



**Redoxon<sup>®</sup>**

**Brand Communications  
Market Cascade**

March 26



# Hello



Presenting today on  
behalf of the wider team



**Marie Mongeot**  
Global Brand Lead



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Global CCO



**Jon Elsom**  
EMEA Group ECD



**Maddison Lord**  
Global Head of Strategy



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EMEA SVP  
Audience Analytics



**Chris Magniac**  
EMEA – Head of Planning

# Agenda

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1. Our Ambition & Growth Framework
2. Where We Win
3. Who We Win With
4. How We Win
5. Global Planning Framework
6. Next Steps
7. Q&A

# Our Ambition & Growth Framework

**A few  
months  
ago...**



# From Immunity to Protection

**Redoxon**<sup>®</sup>  
EVERYDAY PROTECTION



**1**

**Build**

Build a loved brand anchored in protection

**2**

**Strengthen**

Strengthen superiority through protection

**3**

**Expand**

Expand our protection stronghold into new strategic territories

**4**

**Execute**

Execute protection with excellence

**Redoxon**<sup>®</sup>  
EVERYDAY PROTECTION



**Redox** 90  
Years  
Protecting You

# A World of Protection



**The immune system as a guardian of health: micronutrient support and lifelong protection**

Konstantin Mautzlin<sup>1</sup>, Adeline Pierre<sup>2</sup>, Philip C. Calder<sup>2</sup>

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<sup>2</sup>School of Human Development and Health, Faculty of Medicine, University of Southampton, Southampton, United Kingdom and NIHR Southampton Biomedical Research Centre, University Hospital Southampton NHS Foundation Trust and University of Southampton, Southampton, United Kingdom

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NEW  
COMMUNICATION  
PLATFORM

**Redoxon**  **NutriLab**

VIRTUAL INNOVATION SPRINT

# Doing this the DSO way: our Rumble

**1 week, 1 team**

**1 integrated creative  
and media strategy**

**1 platform idea, with  
POC  
across all demand  
spaces**

**1 Immunity IMC**

# Our Ambition

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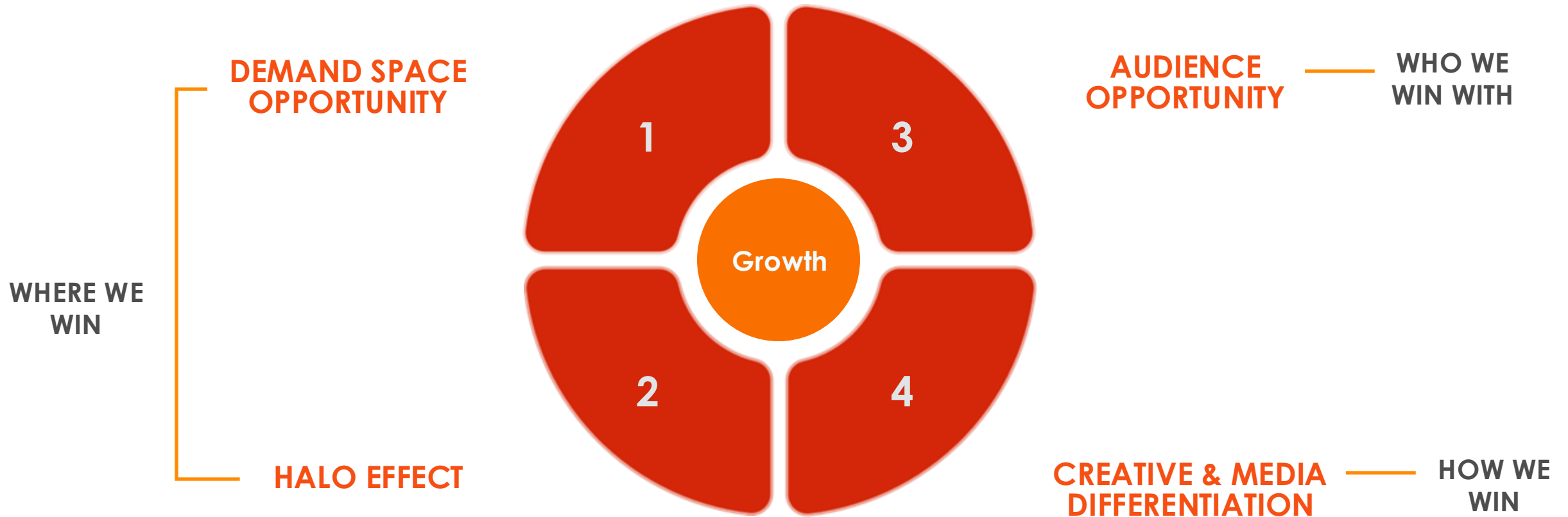


