



Brand Frames

BAYER
CONSUMER
HEALTH



ASPIRIN[®]

**LEGACY,
PRESENT
& FUTURE
UNLOCK**



ASPIRIN

1.2B€ BRAND

FY Net Sales 2024



59%

Cardio
Rx/PH



730 MM €

17%

Cardio
CH



192 MM €

12%

Pain



140 MM €

11%

Cough
& Cold



114 MM €

#1 BCH
Brand
in Volume

#3 BCH
Brand
in Sales
(Net & Retail)

Within BCH

52
Countries presence
3 Regions
NA, EMEA, LATAM

+5.4%
Retail Sales
Growth
24 vs 23

€445MM
8% of BCH
Net Sales

Top 3
Brand for BCH
in Value Sales

80%
Gross
Profit

03
Categories
Heart H. | Pain | C&C



HOW CAN ASPIRIN
expand reach to fulfil
the **ROAD TO**
BILLIONS ambition?

ASPIRIN

ROAD TO BILLIONS

Growing Penetration



CCSF

GROWTH AUDIENCE:
C&C sufferers, open to treat with multi-symptom OTC



PAIN

GROWTH AUDIENCE:
Life Jugglers: highly-functioning adults affected by modern life-related pain



HEART HEALTH

GROWTH AUDIENCE: The **cardio vascular disease underestimators**

CVD: A SILENT GLOBAL CRISIS 700 MM Living undetected at-high risk

#1 Killer
1 in every 4 death are CVD in the planet

20 MM
lives lost every year

80%
of them Preventable



Brand Equity

Architecture

Brand World

Science

Sustainability

BRAND
ESSENCE

Works Wonders for Health Everyday



BRAND
INSIGHT

Health Challenges

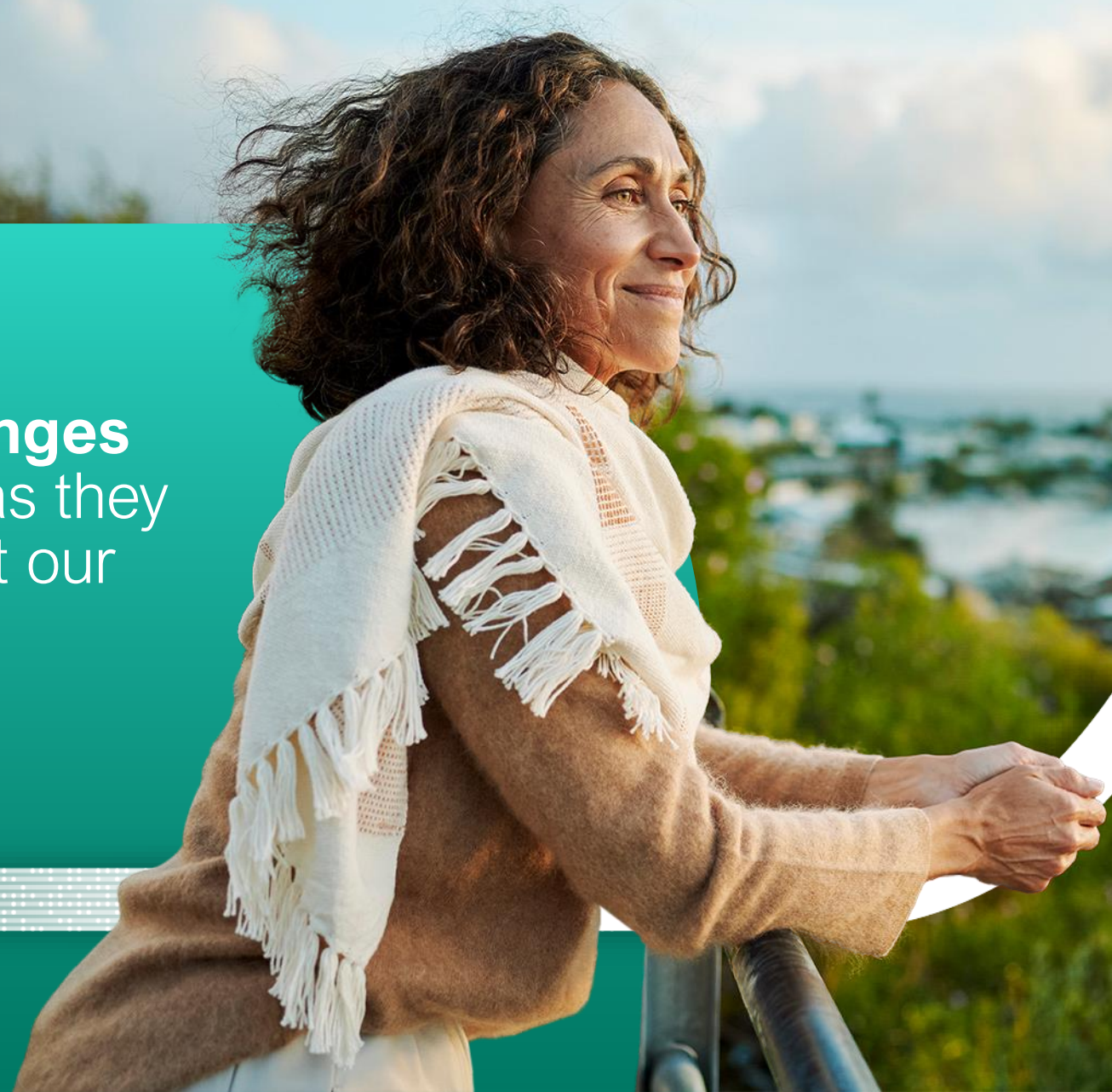
whether big or small, are an
unavoidable part of life...



