



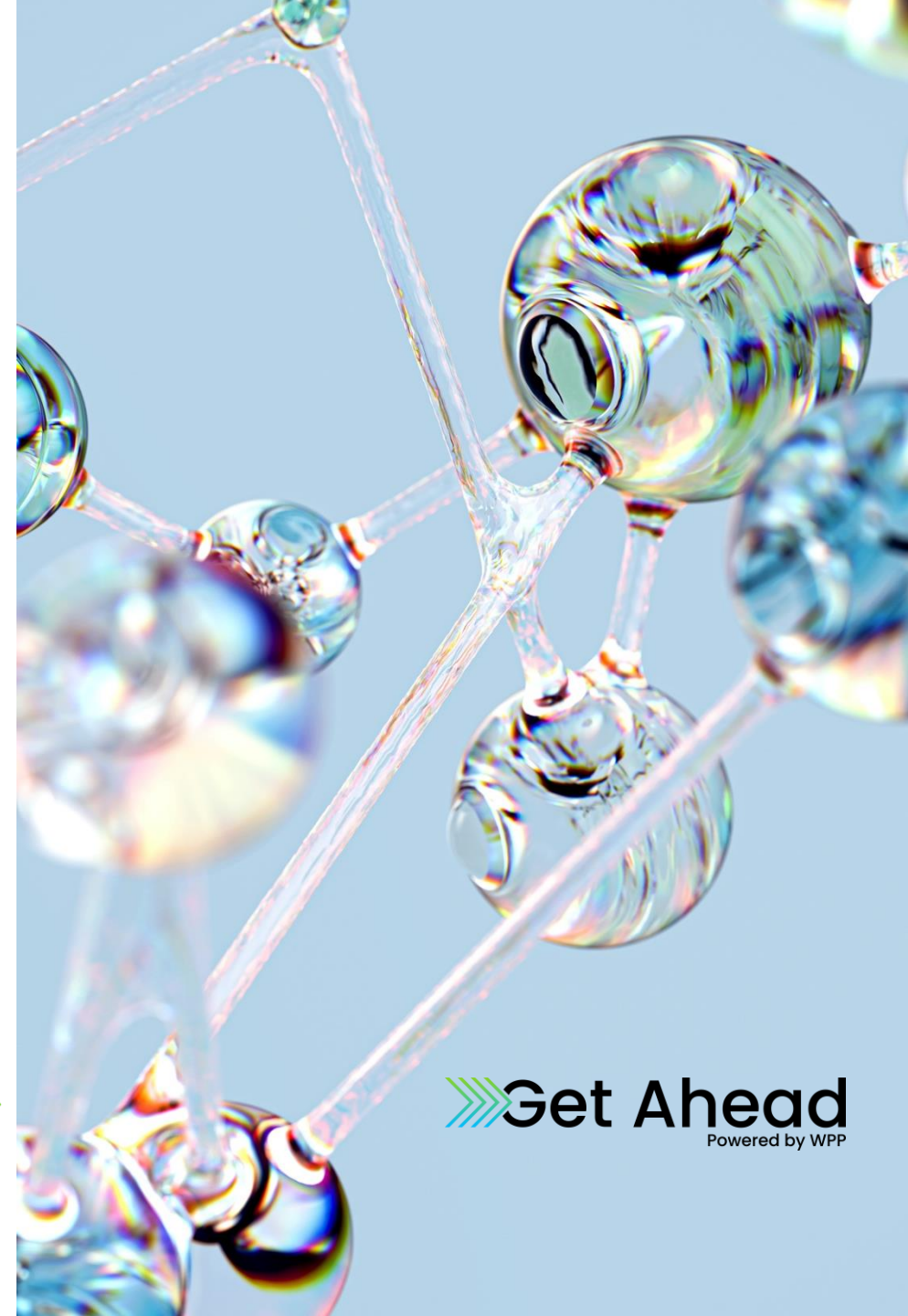
+ essence  
mediacom  
Powered by WPP



**ASPIRIN<sup>®</sup>**

# Aspirin Audience Deep Dive - Pain

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:

