen**  
She takes control of heart health and starts Aspirin regimen.
- On-Going Support**  
She feels confident in her choice & follows Aspirin regimen, and makes other changes to improve health.

- 3.1 HCP Assess**  
HCP Consult 1: Discuss health & habits. Request exams.
- 3.2 Exams**  
Medical Exams
- 3.3 HCP Plan**  
HCP Consult 2: CVD diagnostic, treatment options.

RESTRICTED

Categories Context

Insight discovery and motivating territories by category

Consumer Journey



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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 potential growth audiences across Aspirin portfolio**

## 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.

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.

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.

Many people avoid addressing their health risks due to **being in denial**, lack of clarity, social stigma. 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.

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

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

## Demand Spaces

Proactive Prevention

Managing Everyday Health

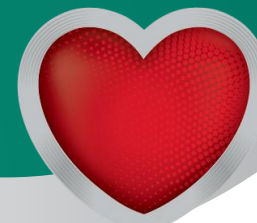
## Emotional Needs

Feeling smart and in control about your future

Feel in control, reassured and ready to keep going



# 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 1<sup>st</sup> or 2<sup>nd</sup> 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

# Three potential **growth audiences**

## Cardio (Heart Health)



### **Silent Risk**

**39%**  
**Audience Size**

## Pain



### **Life Jugglers**

**45%**  
**Audience Size**

## Cold & Flu



### **Multi-Symptom Sufferers**

**30%**  
**Audience Size**

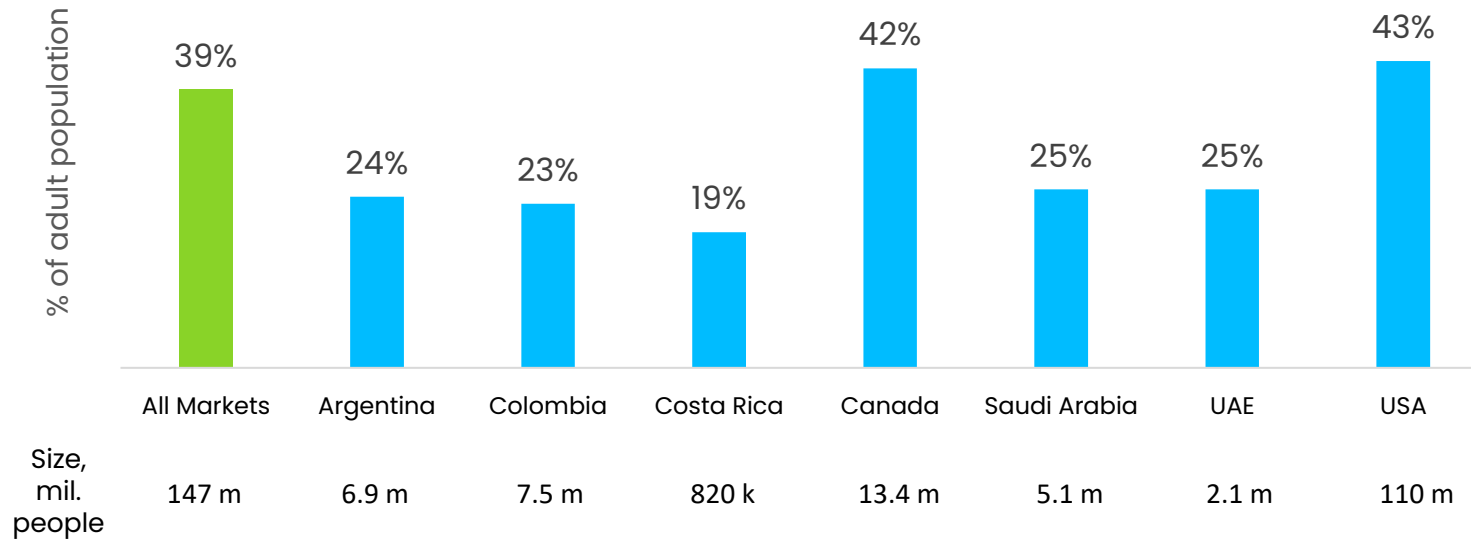
*Audience size is the figure across key analysed markets*