BRAND
INSIGHT

... and navigating these challenges can often feel overwhelming, as they come in various forms and impact our lives in unique ways within our

HEALTH JOURNEY



The Health Journey | Our Brand Architecture Driver

GOOD HEALTH

MANAGE EVERYDAY HEALTH

treat occasional symptom



PROACTIVE PREVENTION

get ahead of emerging health risks



ONGOING HEALTH MANAGEMENT

control chronic conditions



POOR HEALTH

HEALTH JOURNEY

Our Brand Architecture

Brand Equity

Architecture

Brand World

Science

Sustainability

DEMAND SPACES



MANAGE EVERYDAY HEALTH
treat occasional symptoms



PROACTIVE PREVENTION
risk management



ONGOING HEALTH MANAGEMENT
condition management

SEGMENT

Manage Stress & Pain
(Headache, Neck, Shoulders)

General Pain
(Including headache and occasional aches)

C&C / Illness
(Cough, Cold, Flu, Sinus, Sore Throat, Fever, Body Aches)

Primary Cardio Prevention
(Before Heart Event)

Metabolic Syndrome Prevention

Upper Respiratory Prevention

Cancer Prevention

Cardio secondary prevention + rescue
(After Heart Event)

Severe Pain Management

Metabolic Syndrome

Cancer Management

BENEFIT

Treat occasional symptoms

Get ahead of emerging health risks

Control chronic conditions

FUTURE



FUTURE



FUTURE



01

When facing these health challenges, how we **communicate** these UPLIFTS in a visual language...



Our Graphic Device

The UpSweep

The UpSweep is our **primary distinctive asset**.
It symbolises the Aspiring Effect and the transition
from **physical symptoms to positive impact**.
It should be used on **all brand communications**.



Physical
Symptoms



The Aspirin
Effect



Positive
Impact

Our Brandmark



It is our **most valuable asset** and should be featured with care and consistency. It comprises the Bayer Cross and the Aspirin Wordmark



The **primary use** of our Brandmarks appear in white on an Aspirin teal or dark green background, or in black on a white background