### 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



By CHOREOGRAPH

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

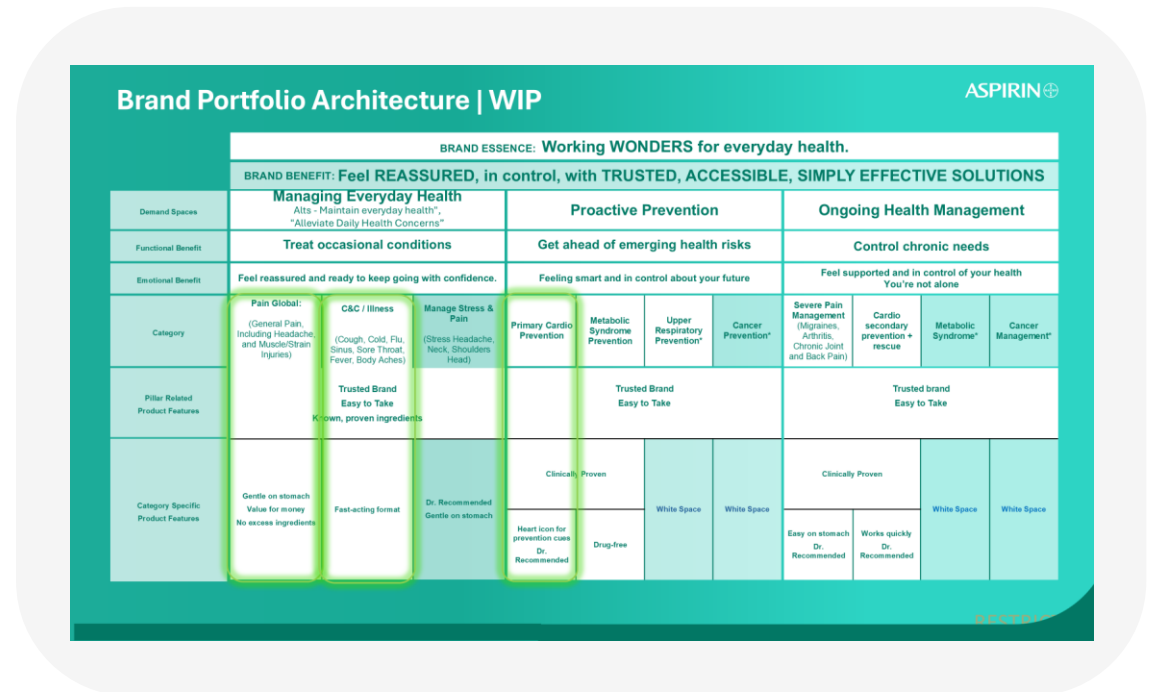
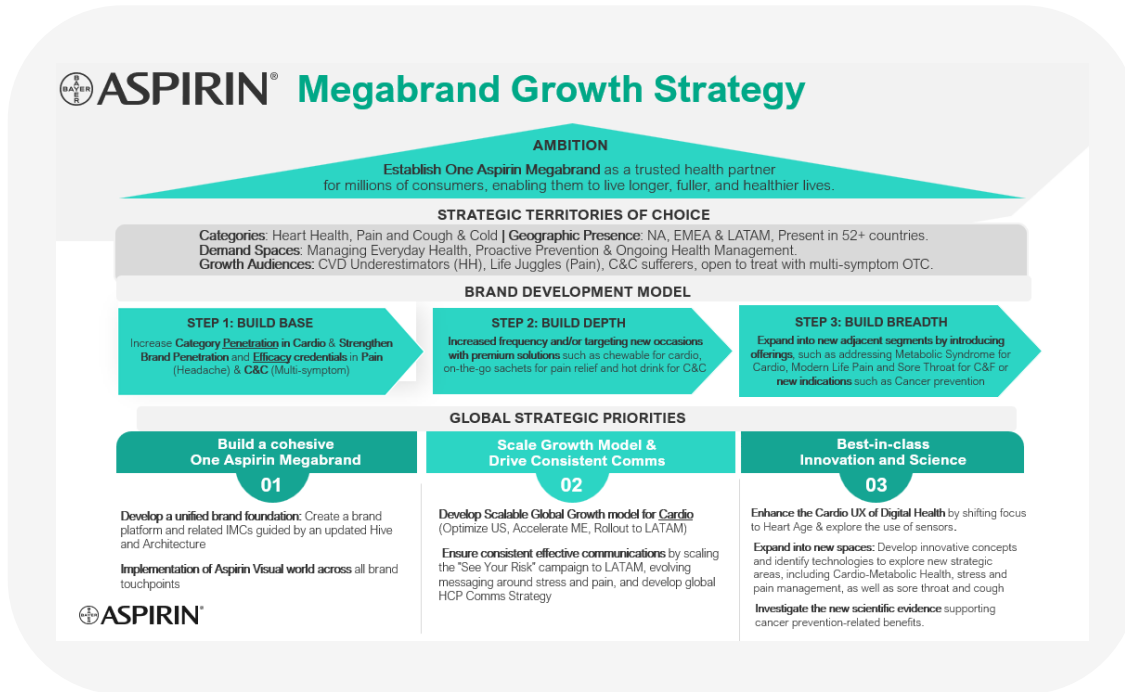


Understanding targeting across global media platforms, connected to Audience Origin.

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

## Megabrand Strategy & Growth Prioritization

## 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 & Competition

#### CARDIO

Expand Category

Potential ASA Non-users SP: 15

ASA users PP: 43

Potential ASA Non-users PP: 97

ASA users SP: 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



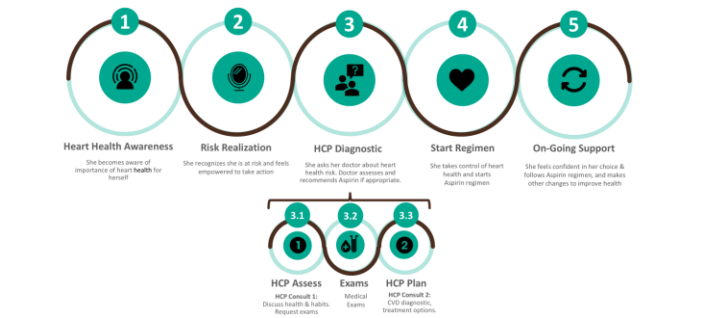
People who more urgently require to treat their multiple cough cold symptoms. They want to stay in control of their day-to-day without being interrupted by something so common like a cold. For them life must go on. They deeply care about personal performance and being there for other. They don't want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