# Sizing and validating the Growth Audience across markets



Silent Risk  
(Cardio)

## Growth audience scale across markets



Provides room to grow penetration

**147m** Potential consumers headroom

Covers significant portion of aged 40+

**72%** Of 40+ are covered by growth audience.

## Brand Growth Audience: Silent Risk

Our growth audience for heart health is made up of **all adults who could potentially be at risk of cardiovascular events but unaware or unconcerned because they have yet never experienced one themselves.**

They often **lack knowledge** about their health which can leave them feeling disempowered, anxious, or misinformed. This uncertainty makes them unsure about what they should do. Still, they **feel the desire to protect their health and prevent problems before they arise, and they want to feel confident and in control.**

Their priority is to **prevent health issues and maintain their quality of life,** and for this reason, they seek for solutions that are **proven, safe, and recommended by trusted experts.** Clear advice and ongoing support are especially important to help them build and maintain healthy habits and help them enjoy life with their families for as long as possible.

They value comfort preferring the familiar pace of home and community over busy or unpredictable environments. Often feel judged about their health and lifestyle

**They feel like they are not living as healthily as they should and know they could take better care of themselves. At the same time, they worry that others might see them as "old" or "unhealthy."**

**64%** (137ai)

I care what people think of me

**21%** (125ai)

I don't live a very healthy lifestyle

**39%** (116ai)

I prefer ready-to-eat meals to cooking from scratch

**Hobbies & Interests – they enjoys home based and mindful activities, rather than seeking out excitement or busy social scenes.**

**44%** (127ai)

News

**36%** (123ai)

Politics & Social issues

**40%** (116ai)

Home & Garden

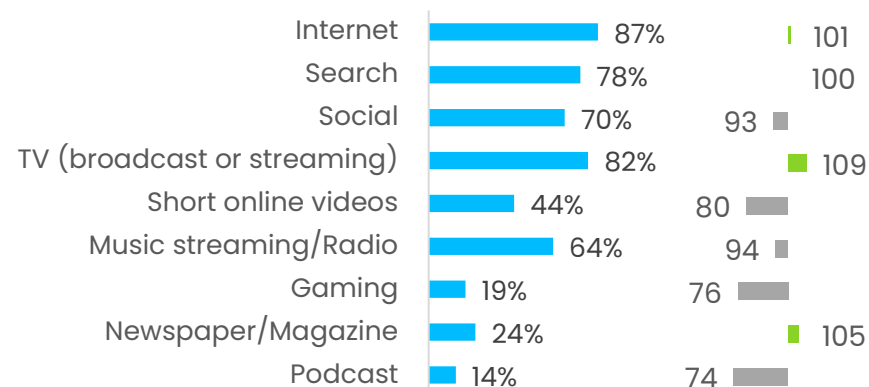
**Silent Risk**

**39%** Audience Size  
(across 7 markets)

They have a greater tendency to consume and engage with broader reach, 'traditional' channels

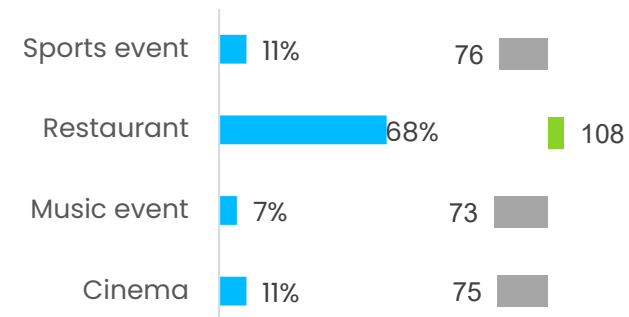
**Their media habits show a strong preference for established, reliable channels e.g. TV, print and internet over newer or more niche formats.**

#### Media Penetration (daily)



**They are quite reactive in seeking experiences compared to norm**

#### 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.*

**Silent Risk**  
**39% Audience Size**  
**(across 7 markets)**

Social media occasional users. They tend to use social media as a tool, not a habit