# In a world where everyone is claiming expertise



...We needed to make protection ownable, distinctive and transferable

# Four Key Levers To Achieve Our Ambition

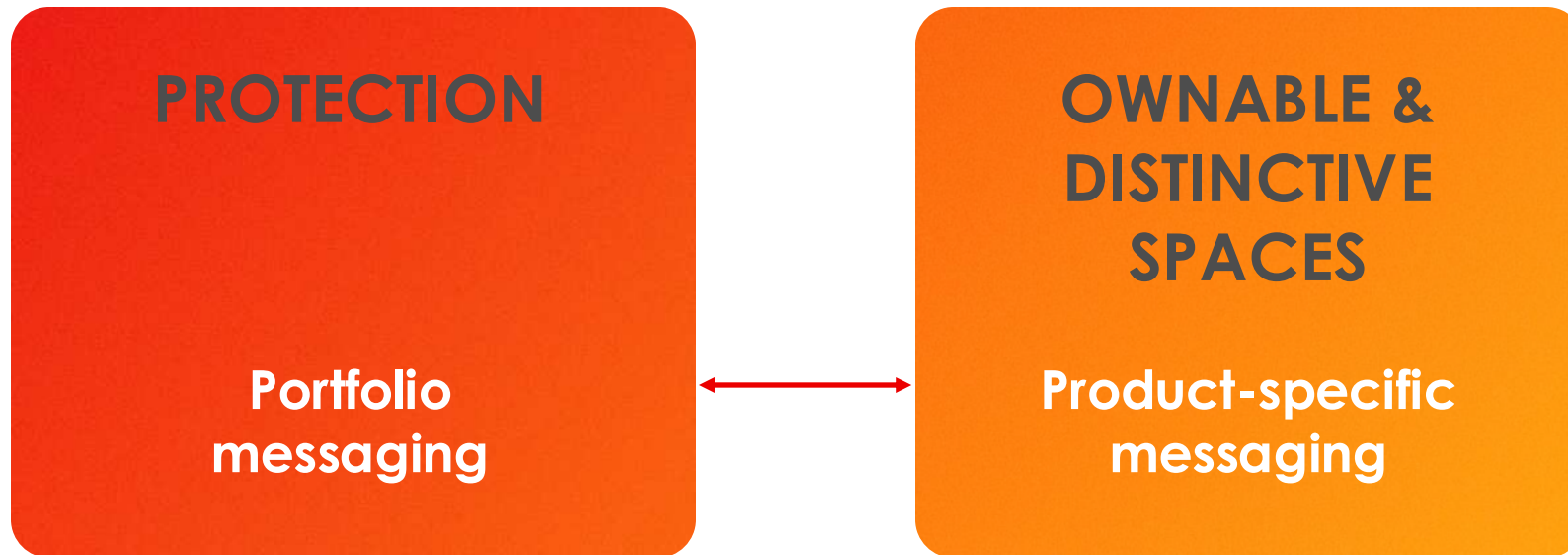


# WHERE WE WIN

# Protection is Redoxon's power

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A portfolio approach helps us effectively build saliency



Why?

Portfolio alone doesn't convert (lacks category/need linkage)