Category 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 potential growth audiences**

Growth Audience	Key Characteristics			Demand Spaces	Emotional Needs
 <p data-bbox="193 482 372 554"><b>Silent Risk (Cardio)</b></p>	<p data-bbox="529 282 866 562">Defined by health conditions and behaviour-based triggers that place them at high risk for cardiovascular diseases, including <b>high blood pressure, high cholesterol, diabetes, social smoking, and unhealthy lifestyle</b>, especially in those aged 40-70</p>	<p data-bbox="963 368 1319 476">They often show a reluctance to prioritise heart health, as other life responsibilities take precedence.</p>	<p data-bbox="1403 282 1760 562">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.</p>	<p data-bbox="1895 391 2066 454">Proactive Prevention</p>	<p data-bbox="2219 354 2448 491">Feeling smart and in control about your future</p>
 <p data-bbox="180 805 384 876"><b>Life Jugglers (Pain)</b></p>	<p data-bbox="537 676 868 833">Are identified through their experience of <b>pain in head, neck or shoulder area, caused by modern life requirements and circumstances.</b></p>	<p data-bbox="963 662 1319 848">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.</p>	<p data-bbox="1403 676 1760 833">Despite the pain associated with their modern fast-paced lifestyle, they make a choice to keep going and need support to keep control of their life.</p>	<p data-bbox="1849 762 2117 825">Managing Everyday Health</p>	<p data-bbox="2211 719 2448 862">Feel in control, reassured and ready to keep going</p>
 <p data-bbox="147 1125 417 1233"><b>Multi-Symptom Sufferers (Cold &amp; Flu)</b></p>	<p data-bbox="545 1053 851 1133">Identified through <b>Cold &amp; Flu Treater</b> profiles and behavioural insights.</p>	<p data-bbox="963 1039 1319 1148">They perceive themselves as busy and resist letting cold and flu symptoms interrupt their daily life or plans.</p>	<p data-bbox="1403 1053 1760 1133">When illness does slow them down, they often feel frustrated.</p>		



# Aspirin Pain | Audience Strategy

## Category & Prospects

All people who buy Pain OTC products

Adults

Kids

## Growth Audience & Subsegments

### Life Jugglers

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

Headache & Migraine  
Pain Sufferers

Upper Body Pain Sufferers  
(Head, Neck & Shoulders)