 **ASPIRIN[®]**

 **ASPIRIN**[®]

 **ASPIRIN**[®]



 **ASPIRIN**[®]

 **ASPIRIN**[®]

RESTRICTED

Our Equity Grid

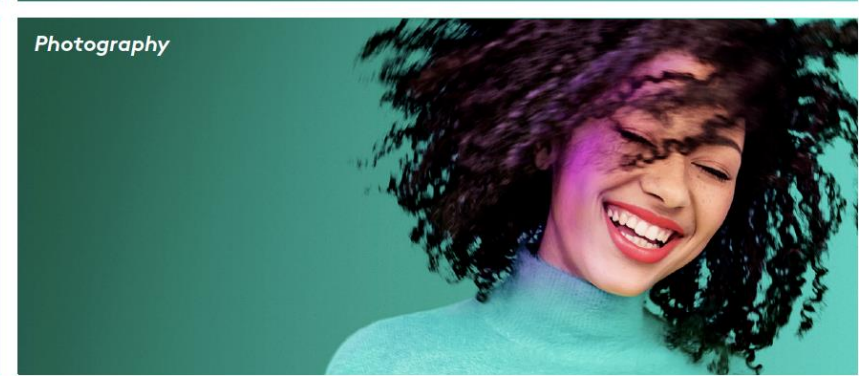
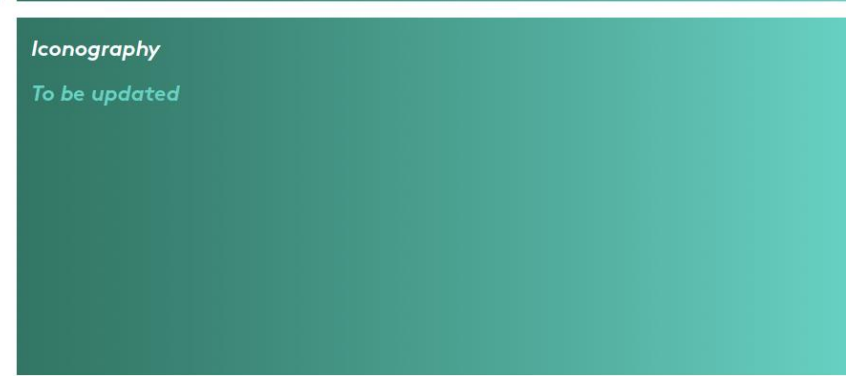
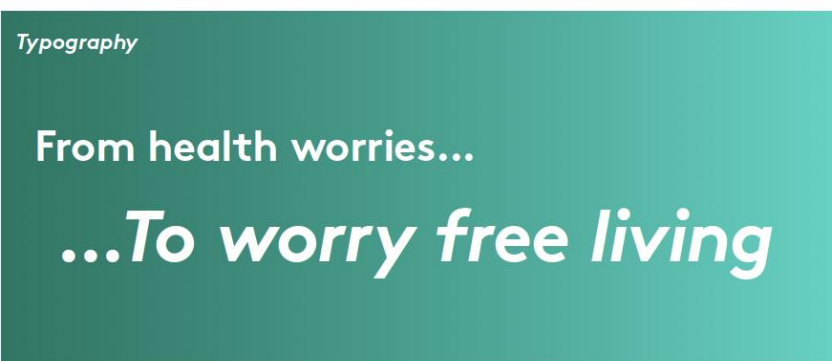
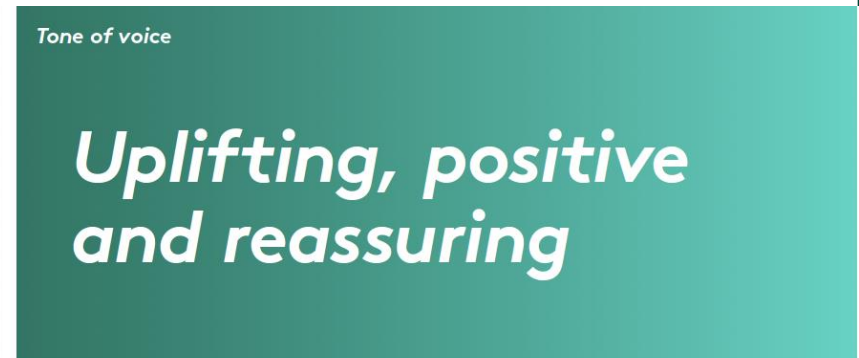
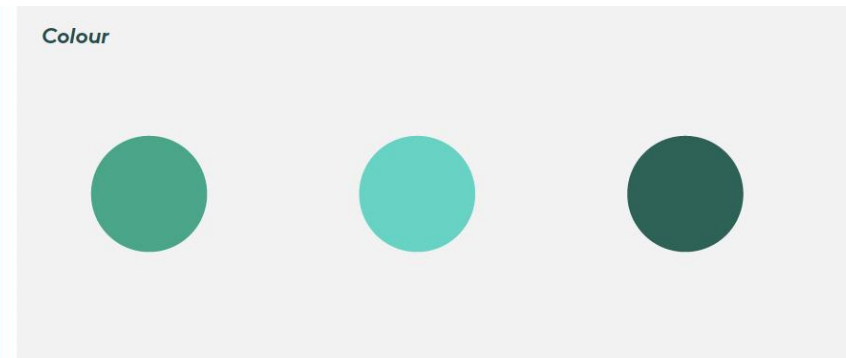
Brand Equity