Product comms alone can't grow salience or pricing power

Fragmenting media by product reduces reach & efficiency

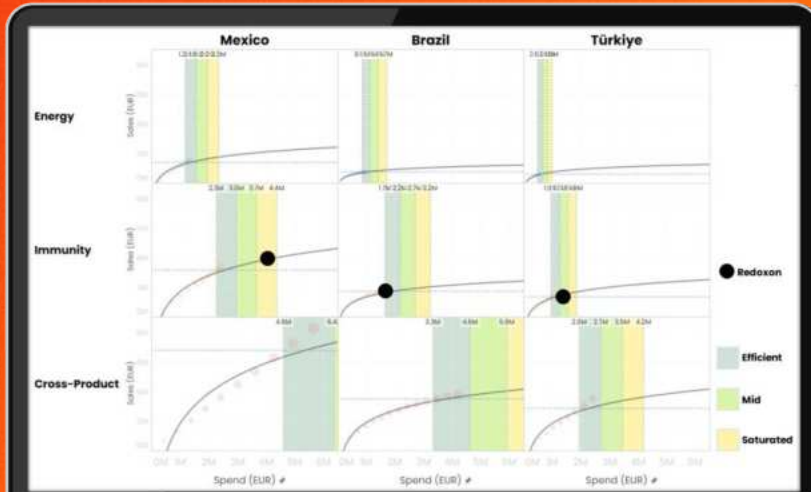
# A Model For How We'll Efficiently Grow As A Protection Leader

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Firstly determine if there is sufficient investment in core immunity and then determine the most relevant new demand space to invest in further



## Investment Sufficiency Saturation Models by Market



## Synergy Hierarchy Audience & Demand Space



# WHO WE WIN WITH

# Evolved Approach To Audiences

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**FROM**  
**PRODUCT-FIRST**  
**SEGMENTATION**



**TO**  
**AUDIENCE-FIRST PROTECTION**  
**SEEKING SEGMENTATION**

# Protection As Our Starting Point

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PROTECTION  
**MINDSET**

What does protection  
mean to me?

X

PROTECTION  
**ATTITUDE**

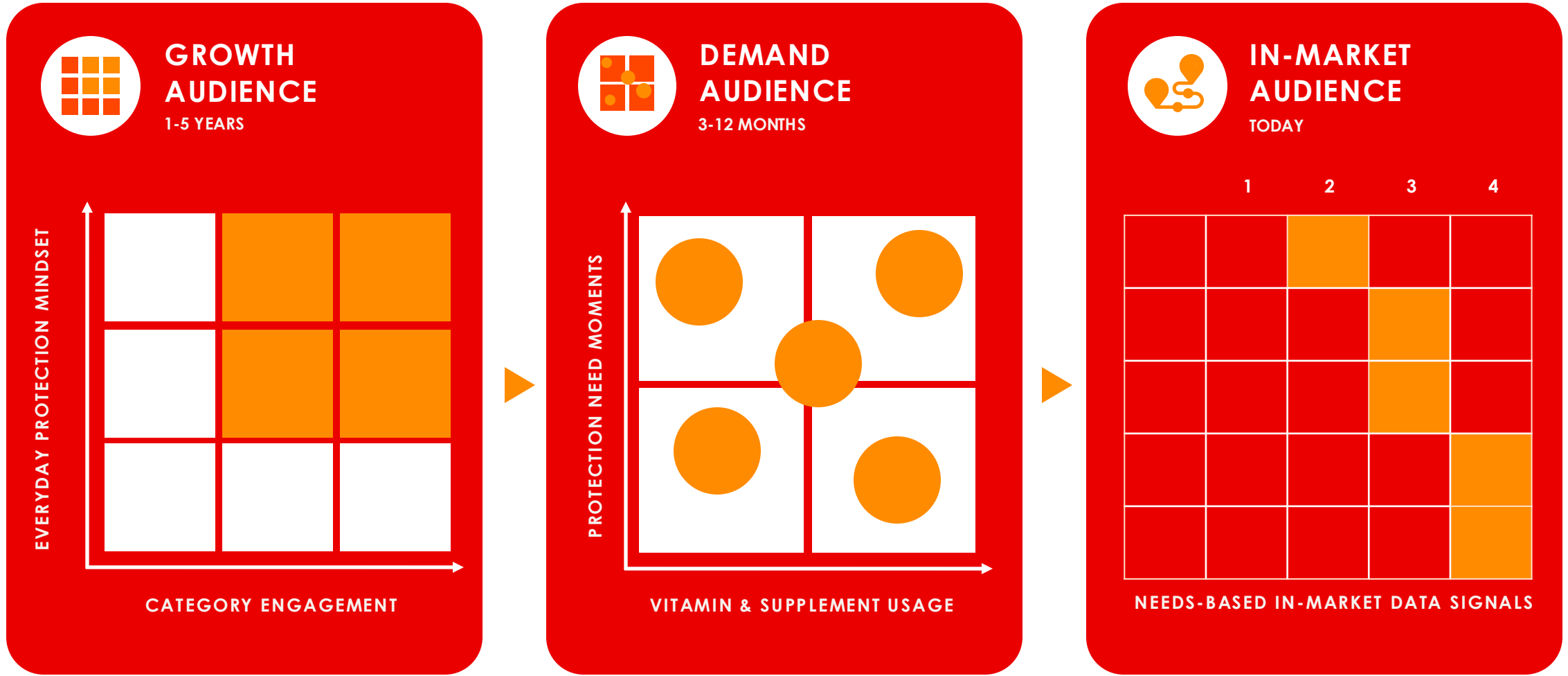
How do I protect myself /  
those I care about?