## Addressable Audiences

# Three potential **growth audiences**

## Cardio (Heart Health)



### Silent Risk

**39%**  
Audience Size

## Pain



### Life Jugglers

**45%**  
Audience Size

## Cold & Flu



### Multi-Symptom Sufferers

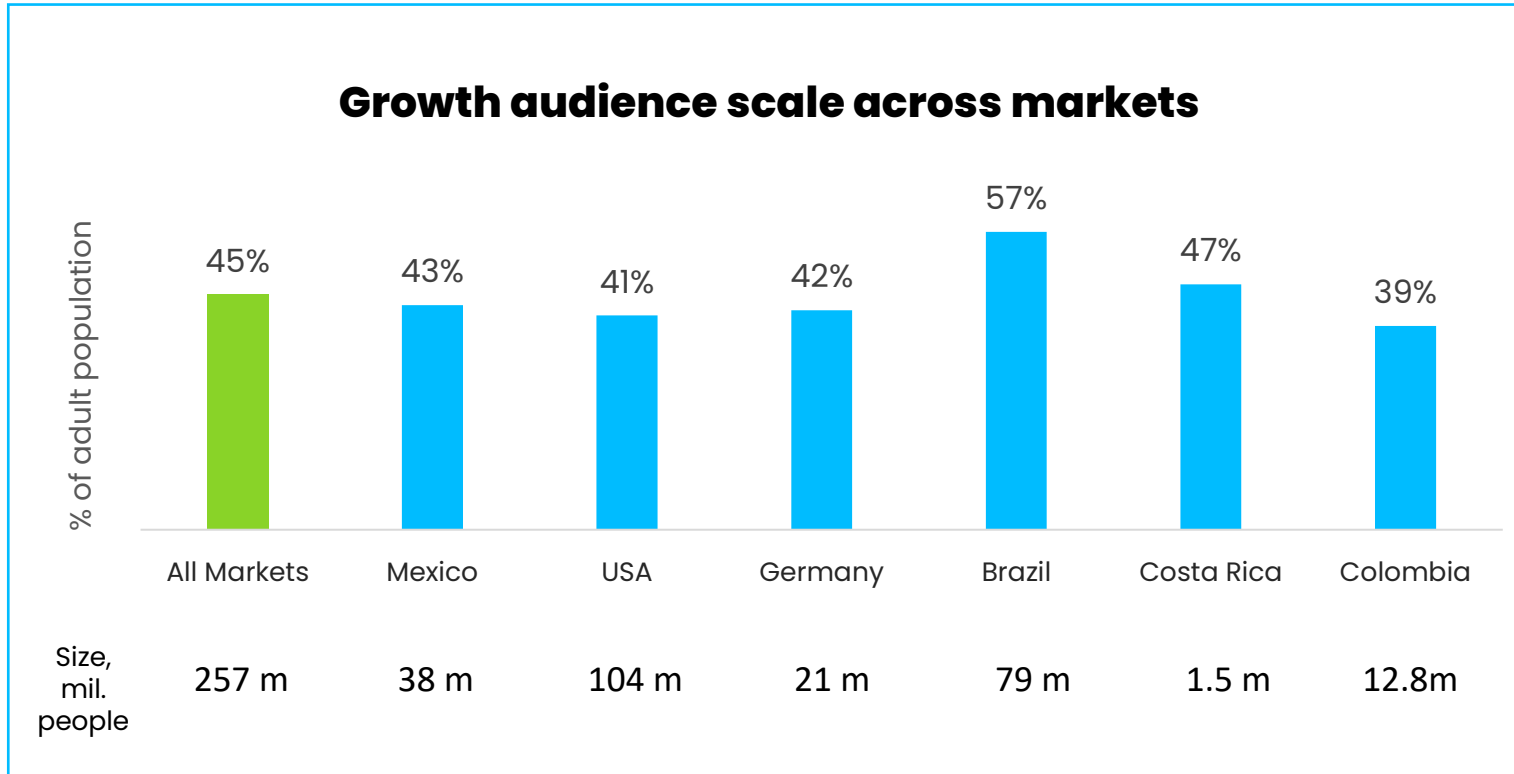
**30%**  
Audience Size

*Audience size is the figure across key analysed markets*



Life Jugglers  
(Pain)

# Sizing and validating the Growth Audience across markets



Provides room to grow penetration

**257m**

Potential consumers headroom

Large majority of our audience are OTC buyers

**90%**

Are buying OTC medication (in the past 6 months)

## Brand Growth Audience: Life Jugglers

Our key growth audience for pain are **people who live very active lifestyles**, and many of them do it by choice – there is a lot of **ambition and appetite for more experiences and achievement**. There is only one problem – this taxing lifestyle ends up being **very stressful** and requires constant **management of their stress-related episodes of pain and tension**.

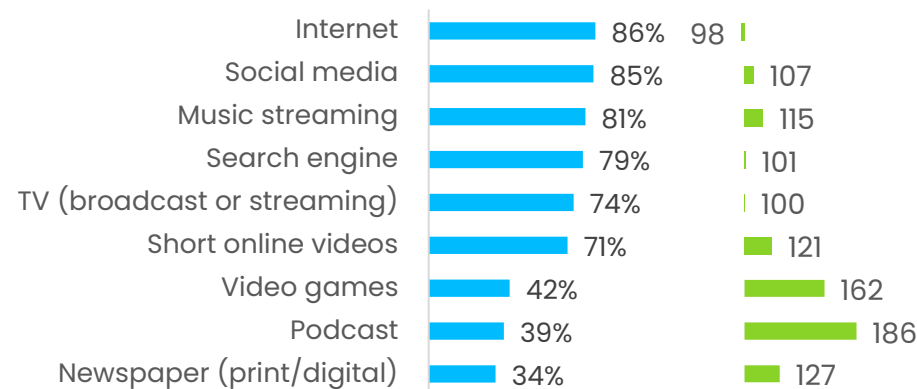
They are predominantly young people dealing with **pressures of young(er) life** – many life events at once, figuring your **living, working and relationship/family** arrangements, constantly **starting new things**. Those who are a little older deal with **young kids, career pressures and long-term financial concerns**. They jump into it all headfirst ready to tackle these challenges, but **it gets too much sometimes**, and they **need some help** for their bodies to be able to keep going at the same pace.



They have a broad and diverse media diet; reach opportunities center around online, while numerous formats consumed on-the-go form an opportunity to connect

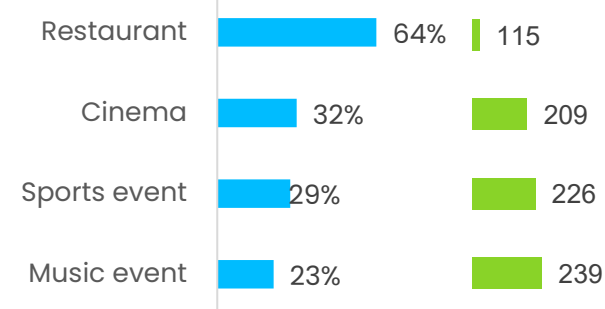
**Reach opportunities are in line with general population; outstanding channels are a “long tail” of more specific ones – podcasts, games, print; short videos strike a balance**

#### Media Penetration (daily)



**Easier to find outdoors; special propensity for entertainment 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.*

**Life Jugglers**  
**45% Audience Size**  
**(across 6 markets)**

Widely use a large variety of social/streaming platforms;  
diversify usage by function