### Social Media



**73%**  
(105ai)



**47%**  
(85ai)



**46%**  
(80ai)



**26%**  
(67ai)



**22%**  
(82ai)

### Content Following

**28%** (107ai)  
News & Politics



**47%** (222ai)  
Film & TV



**27%** (323ai)  
Parenting & Kids

**They use social media to update on daily life, connect with people and watch contents:**

To stay in touch with what my friends are doing **53%** (110ai)

To get update on news / current affairs **34%** (114ai)

To watch snackable clips **37%** (183ai)



**Silent Risk**  
**39%** Audience Size  
(across 7 markets)

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



**63%** (167ai)

I usually seek advice from someone else before making a decision

They are highly likely to look for guidance and reassurance from family, friends, or experts before taking action, especially when it comes to their health. They value trusted opinions and are rarely comfortable making important choices on their own.

They are keen online shoppers, using eCom platform like Amazon and tend to compare different brands or products before making decision



**64%** (111ai)

Online Shopping platforms (e.g. Amazon)

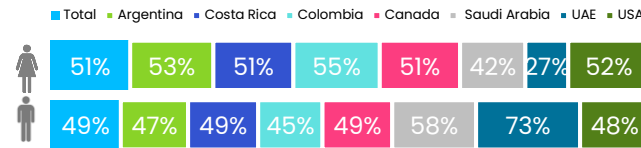
**39%** (110ai)

Compared different brands or product features online

**Silent Risk**  
**39%** Audience Size  
(across 7 markets)

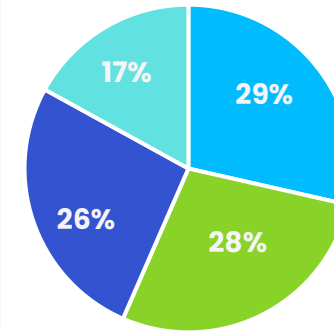
Their lives are shaped by routine, relationships, and a desire for a sense of stability as they move through the second half of adulthood

**Fairly neutral profile in terms of gender and family status**



**60% (120ai)** Married, **71% (118ai)** Parents  
**61% (92ai)** Employed, **39% (129ai)** Unemployed

**16%** Living with disability that impact on daily life  
*(17% in CAN & USA)*



**Primarily Medium to Big-to-Medium cities**

*Except:*

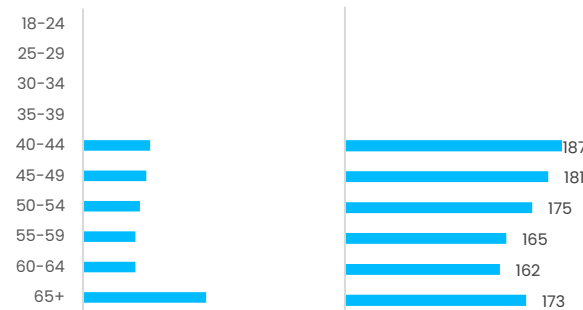


*50% Town & Village*

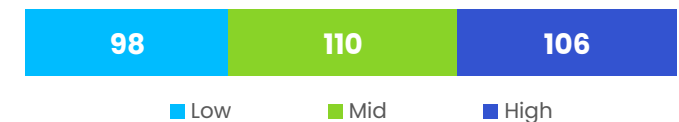
■ Large metropolitan city ■ Medium size city ■ Town ■ Village

**72% of total pop are covered by 40+**

*AR, CR, CO, SA, UAE shows a significantly higher concentration in younger groups (40-50)*



**Slightly more likely to have mid-to-high income vs. total population**



**Silent Risk**  
**39% Audience Size**  
*(across 7 markets)*

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

Source: Audience Origin

# Silent Risk

adults who are at risk of cardiovascular events but unaware or unconcerned because they have yet never experienced one themselves

## More traditional channels take the lead

Relatively passive and diverse media consumers. They tend to somewhat overindex on “old-school” channels, and their media behaviour is not very sophisticated.