X

PROTECTION  
**MOMENTS**

When do I need to think  
about protecting myself /  
those I care about?

# Global Audience Framework



# Redoxon Audience Strategy

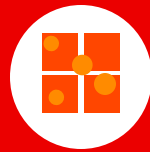
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**GROWTH  
AUDIENCE**  
1-5 YEARS



Win with the Everyday Protection Seeker with a focus on families.



**DEMAND  
AUDIENCE**  
3-12 MONTHS

**PRIORITY**



NEW FAMILY  
GUARDIANS

**SECONDARY**



DYNAMIC DUOS



FUTURE-FOCUSED  
PROVIDER



SELF STARTER

Win with this audience by prioritising the family segments, scaling out to the Dynamic Duos and Self Starters.

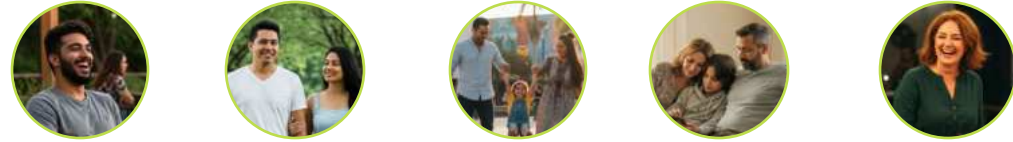


**IN-MARKET  
AUDIENCE**  
TODAY

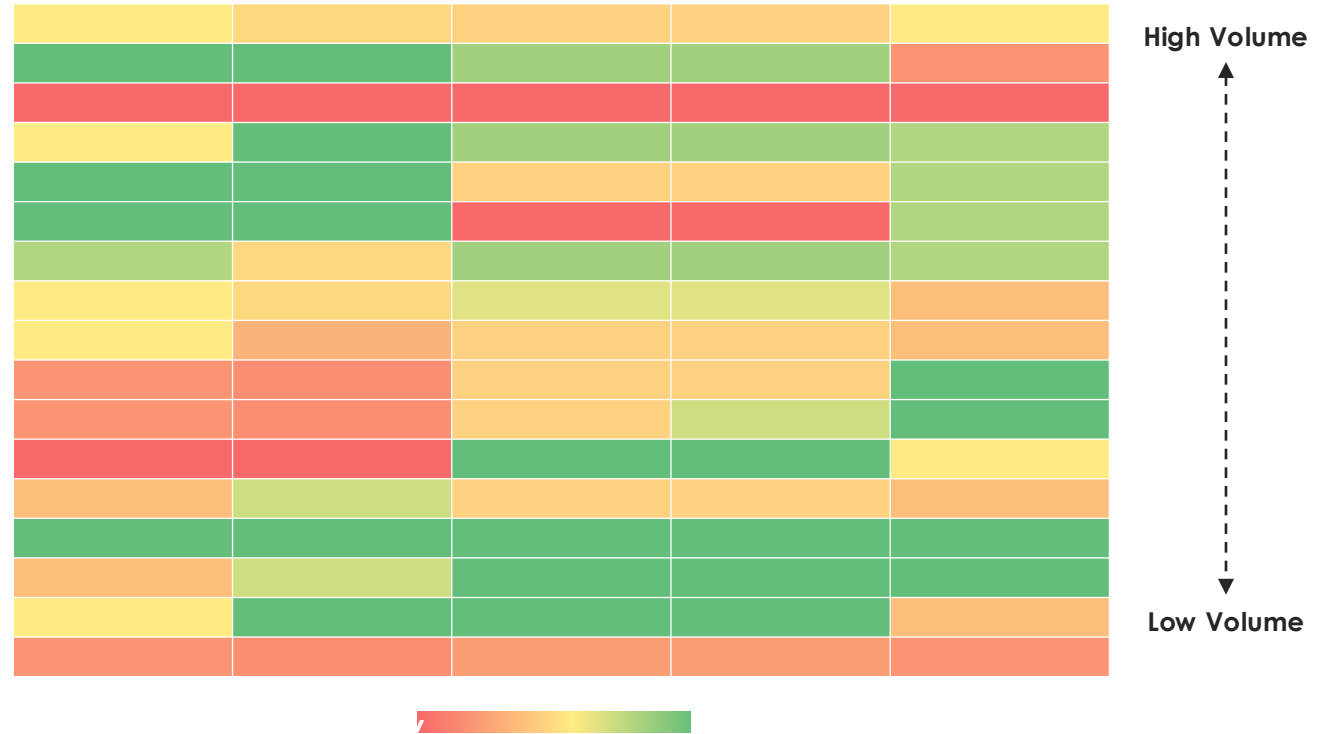


Activated through the specific moment signals, contextually, directly, seasonally etc.

# Audience Trigger Activation



- Rise & Shine:** Managing the natural daily morning energy cycle
- Work/Life Strain:** Working late and managing high levels of work stress.
- Afternoon Boost:** Managing the need for the 3pm pick me up
- Sustained Balance:** A "Proactive Go Time" mindset to maintain daily health.
- Sleep Depletion:** Addressing the feeling of "waking up tired".
- Environmental Exposure:** Crowded spaces, public transport, and colder weather.
- Business Fuel:** Meeting high-pressure work or study demands.
- Activating Performance:** Before exercise or physical exertion.
- Active Replenishment:** Post-exercise recovery.
- Weather Hits:** Colder seasons.
- Aches & Pains:** Aching joints and muscles following day-to-day tasks
- Household Risk:** Managing "Kids' School Germs" or caring for sick family members.
- Social Recovery:** Battling fatigue after social events or heavy travel.
- Early Detection:** Addressing the first signs of sick symptoms.
- Seasonal Illness Shifts:** The start of flu season.
- Bounce Back Fast:** General health recovery following an illness.



# HOW WE WIN

**Our heritage, scientific grounding and brand stature mean we have greater insight into people's real life health needs than anyone else.**



Life.



**It's not meant to be avoided,  
it's meant to be lived.**