Architecture

Brand World

Science

Sustainability



Aspirin Portfolio Pillars

Brand Equity

Architecture

Brand World

Science

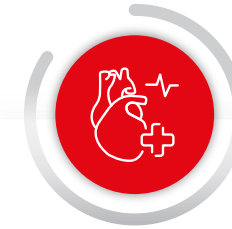
Sustainability



PAIN



COLD & FLU



CARDIO



ALL PACKS >



Employ the Bayer cross, ASPIRIN or ASPI prefix



Teal Green



Upsweep Shape



Colors, icons, form, illustrations + claims **differentiate pillars and products**

Brand World

How does it come to life?

RÁPIDO ALIVIO DEL DOLOR

ASPIRINA GO

Acido Acetilsalicílico
Concentrado
Sabor Naranja

Alivio del dolor de cabeza

Cada caja 24 sobres con 500 mg cada uno

Sabor Naranja

SI PERSISTEN LAS MOLESTIAS, CONSULTE A SU MÉDICO.
Permiso de Publicidad: 243300201B0025

1 ABRE

2 ALIVIA

3 FLUYE

RÁPIDO ALIVIO DEL DOLOR

SI PERSISTEN LAS MOLESTIAS, CONSULTE A SU MÉDICO.
Permiso de Publicidad: 243300201B0025

SABOR NARANJA

NO NECESITA AGUA

SI PERSISTEN LAS MOLESTIAS, CONSULTE A SU MÉDICO.
Permiso de Publicidad: 243300201B0025

ASPIRINA GO

Acido Acetilsalicílico
Concentrado
Sabor Naranja

SI PERSISTEN LAS MOLESTIAS, CONSULTE A SU MÉDICO.
Permiso de Publicidad: 243300201B0025

Aspirina Go | Mexico

Brand Equity

Architecture

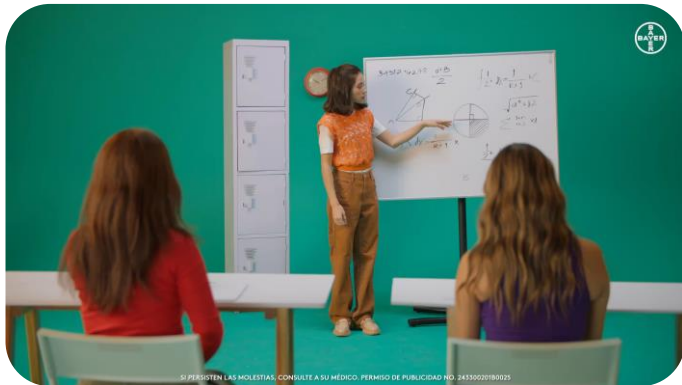
Brand World

Science

Sustainability

01

Communication



02

Packaging



03

Point of Sales

Uplifting,
positive and
reassuring
tone



A woman with dark curly hair, wearing a white lab coat, safety goggles, and blue gloves, is holding a round-bottom flask containing a yellow liquid. She is looking at the flask with a focused expression. In the background, another person in a lab coat is working at a laboratory bench. The scene is set in a modern laboratory with blue lighting.

02

How our
brand delivers
these **UPLIFTS**
from a **Science**
perspective?