### Social Media



**74%**  
(169ai)



**66%**  
(156ai)



**57%**  
(142ai)



**60%**  
(175ai)



**35%**  
(179ai)



**72%**  
(157ai)

### Content Following

**47%** (142ai)  
Music

**44%** (149ai)  
Sports

**41%** (146ai)  
Travel

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

To fill up spare time **42%** (142ai)

To stay in touch with what my friends are doing **41%** (138ai)

To get inspiration/advice/tips **33%** (130ai)

**Life Jugglers**  
**45%** Audience Size  
(across 6 markets)

Image, experience, entertainment – external orientation and appetite for high points

**They are very externally oriented and very open to experience; aiming for both fast-paced and diverse lifestyle**

**88%** (138ai)

I take great pleasure in looking after my appearance

**87%** (275ai)

It is important people think that I am successful

**86%** (139ai)

I like going on a cultural discovery, exploring different people

**83%** (140ai)

I try to go somewhere different on holiday every time

**Hobbies & Interests – active and entertainment-focused**

**60%** (124ai)

Exercise/ Gym

**49%** (124ai)

Watching sports

**46%** (136ai)

Playing music / singing

**Life Jugglers**  
**45%** Audience Size  
 (across 6 markets)

They are oriented towards signals of quality and active in looking for the best; they do their personal research rather than just rely on other people's opinions

**87%** (138ai)

I will often switch shop if it proves to be quicker and more convenient

**88%** (151ai)

I like to share new brands and products with my friends/family

**82%** (152ai)

I love brands and products that have a heritage

**84%** (152ai)

Design is as important as functionality

**They are keen online shoppers, using eCom platform like Amazon and seeks advice from people who've experience using the product before making a purchase.**



**55%** (96ai)

**Online Shopping platforms (e.g. Amazon)**

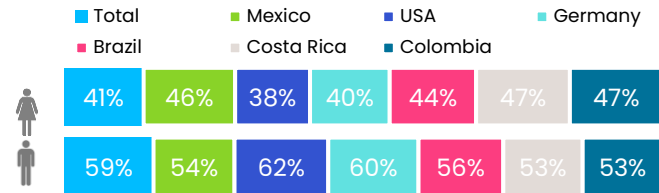
**39%** (105ai)

**Looked up the brand or company online**

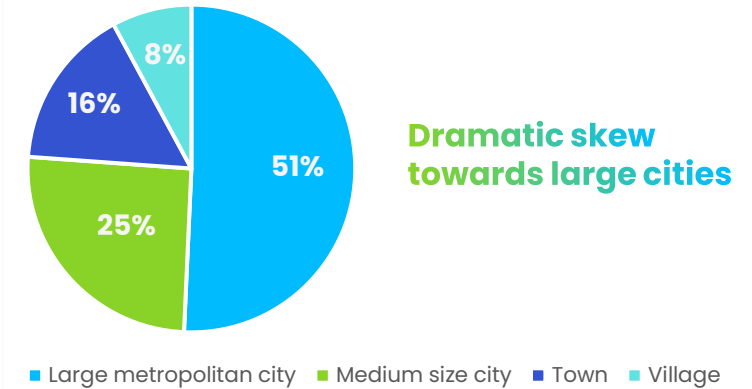
**Life Jugglers**  
**45%** Audience Size  
(across 6 markets)

Younger skew, active professionals, concentrated in larger cities and with high income skew

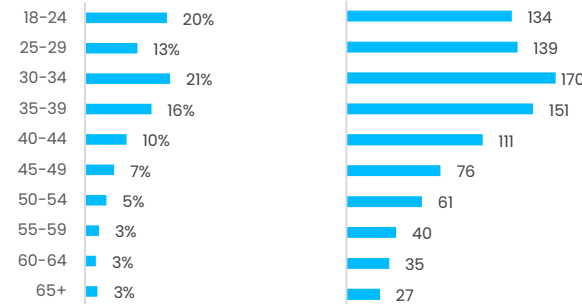
**Employed professionals, fast-paced lifestyle, slight male skew**



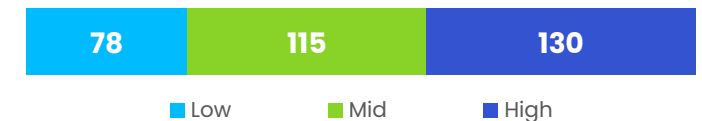
**52% (94ai)** Married, **61% (103ai)** Parents  
**74% (111ai)** Employed



**Half of the audience are 18-44, another are 45+**



**Skewed towards high income vs. total population**



**Life Jugglers**  
**45%** Audience Size  
*(across 6 markets)*

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

Source: Audience Origin

# "Day in the life" provides opportunities to target holistically

- Weekday
- Weekend
- Both

## Noon

A quick lunch breaks are utilized for continued learning or escapism (podcasts, travel content), demonstrating her constant pursuit of growth and experience.