**Because the things that put you at risk  
are the things that make it all worthwhile.**





*Life*  
happens

Redoxon 

*Love*  
happens



Triple protect your  
immune system



Say it,  
don't spray it  
happens

Protect their developing  
immune system



*Handrails*  
happen



Triple protect your  
immune system



*Vitórias*  
**acontecem**

Proteção tripla para  
o seu sistema imune.



A close-up, slightly blurred photograph of a stack of Mexican 50 peso banknotes. The bills are being processed by a machine, with two grey plastic guides visible in the foreground. The top bill is clearly visible, showing the portrait of Benito Juárez and the text 'Banco de México' and '50'. The background is dark, making the light-colored bills stand out.

Have you ever thought about how many moments  
a single bill will pass through in its lifetime?

No?

Well, after this, you just might never look at a  
bill the same way again... sorry... but also not sorry...

# Bills happen

We follow a bill, from a bank teller to a streetfood vendor, a subway busker, a guy playing a drinking game, and so on...

Ending up in the delighted hands of a kid on his birthday removing the bill from a birthday card and rubbing it all over his face in glee...





So, we all know that train handles are pretty gross, right?

But have you ever thought about the amount of fingers that go in and out of a bowling ball all day long?

Well, after watching this, the next time you're bowling, you just might...

# Bowling balls happen

We follow one ball, from a snotty child at a kids' bowling party to another bowler eating nachos, to a bowler chewing their nails, to a woman sneezing into her hands and a guy scratching his butt, all using the same ball...

Ending up with a kid who scores a strike and kisses his fingers in celebration...



*Dog slobber* happens

**1 global platform  
fit for all  
demand spaces**

**Immunity**

Redoxon®

Redoxon



Redoxon®

Back from walkies happens  
IMMUNITY

Life happens



Triple protect your immunity with Vitamins C, D & Zinc

Social 10 secs -  
Awareness

Redoxon®



Logo Appears on brand gradient background.