Health Challenges

from a Science perspective

Brand Equity

Architecture

Brand World

Science

Sustainability

High Prevalence Medical Insight

Stress, pain and cough & cold are significant concerns in modern society, **impacting individuals' physical and emotional well-being, as well as quality of life**

1 in 3 adults globally experience pain each year, affecting daily life

Over 70% report regular stress, raising blood pressure and cardiovascular strain

People need affordable, effective solutions

Effective & Versatile Benefit & POD

The **remarkable range of Aspirin's properties** - analgesic, antipyretic, anti-inflammatory, anti-platelet, potential chemoprotective benefits

Low-dose **lowers** serious vascular events by about **12%** in people with ASCVD

Over 70% of adults with heart disease use aspirin for heart-attack and stroke prevention

Versatile, science-backed solution

Trusted Partner Brand Credibility

Trusted by doctors, guidelines & patients

On the WHO Essential Medicines list for pain & fever, used by **billions** worldwide

125 years of reliability

19,500+ publications in the last decade

Blocks COX enzymes → **less pain, fever, clotting**

Simple mechanism, proven impact



Brand Science

How does it come to life?

Modern Life Pain
HCP Toolkit
Demand space



Afrontamiento del ciclo dolor-estrés en la cultura latina

En comunidades hispanas, admitir que se tiene dolor y usar analgésicos se perciben como debilidades.¹

Permanecer estoico y evitar los medicamentos puede ayudar a guardar las apariencias dentro de la comunidad.¹

Por ello, para lograr una evolución clínica óptima los servicios de salud culturalmente competentes deben considerar el trasfondo del paciente, así como sus creencias y valores relacionados con la salud y la enfermedad.²

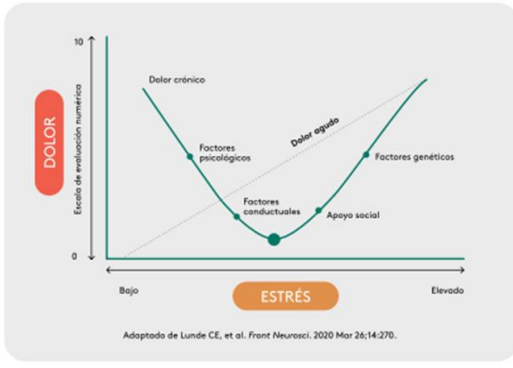
Referencias:
1. Meuris SM, Cortes A, Morais CA, Edwards RR. Racial and ethnic differences in the experience and treatment of noncancer pain. *PainManag*. 2019 May;6(3):307-334.
2. Ho H, Jabbar N, Ali K, et al. Relationship between acculturation stress and pain catastrophizing in Hispanics. *J ImmigrMinorHealth*. 2017 Aug;23(4):361-366.
CH-XXXXXXXXXX

Whatsapp messages

¿Cómo detener la espiral del ciclo entre estrés y dolor? Tratamiento integral centrado en el paciente

La relación **dolor-estrés** es bidireccional, exacerbándose entre sí (Figura).^{1,2}

Figura. Modelo conceptual de la relación entre dolor y estrés.



Mailings

Capítulo 1. IMPACTO DEL DOLOR Y DEL ESTRÉS EN LATINOAMÉRICA

DOLOR ▶ SON LAS EPIDEMIAS DEL SIGLO XXI^{1,2} ◀ ESTRÉS

1 de cada 5 personas en el mundo padece dolor³

19.6 millones de personas limitan sus actividades por dolor⁴

Prevalencia latinoamericana de dolor crónico de 29.7 a 52.8%⁵
 • Mayor impacto en mujeres y personas de edad avanzada

~ 40 millones de mexicanos viven con dolor (27%)⁶

Prevalencia casi del doble en personas > 65 años que la de los jóvenes⁶
 • Aun más que China y Estados Unidos

79% de la población adulta mundial sufre algún grado de estrés⁷

México, Perú, Argentina, Ecuador, Chile y Brasil cuentan con las peores calificaciones de estrés⁸

75% de los mexicanos presentan fatiga por estrés laboral⁹
 • Aun más que China y Estados Unidos

1a EE. UU.

El estrés provoca dolor musculoesquelético y cardíaco por tensión muscular¹⁰

A su vez, el dolor puede acompañarse de estrés/angustia¹¹

Infographics

BRAND
PURPOSE
& IMPACT



03

How our Purpose -
**Advancing
lifelong better
health with you**
impacts our society
in a Sustainability
view?