## Passive, episodic social media users

They are on social, but consume it rather passively, underindexing on most platforms (except Facebook). They tend to do everything on the same platform, and their main use cases are to stay connected with people and updated on events.

## Passive lifestyle, concerns over habits

They incorporate relatively little movement into their lives and have concerns over their own lifestyle choices, but lack clarity about what they should change and how.

## Staying informed and home improvement over excitement

Their interests and content topics are more centered around staying current and in the know rather than exciting and entertaining topics.

## Purchase decisions driven by outside opinions

Tend to seek an external opinion to drive their purchasing behaviour – not always experts, but often friends & family too.

## Confident online shoppers

Will do some online comparison and shopping around before making a purchase.

## Silent Risk

**39%** Audience Size  
(across 7 markets)

# Silent Risk

adults who are at risk of cardiovascular events but unaware or unconcerned because they have yet never experienced one themselves

<b>Size of growth audience</b>	<b>39%</b>
<b>Over-indexing channels (view/read/consume daily)</b>	TV Print Internet
<b>Over-indexing social platforms</b>	Facebook
<b>Top social media categories</b>	News & Politics Film & TV Parenting & Kids
<b>Social usage</b>	To stay in touch with what my friends are doing To get update on news / current affairs To watch snackable clips
<b>Attitudes</b>	I care what people think of me I don't live a very healthy lifestyle I prefer ready-to-eat meals to cooking from scratch
<b>Interests</b>	News Politics & Social Issues Home & Garden
<b>Key demos</b>	40+ / 60% Married / 71% Parents / 61% Working / Urban / Mid-High income

**Silent Risk**  
**39%** Audience Size  
 (across 7 markets)



# Agenda

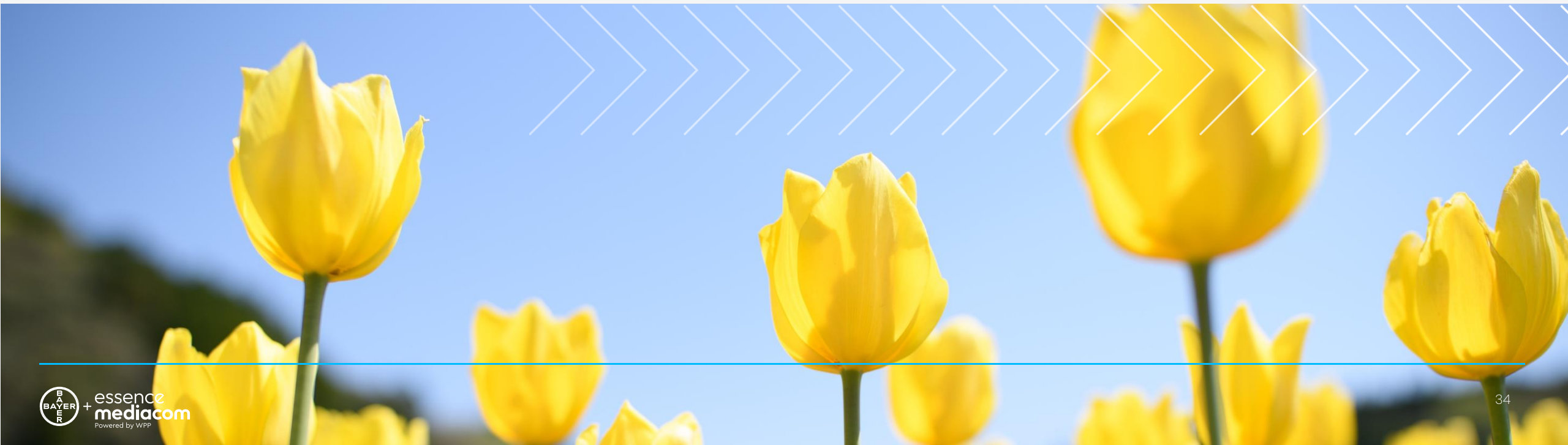
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# Addressable Audiences



# The concept of Addressable Audience 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 have been determined through a combination of evidence-based analysis and category understanding