We zoom into the hexagon in the logo to reveal the scene of a dog rolling in the dirt in a park.



The dog continues to roll in dirt.



A title appears.



It runs to find a woman in her bedroom where it licks her face enthusiastically.



A hexagon appears over the dog licking her face.



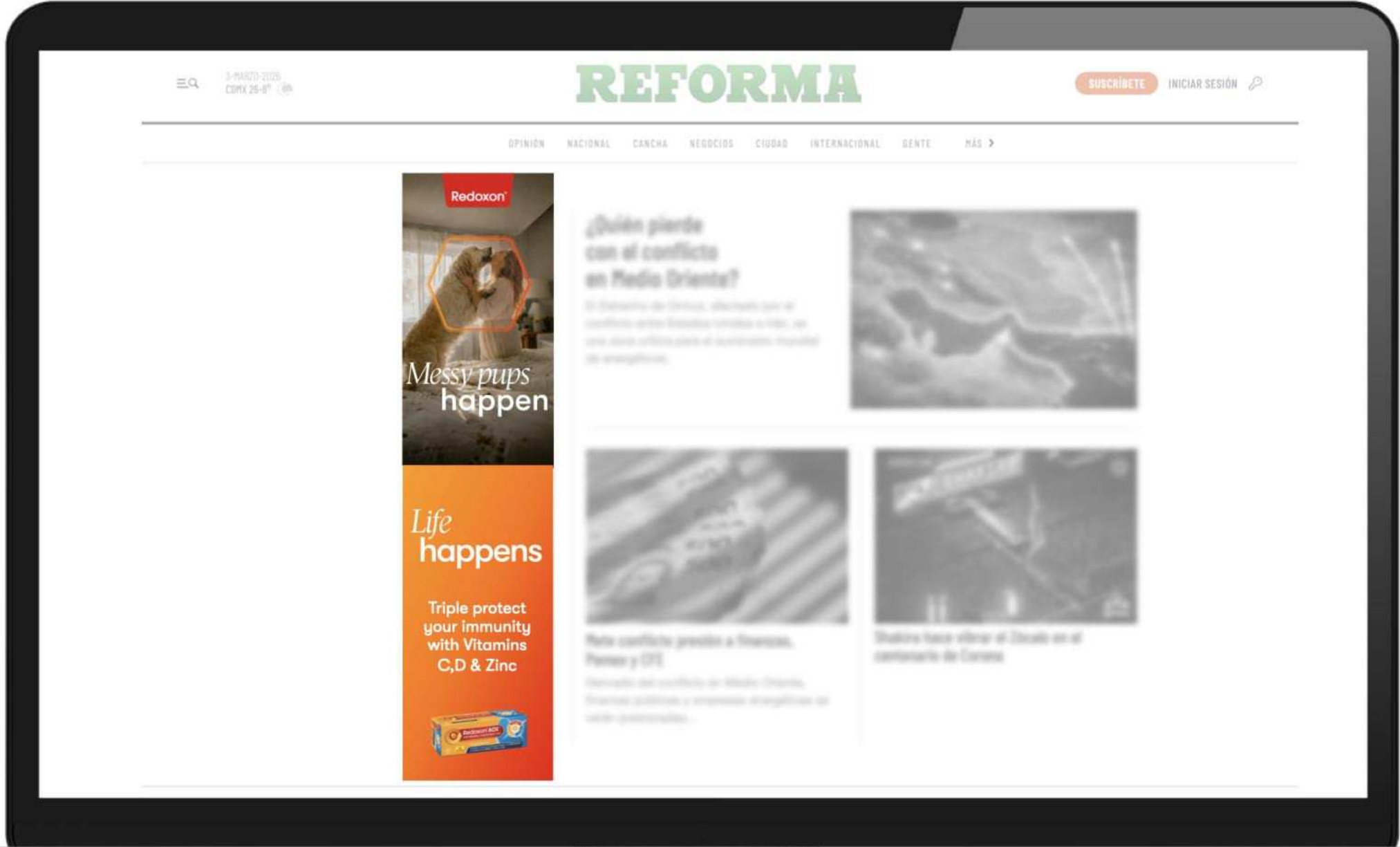
We see the product trifecta as a split screen. Drop. Fizz. Drinking moment with titles.