Our Sustainability Strategy

Brand Equity

Architecture

Brand World

Science

Sustainability



Champion Area

Access to life
Saving heart health



Defend Areas

Recyclable Packaging
Carbon **Reduction**

How we bring to life our sustainability Champion Area

01

Risk Awareness & Action

Empower people to understand their heart health risks and **take proactive steps**

02

Accessibility

Break down barriers to healthcare access - so people can get the care they need, where they need it

03

Affordability

Make prevention affordable - so cost is never a barrier to heart health





WHEN BRINGING ALL THESE ELEMENTS

**FROM OUR BRAND
TOGETHER
WE GET TO...**

Our Brand Hive



04



With all these tools in our hands we all will be prepared to **boost Aspirin brand**, but **how to grow our portfolio in a cohesive way?**

Masterbrand Development Model

Cardio Priority Checkpoint Model

Masterbrand Segment Role
Market Archetype

 **Core Segment Cardio OTC / Rx***
Cardio-Led / New Entry Markets

Growth Levers Pain & C&F
Established Pain/ C&F Led Markets

KPIs

Path

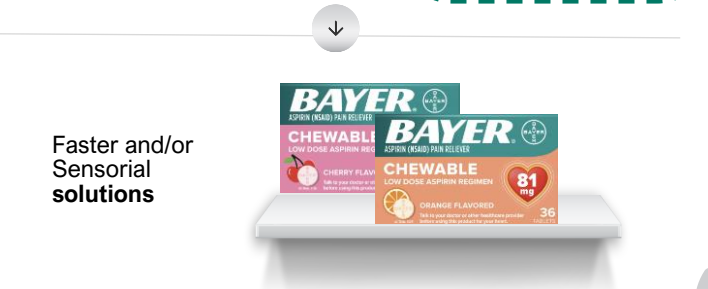
01 Build Base

Build Brand Penetration and Efficacy credentials



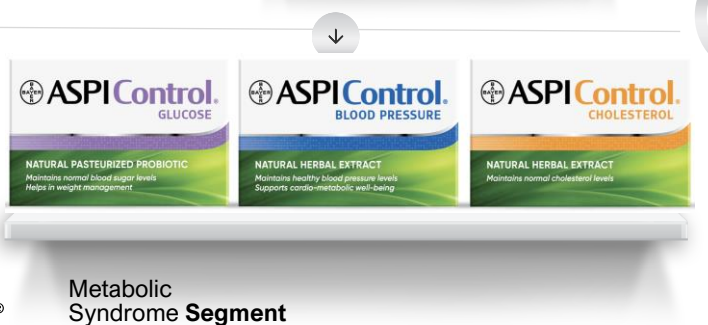
02 Build Depth

Increased frequency and/or targeting new occasions and/or additional benefits with premium solutions

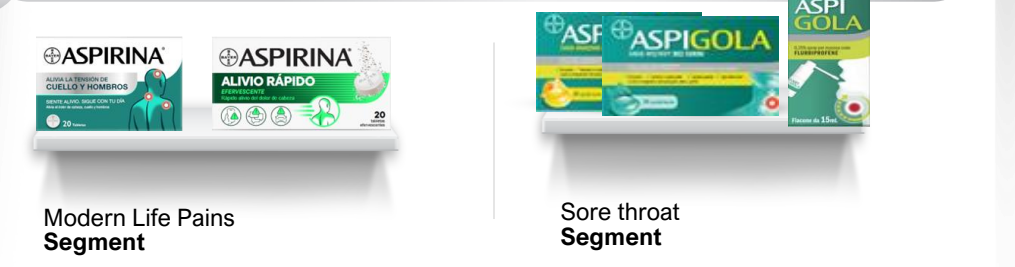


03 Build Breadth

Expand into new adjacent segments by introducing offerings or indications



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



Brand Penetration
Brand Equity
Efficacy Index

+Unit/unique consumer
+Value/unit
Penetration Efficacy index

New space (SEGMENT or CATEGORY)
Brand Penetration

Brand Development Model

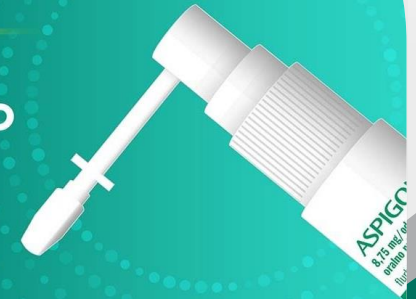
How does it come to life?