Go to the supermarket / pharmacy/Convenience

## Mid-Evening

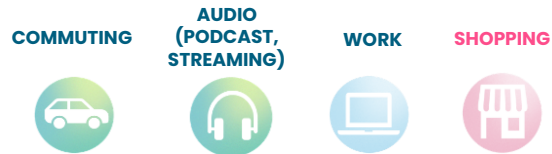
After work, heads to the gym to blow off steam and take care of her health. Exercise helps her reset after a long day.



Go to the supermarket / pharmacy/Convenience

## Mid-Morning

Her work life is a blend of strategic thinking and rapid execution. She navigates complex tasks with a drive for achievement. The mental strain is obvious, often leading to physical tension, which she proactively manages with pain relief to maintain performance.



Go to the supermarket / pharmacy/farmers' market

## Late Evening

Back home, she spends quality time with her family, sharing dinner and playing with kid(s). Even though they're tired, these moments remind them why they works so hard.



## Morning

day begins with a disciplined wake-up despite fatigue, driven by a deep-seated ambition. She efficiently manages personal care and family demands, all while digitally connecting. This early phase is a testament to her ability to multitask and prioritize personal, family, and digital engagement.



Communicating at different points throughout the day can help maximize relevancy

## Night

Winding down, relaxing before going to sleep. Even as she relaxes, she's thinking ahead, planning for the next adventure or goal. By bedtime, she feels tired but proud of everything she managed to juggle that day.



# Life Jugglers

Busy people with ambitions in different spheres of life; split between different responsibilities but very optimistic and looking for positive experiences



## Active in more advanced online channels

While their generally high media consumptions makes a wide range of channels relevant, they also consume more “advanced”, primarily digital channels – podcasts, games, articles. Short online videos strike a balance of reach and relevance.

## Entertainment content both online and outside

They are quite active at consuming entertainment content – not just online and in other media, but also as events and as part of opportunities to go out.

## Varied Social Media consumption with focus on entertainment

They use a large variety of social media platforms. Stand-out examples are Instagram and Tiktok with combination of reach and affinity, though Spotify and X also show high affinity scores.

## Aiming for fast-paced and diverse lifestyle

They are externally-oriented, care about what others think; they want both achievement and experiences, resulting in very fast-paced lives and packed schedules.

## Outdoors, energetic and entertainment-focused

Their hobbies and interests have a lot to do with their desire for experience – they crave positive emotion, mostly spend their time actively, often seeking some kind of entertainment.

## Care about their shopping, adopt a maximalist approach

They feel fairly strongly about their shopping and brand choices and want to have it all – from basic quality to design and heritage. They are flexible enough to change in search of convenience.

## Ready to research

While word-of-mouth and recommendation is important for them, they are more unique for being ready to reach out to primary sources, read online and conduct their own research. They will still supplement it by opinions of someone they trust.

# Life Jugglers

Busy people with ambitions in different spheres of life; split between different responsibilities but very optimistic and looking for positive experiences



Size of growth audience	45%
<b>Over-indexing channels (view/read/consume daily)</b>	Podcast Video games Short online video Music Streaming
<b>Over-indexing social platforms</b>	Instagram Youtube Spotify X
<b>Top social media categories</b>	Music Sports Travel
<b>Social usage</b>	To Follow celebrities/celebrity news To make sure I don't miss out on anything To share details of what I'm doing in my daily life
<b>Attitudes</b>	It is important that people think I am successful I take great pleasure in looking after my appearance
<b>Interests</b>	Exercise / Gym Watching Sports Playing Music / Singing
<b>Key demos</b>	18-44 / 74% Employed / 61% Parents



# Agenda

TB4L Targeting Intro 01

Objective & Context 02

Growth Audience Profile 03

Addressable Audience 04

# 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

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

# Pain: Our analysis led us to the short-listed Addressable Audiences

Demand Space	Managing Everyday Health	
Trigger	Modern Life related Pain	
Addressable audience	Modern Life Outsmarker	Modern Life Effort Pride
Overlap with Life Jugglers (Pain)	127	122
Size (% of pop across markets analysed)	64% (33% if only <35)	58% (35% if only >35)
Definitions	A person who actively finds ways to manage, reduce, or “hack” stress. Using tools, habits, or strategies to stay balanced and resilient despite daily pressures. They’re often younger, representing a mindset that prioritizes well-being and efficiency over long hours and burnout.	A person who treats being busy or overwhelmed as a badge of honour. Equating stress and exhaustion with success or worth. This mindset is more common in older generations, where overwork has been normalized as a measure of dedication and status.