Packshot appears with logo.



Hexagon of logo spins to reveal 90 year stamp.



**Energy**

Film

# Missed curfews happen

A man is sitting on his couch at night. He seems to be waiting for something. He needs to keep himself busy to pass the time. So he'll need energy much longer into the day (and night) than expected.

He pairs all the odd socks. Does the hoovering.

Completes all the little jobs he's been putting off. Always checking his watch.

Finally, much later we hear a key in the lock. He looks up at the door to his teenage daughter with a look of 'where have you been?'

Title: Missed curfews happen. Life happens.

Drop, Fizz, Gulp split-screen consumption moment.

VO: Protect your energy all day long. Title: Redox-ON  
Stamp: 90 years of protecting you.



## *Unexpected collaborators* happen



It's late and a woman is finishing her presentation; it's great! She steps away momentarily but long enough for her children to wreak havoc on her laptop... At the click of little fingers, her presentation disappears, page by page. She comes back, looks at her laptop in disbelief....It's going to be a long night!

## *Friends cancelling* happens



If only friends were as reliable as Redoxon. A story of a man moving house who finds himself home alone to do all the unpacking. A few hours job turns into the whole day.

## *Missed curfews* happen



Time drags when you're waiting for something. Especially when that is your daughter to come home. Our patient Dad needs energy much longer than expected so keeps himself busy – doing all the little jobs he's been putting off. Until he hears that welcome key in the lock.

**Age Well**

Film

# Proving you've still got it happens

An older man is dropping his kids off for a body boarding lesson. He waves them off as they go to get into the sea. As the kids enter everyone is suddenly surprised as granddad comes running in too with his own board. He performs a few tricks much to the delight of his grandkids.

Title: Proving you've still got it happens. Life happens.

Drop, Fizz, Gulp split-screen consumption moment.

VO: Helps protect your joints with its antioxidant formula.

Title: Redox-ON

Stamp: 90 years of protecting you.



## *Proving you've still got it* **happens**



One might assume a grandad watching his grandchildren's surf lesson would watch from the comfort of a beach chair. Not this one. To everyone's delight and surprise he joins in, even performing a few tricks.

## *Competitive brothers* **happen**



A story of two brothers, grown up yet still as competitive as they were back in school. Who will get to the last sausage on the BBQ? Whose joints will cope with the assault course across the garden, set to test even the fittest?

## *Last minute gate changes* **happen**



Holiday excitement. Waiting at the airport departure gate, early and eager to board. But then the dreaded 'Gate Change' hits and you're looking at a 15-minute walk. No issue for these folks. They aren't phased and whizz through the terminal with surprising agility.

# Portfolio

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Deadlines happen

ENERGY

Visiting grandkids happens

AGE WELL

Handrails happen

IMMUNITY

Life happens



Get complete protection.

Redoxon®

Cannonballs happen

AGE WELL

Late nights happen

ENERGY

Sudden sneezes happen

IMMUNITY

Life happens



Get complete protection.

Redoxon®

Still got it happens  
AGE WELL

All nighters happen  
ENERGY

Sloppy kisses happen  
IMMUNITY

Life happens



Get complete protection.