Addressable Audience analysis Logic

- Demand Space
- Addressable audience
- Overlap with Growth Audience
- Size (% of pop across markets analysed)

1

We've built Addressable Audiences around specific demand space, 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**

# Cardio (Heart Health): Our analysis led us to the short-listed Addressable Audiences

Demand Space	Proactive Prevention		
	Unhealthy Lifestyle	Health Seeker	Chronic Conditions
Addressable audience			
Overlap with Silent Risk (Heart Health)	195 *	193 *	141 **
Size (% of pop across markets analysed)	41% *	29% *	45% **
Priority	<p><b>1</b></p> <p>Risk factors-based audiences are highest priority as they provide a clear cause-and-effect message as well as a clear targeting approach</p>	<p><b>2</b></p> <p>Targeting specific interested audience allows to expand in health-related spaces by leveraging Heart Health message that relevant to brand</p>	<p><b>1 (if sufficient)</b></p> <p>Chronic condition signals are challenging to address – while 3PD provides best scale, it will not be available in most markets (potentially just US). Many markets will be limited to First-party data (1PD). Make sure to align with all local ad rules and regulations.</p>
Definitions	<p>People who provided a signal signifying one or more ongoing or potential health issues that require attention, management, or preventive care. This group may include individuals with:</p> <ul style="list-style-type: none"> <li>risk factors for cardio-related diseases</li> <li>Unhealthy habits and lifestyle</li> </ul>	<p>People who genuinely want to live healthier lives and understand the importance of heart health, but struggle with consistent healthy habits due to time, motivation, or other life demands. They are aware of health goals but need simple, manageable solutions to bridge the gap between intention and action for their cardiovascular well-being.</p>	<p>People with chronic conditions like diabetes, high blood pressure, and high cholesterol face long-term health issues requiring ongoing care to prevent health complications.</p>

## Considerations for Heart Health addressable approach;

- Audience is relatively passive and hard to target with addressable channels.
- Together with education/category recruitment nature of the task, addressable approach should be **optional** for Heart Health communication.
- These three audiences are characterized with opposing attitudes/opinions.