# Pain: data signals for addressable

Addressable Audience	DV360	Meta	TikTok	Amazon
<b>Modern Life Outsmarter</b>	<p><b>In-Market:</b> Sport &amp; Fitness, Credit Cards, Career Services, Professional Development</p> <p><b>Affinity:</b> Green Living Enthusiasts, Vegetarians &amp; Vegans, Health &amp; Fitness Buffs, Business Professionals</p> <p><b>Life events:</b> Graduation, Moving, Job Change</p>	<p><b>Interest:</b> Health and wellness, Wellbeing, Gy, Exercise, healthy eating recipes, Healthy Habits, Natural foods, Natural product, Physical exercise, Vegetarian cuisine, Healthy diet, Healthy Lifestyles, Healthy food, Sports, Organic food, Organic product, Meditations, Yoga, Pilates, Self-help, Daily Life, Daily Inspiration, Away from family</p>	<p><b>Interest:</b> Health &amp; Wellness, Mental Health, Meditation, Natural Remedies, Organic food, Healthy habits, Vegans, Vegetarian, Sound Healing, Yoga, Job Hunting, Recruitment &amp; Job Searching</p> <p><b>Creator &amp; Video Related:</b> Health &amp; Wellness, Motivation &amp; Advice, Professional &amp; Personal Development, Daily life, Diary &amp; Vlog,</p>	<p><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, Job Hunting &amp; Career</p>
<b>Modern Life Effort Pride</b>	<p><b>In-Market:</b> Employment, Business Loans, Credit Cards, Investment Services, Career Services, Professional Development</p> <p><b>Affinity:</b> Avid Investors, Business Professionals, Entertainment News Enthusiasts, Executive &amp; Management Jobs</p> <p><b>Life events:</b> Job change, Starting a New Business</p>	<p><b>Interest:</b> 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, Self-help, Daily Life, Daily Inspiration</p>	<p><b>Interest:</b> Professional Consultation, Business &amp; Productivity, Investment Planning &amp; Management, Money Management, Credit Bureaus, Insurance, Job Hunting, Recruitment &amp; Job Searching</p> <p><b>Creator &amp; Video Related:</b> Motivation &amp; Advice, Professional &amp; Personal Development, Occupation, Daily life, Diary &amp; Vlog, Work &amp; Jobs</p>	<p><b>Interest:</b> Business Life, Management &amp; Leadership, Job Hunting &amp; Career, Similar to New Parents, Similar to Parents with Children in early age, Kids &amp; Parenting, LS- Premium Products, Premium Beauty Skincare</p>

# Pain: size, profile, occasions, messaging

Addressable Audience	Modern Life Outsmarter	Modern Life Effort Pride
<b>Contextual Background</b>	Health-conscious individual who actively seeks ways to tackle the pain of fast-paced modern life, including stress. This group prioritizes well-being and efficiency over burnout, often incorporating mindfulness practices, fitness routines, and wellness products into their lifestyle. Stress-related pain, such as headaches or muscle tension, can disrupt their flow, making effective solutions essential.	The "Glorifier" equates being busy and overwhelmed with success and worth, often taking pride in their ability to handle the requirements of modern life. Common among older generations, this mindset normalizes overwork as a badge of honour. However, prolonged stress often leads to physical symptoms like headaches, muscle tension, or body aches, requiring practical solutions to stay productive.
<b>Product Role</b>	Aspirin Pain provides fast and effective relief from stress-induced pain, such as headaches, neck tension, or body aches, allowing the Hacker to quickly regain focus and maintain their productivity. It complements their proactive approach to managing their pain by offering a reliable solution for physical discomfort caused by strain.	Aspirin Pain provides fast and effective relief from pain, such as headaches or muscle tension, enabling the Glorifier to push through their busy day without missing a beat. It aligns with their need for practical, no-nonsense solutions that help them stay productive and maintain their sense of accomplishment despite the physical toll of stress.
<b>Key Claims</b>	<ul style="list-style-type: none"> <li>Provides fast-acting relief from pain (e.g., headaches, tension pain)</li> <li>Trusted by millions for effective pain management</li> <li>Non-drowsy formula that keeps you sharp and focused</li> <li>Easy to carry and use on-the-go</li> <li>Backed by decades of medical expertise and research</li> </ul>	<ul style="list-style-type: none"> <li>Fast-acting relief for headaches and body aches</li> <li>Helps you stay productive and focused, even on your busiest days</li> <li>Trusted by millions for effective pain management</li> <li>Easy to use and fits seamlessly into your daily routine</li> <li>Backed by decades of medical expertise and research</li> </ul>
<b>Example Imagery</b>	<ul style="list-style-type: none"> <li>A young professional sitting at a desk with a laptop, smiling after taking Aspirin Pain to relieve a headache</li> <li>A person practicing yoga or deep breathing with text overlay: "For when life takes a toll"</li> <li>Close-up of Aspirin Pain packaging in a gym bag or backpack, emphasizing portability</li> <li>Infographic showing how lifestyle pressure can lead to physical pain and how Aspirin Pain helps alleviate it</li> </ul>	<ul style="list-style-type: none"> <li>A professional in a suit rubbing their temples at their desk, then smiling confidently after taking Aspirin Pain</li> <li>A person in a bustling office environment with text overlay: "Relief that keeps up with your pace"</li> <li>Close-up of Aspirin Pain packaging on a desk next to a laptop and coffee cup</li> <li>Infographic showing how lifestyle pressure can lead to physical pain and how Aspirin Pain provides quick relief</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>During work or study sessions when headaches or tension arise</li> <li>After a long day of meetings, deadlines, or intense focus</li> <li>Before or after engaging in pressure-relieving activities like yoga, meditation, or exercise</li> <li>During moments of high pressure, such as exams, presentations, or tight deadlines</li> </ul>	<ul style="list-style-type: none"> <li>During long workdays filled with back-to-back meetings or deadlines</li> <li>After pulling late nights to meet important goals or deliverables</li> <li>Before high-pressure events like presentations, client pitches, or negotiations</li> <li>At home after a demanding day, when pain lingers but tasks remain unfinished</li> </ul>
<b>Key Message</b>	"Don't let life slow you down. With Aspirin, you can relieve pain and stay sharp, balanced, and ready to take on your day."	"When pressure drives your success, don't let pain slow you down. Aspirin delivers fast relief so you can keep going strong."