Expanding
via Sore
Throat



Vsebuje
flurbiprofen,

ki klinično dokazano
lajša boleče grlo
in ima protivnetno
delovanje.*

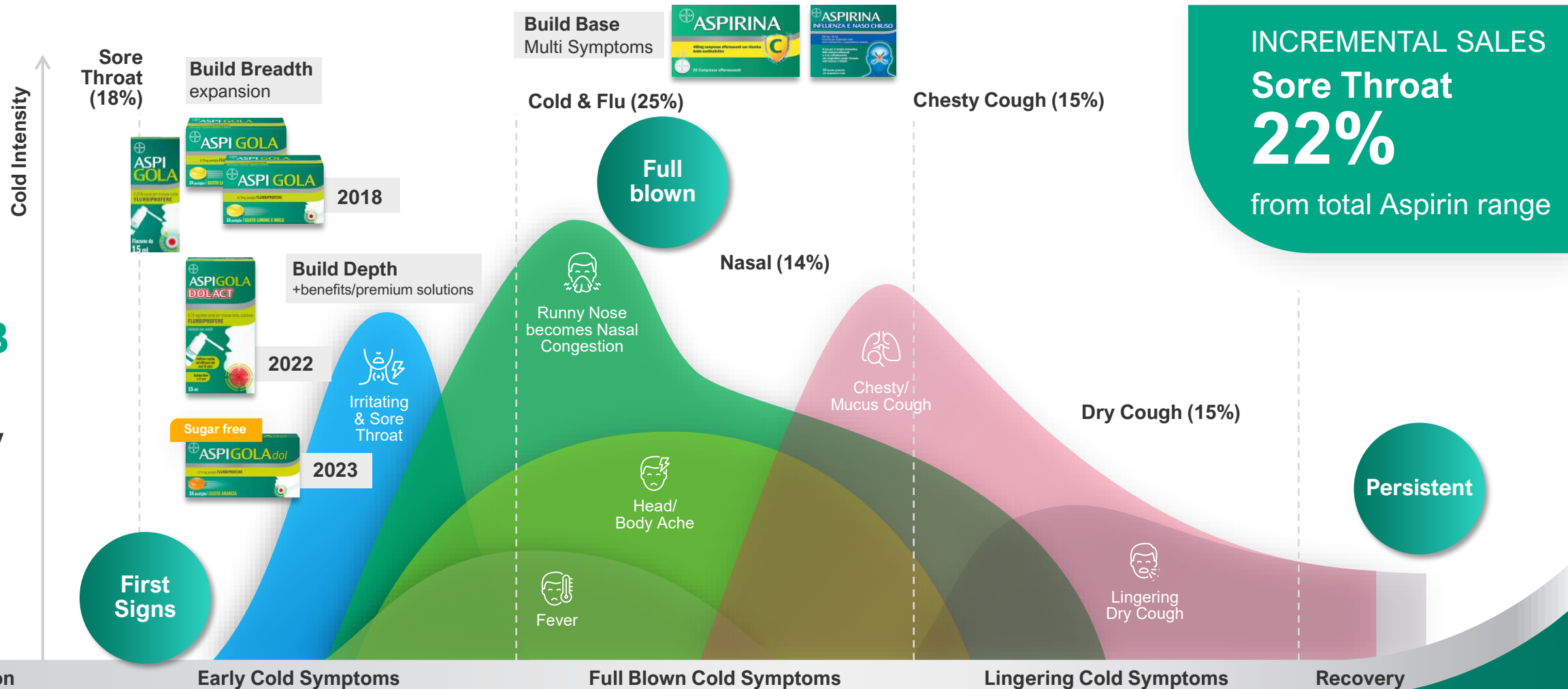


Primerno za odrasle
od 18 let dalje

1. Povzetek glavnih značilnosti zdravila, Aspigola z okusom medu in limone 8,75 mg pastile; zadnja revizija teksta: 08.02.2024.
2. de Looze F, et al. Locally Delivered Flurbiprofen 8.75 mg for Treatment and Prevention of Sore Throat: A Narrative Review of Clinical Studies. J Pain Res. 2019 Dec 27;12:3477-3509.

Aspirina C, the leading brand in C&C segment in Italy with strong equity, successfully expanded to sore throat segment.

€1,1B
ITALY
CCSFN
Category





Thank

You!



ASPIRIN[®]