# Cardio (Heart Health): size, profile, occasions, messaging

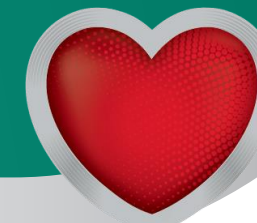
Addressable Audience	Unhealthy Lifestyle	Health Seeker	Chronic Conditions
<b>Contextual Background</b>	Cardiovascular diseases (CVDs) are the leading cause of death globally, often linked to risk factors such as obesity, smoking, and sedentary lifestyles. Many individuals remain unaware of their personal risk for CVDs until it's too late. Raising awareness about cardiovascular risk assessment is crucial to encourage preventive action and early intervention.	This group genuinely desires a healthier lifestyle and understands the importance of long-term health, including cardiovascular well-being. However, they often struggle with consistent implementation of healthy habits due to time constraints, lack of motivation, or other life factors. They are aware of health risks but may not actively manage them, making them receptive to simple, effective solutions that support their health goals without demanding significant lifestyle overhauls.	Individuals managing chronic conditions such as diabetes, high blood pressure, and high cholesterol face a heightened risk of serious cardiovascular complications like heart attack and stroke. Their daily lives revolve around medication adherence, lifestyle adjustments, and regular monitoring to prevent disease progression. They are highly motivated to find reliable, doctor recommended solutions that integrate seamlessly into their existing care routines to safeguard their long-term health.
<b>Product Role</b>	Aspirin Cardio plays a vital role in reducing the risk of cardiovascular events by supporting heart health through its antiplatelet properties. When combined with a cardiovascular risk assessment campaign, it empowers individuals to understand their risks, take preventive measures, and consult healthcare professionals for tailored solutions.	Aspirin Cardio provides a foundational, easy-to-integrate step for heart health management, offering peace of mind and supporting the long-term well-being of individuals who aspire to a healthier lifestyle but face daily challenges. It acts as a simple, proactive measure to reduce cardiovascular risk, complementing their efforts without requiring major changes.	Aspirin Cardio serves as a crucial component of their prescribed long-term care regimen, specifically designed to help reduce the risk of cardiovascular events. It provides a trusted, daily preventive measure that complements their existing treatments and lifestyle management, offering an added layer of protection against the severe complications associated with their chronic conditions.
<b>Key Claims</b>	<ul style="list-style-type: none"> <li>Supports heart health by reducing the risk of blood clots</li> <li>Proven to lower the risk of heart attack and stroke in at-risk individuals</li> <li>Recommended by healthcare professionals worldwide</li> <li>A trusted solution backed by decades of research</li> <li>Easy to incorporate into daily routines under medical guidance</li> </ul>	<ul style="list-style-type: none"> <li>Provides a simple, daily step for proactive heart health</li> <li>Helps reduce the risk of heart attack and stroke in at-risk individuals</li> <li>Easy to incorporate into any routine, even a busy one</li> <li>Offers peace of mind for those striving for a healthier life</li> <li>Trusted and recommended by healthcare professionals for cardiovascular support</li> </ul>	<ul style="list-style-type: none"> <li>Clinically proven to help reduce the risk of recurrent heart attack and stroke</li> <li>Recommended by healthcare professionals for individuals with specific cardiovascular risk factors</li> <li>Integrates seamlessly with existing chronic disease management plans</li> <li>Provides consistent, long-term cardiovascular protection</li> <li>A trusted daily therapy for managing chronic health risks</li> </ul>
<b>Example Imagery</b>	<ul style="list-style-type: none"> <li>A middle-aged man walking confidently in a park after learning his cardiovascular risk and taking preventive steps</li> <li>Close up of Aspirin Cardio packaging alongside healthy lifestyle imagery like fresh fruits or running shoes</li> </ul>	<ul style="list-style-type: none"> <li>A person looking at a healthy meal prep kit, with Aspirin Cardio subtly placed nearby, symbolizing an easy addition to their health efforts</li> <li>Close up of Aspirin Cardio packaging on a nightstand next to a half-read wellness book</li> </ul>	<ul style="list-style-type: none"> <li>A doctor explaining cardiovascular risk factors to a patient during a consultation e.g. a patient discussing their health plan with a doctor, who points to a diagram of the heart</li> <li>A person meticulously organizing their daily medication, with Aspirin Cardio prominently displayed</li> <li>Close-up of Aspirin Cardio packaging alongside a blood pressure monitor or glucose meter</li> <li>An individual engaging in light, doctor-approved exercise (e.g., walking) with a sense of calm and control, symbolizing effective disease management</li> </ul>
<b>Relevant Occasions</b> <small>Defined as specific times or situations when a particular audience is most receptive to the ad message</small>	<ul style="list-style-type: none"> <li>Annual health check-ups or routine doctor visits</li> <li>After a loved one experiences a cardiovascular event, prompting personal reflection</li> <li>During health awareness months like Heart Health Month</li> <li>While experiencing symptoms like fatigue or chest discomfort that prompt concern</li> <li>At pharmacies when seeking over-the-counter health advice</li> </ul>	<ul style="list-style-type: none"> <li>After receiving general health advice from a doctor about preventative measures</li> <li>After reading or watching content about heart health and prevention</li> <li>Before or after participating in community health events like marathons or wellness expos</li> <li>At pharmacies when seeking preventive health solutions</li> </ul>	<ul style="list-style-type: none"> <li>During routine doctor's appointments or specialist consultations</li> <li>After receiving test results related to blood pressure, cholesterol, or blood sugar levels</li> <li>While researching or learning more about managing their specific chronic condition</li> <li>During health awareness campaigns focused on diabetes, hypertension, or heart disease</li> </ul>
<b>Key Message</b>	"Know your heart, know your risk. Take the first step toward a healthier future with cardiovascular risk assessment and the trusted support of Aspirin Cardio."	"Stay one step ahead in your health journey. Protect your heart with Aspirin Cardio, trusted support for proactive cardiovascular care."	"Every step matters. Trust Aspirin Cardio as a vital part of your daily regimen to help protect your heart and reduce your risk of serious complications."