# Aspirin Pain | Audience Strategy

## Category & Prospects

All people who buy Pain OTC products

Adults

Kids

## Growth Audience & Subsegments

### Life Jugglers

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

Headache & Migraine  
Pain Sufferers

Upper Body Pain Sufferers  
(Head, Neck & Shoulders)

## Addressable Audiences

### Modern Life Outsarter

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

### Modern Life Effort Pride

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



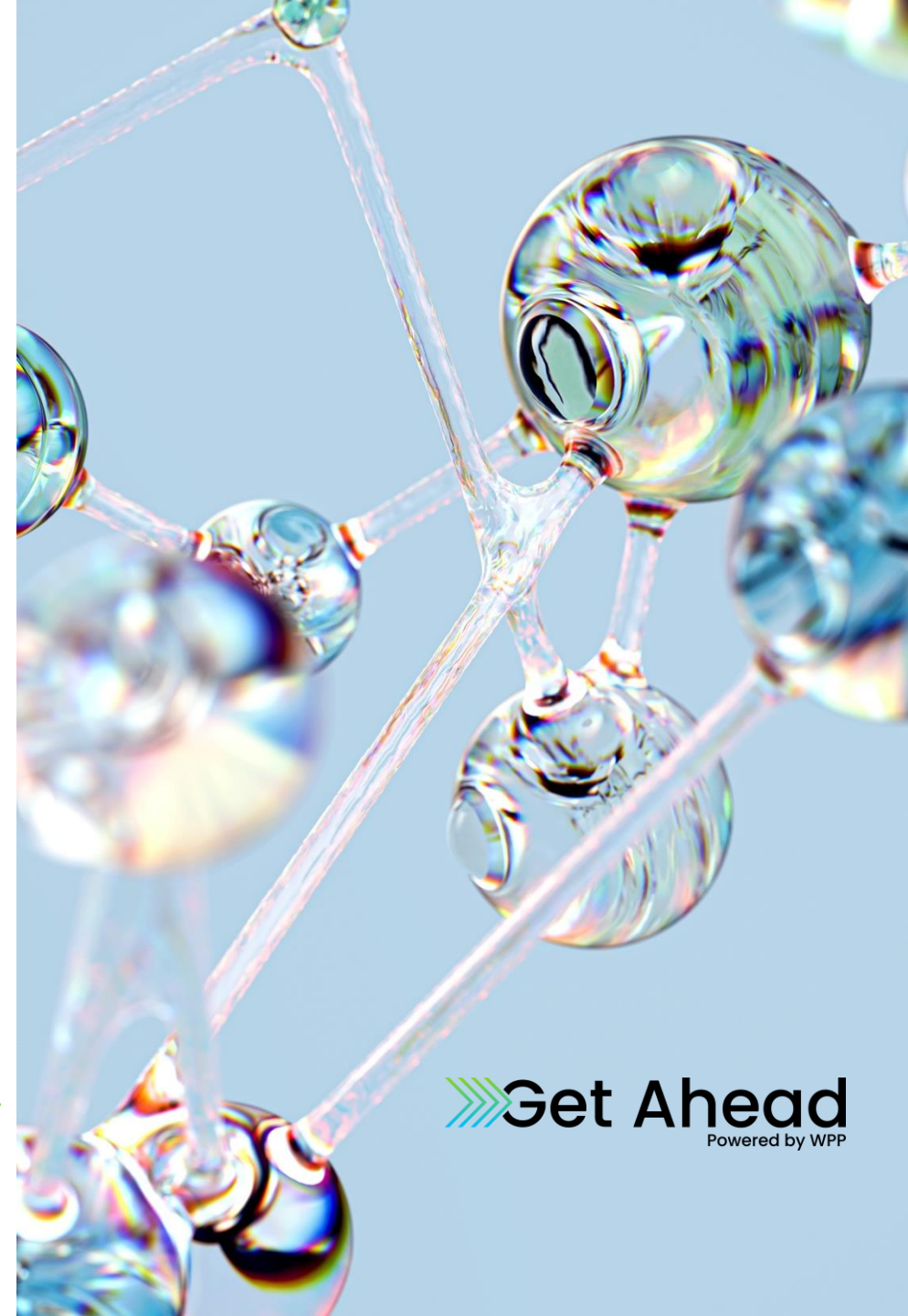
+ essence  
**mediacom**  
Powered by WPP



**ASPIRIN**<sup>®</sup>

# Aspirin Audience Deep Dive - Pain

September 2025



 **Get Ahead**  
Powered by WPP