# Cardio (Heart Health): data signals for addressable

Addressable Audience	Unhealthy Lifestyle	Health Seeker	Chronic Conditions
<b>DV360</b>	<p><b>Demo:</b> 40-70 M/F  <b>In-Market:</b> Restaurant Delivery &amp; Takeout  <b>Affinity:</b> Gamers, Nightlife Enthusiasts, Frequently attend live events, Fast food cravers, Social Media enthusiasts, Convenience store shoppers</p> <p><b>Risk factors targeting; diabetes, high blood pressure, cholesterol, smoking, confirmed obesity</b> by Retargeting campaign risk assessment site to capture risks factor nuances;  <a href="https://www.checkyourhearthealthrisk.com/en">https://www.checkyourhearthealthrisk.com/en</a></p>	<p><b>Demo:</b> 40-70 M/F  <b>In-Market:</b> Sports &amp; Fitness, Fitness Products &amp; Services, Exercise Equipment, Fitness Classes &amp; Personal Training Services, Online Fitness Classes, Health Insurance  <b>Affinity:</b> Green Living Enthusiasts, Vegetarians &amp; Vegans, Health &amp; Fitness Buffs</p>	<p><b>IPD: Risk factors targeting; diabetes, high blood pressure, high cholesterol</b> by Retargeting campaign heart health risk assessment site to capture risks factor nuances;  <a href="https://www.checkyourhearthealthrisk.com/en">https://www.checkyourhearthealthrisk.com/en</a></p>
<b>Meta</b>	<p><b>Demo:</b> 40-70 M/F  <b>Interest:</b> 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</p> <p><b>Risk factors targeting; diabetes, high blood pressure, cholesterol, smoking, confirmed obesity</b> by Retargeting campaign risk assessment site to capture risks factor nuances;  <a href="https://www.checkyourhearthealthrisk.com/en">https://www.checkyourhearthealthrisk.com/en</a></p>	<p><b>Demo:</b> 40-70 M/F  <b>Interest:</b> Health and wellness, Wellbeing, healthy eating recipes, Human nutrition, Healthy Habits, Natural foods, Natural product, Physical exercise, Vegetarian cuisine, Healthy diet, Healthy Lifestyles, Healthy food, Sports, Organic food, Organic product, Meditations, Yoga, Pilates or Zumba Dance, Life extension</p>	<p><b>IPD: Risk factors targeting; diabetes, high blood pressure, high cholesterol</b> by Retargeting campaign heart health risk assessment site to capture risks factor nuances;  <a href="https://www.checkyourhearthealthrisk.com/en">https://www.checkyourhearthealthrisk.com/en</a></p>
<b>Amazon</b>	<p><b>Demo:</b> 40-70 M/F  <b>Interest:</b> LS- Amazing fresh packaged &amp; Canned food, Cereal Shoppers, Interested in Burgers, Fizzy drinks, Alcoholic beverage, Quick meal, Pizza, Candy &amp; Chocolate Shake, Ready to eat meal, Ready to drink, Over the counter medication, Prescription medication</p> <p><b>Risk factors targeting; diabetes, high blood pressure, cholesterol, smoking, confirmed obesity</b> by Retargeting campaign risk assessment site to capture risks factor nuances;  <a href="https://www.checkyourhearthealthrisk.com/en">https://www.checkyourhearthealthrisk.com/en</a></p>	<p><b>Demo:</b> 40-70 M/F  <b>Interest:</b> LS- Whole Foods Market Food &amp; Drink, Interested in Vegans food &amp; product, Vegetarian food &amp; product, Healthy food, Organic, Natural products, Health &amp; Wellness, Sport &amp; Outdoors</p>	<p><b>IPD: Risk factors targeting; diabetes, high blood pressure, high cholesterol</b> by Retargeting campaign heart health risk assessment site to capture risks factor nuances;  <a href="https://www.checkyourhearthealthrisk.com/en">https://www.checkyourhearthealthrisk.com/en</a></p>



# 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 1<sup>st</sup> or 2<sup>nd</sup> 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.



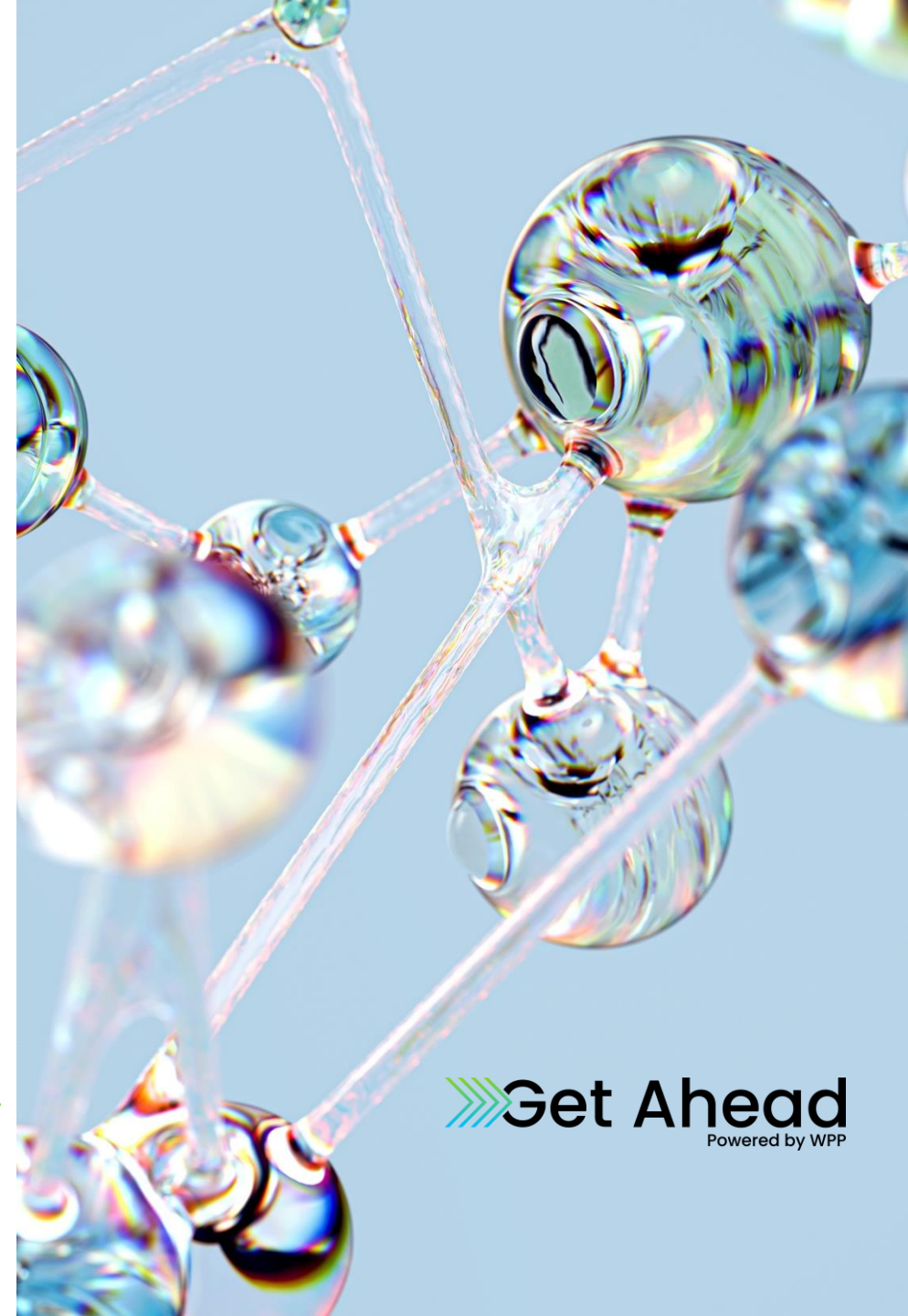
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ASPIRIN®

# Aspirin Audience Deep Dive – Heart Health

September 2025



 **Get Ahead**  
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