## Master Film

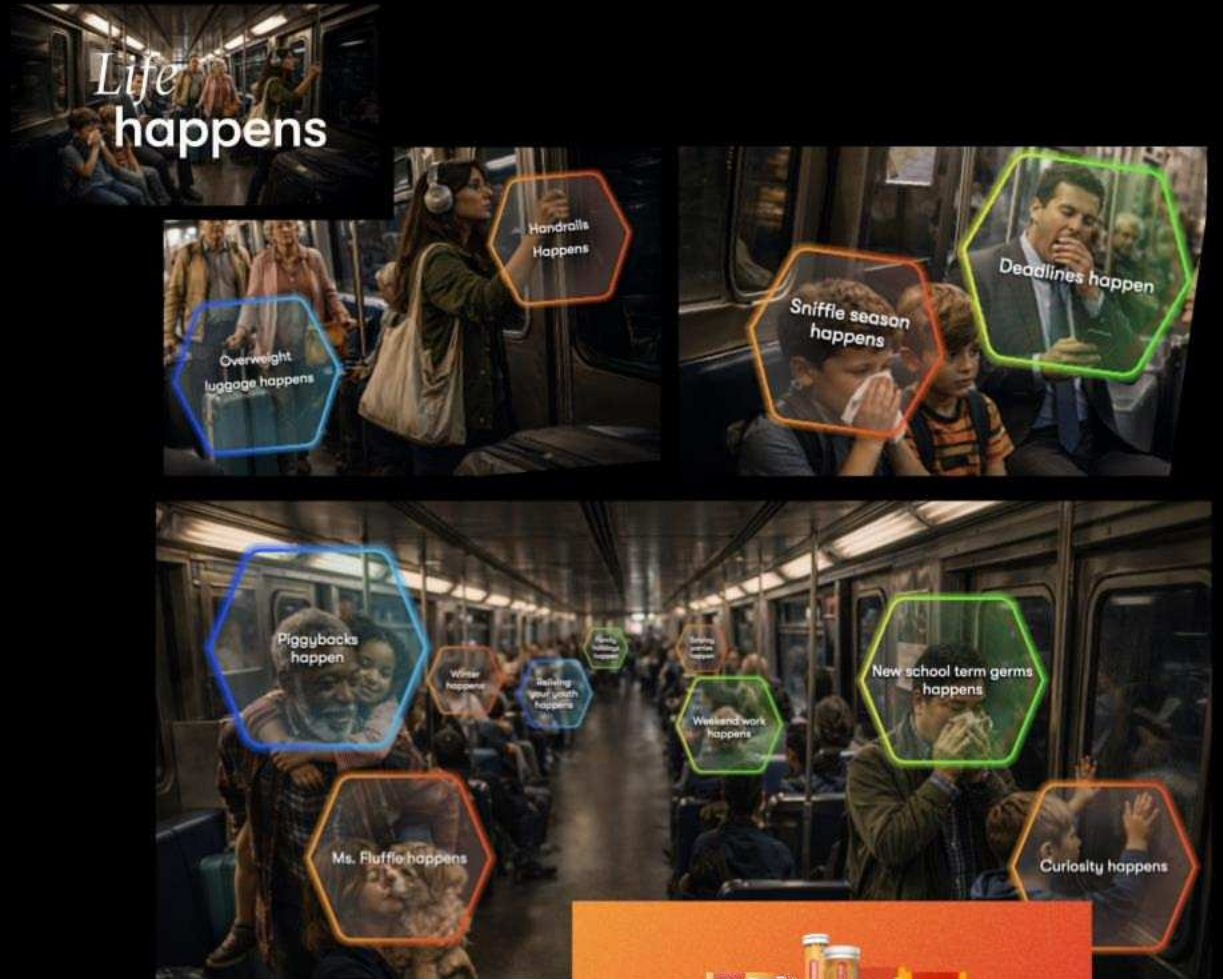
# Life happens

In this film we see the little everyday moments happening on a subway car.

Title: Life happens

The camera moves backwards down the carriages where we meet new people along the way, all frozen in time so that we can focus on all the ways your body needs protection, whether it's through immunity, energy or ageing well.

Hexagons and titles appear as we go, with engaging messaging, ending with our branding and sign-off.



Get complete protection.

Immunity • Energy • Age Well

**Activation**

People not washing  
their hands happens

Life happens  
**Redoxon®**



# Handrails happen



We'll turn subway, train, and bus handles into Redoxon-branded antibacterial grips, protecting passengers while making it look like they're literally holding the product.

And anyone who snaps a photo and posts it on social media automatically gets a purchase coupon.



Dust happens

Triple protect your immune system



EARNED

SHARED

# 1,934 SWAB TESTS

From elevator buttons to pepper shakers, we'll swab 1,934 locations around the world and release the results to the public.

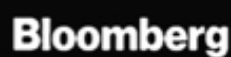
We'll PR the incredible stats, publishing them in health journals and using them in our TV and social scripts.

Reminding people everywhere of Redoxon's legacy of protection—and their need for it.



*“REDOXON'S 1,934 SWABS HIGHLIGHT A LEGACY OF PROTECTION... AND THAT 98% OF SUBWAY SEATS CONTAIN BODILY FLUIDS.”*

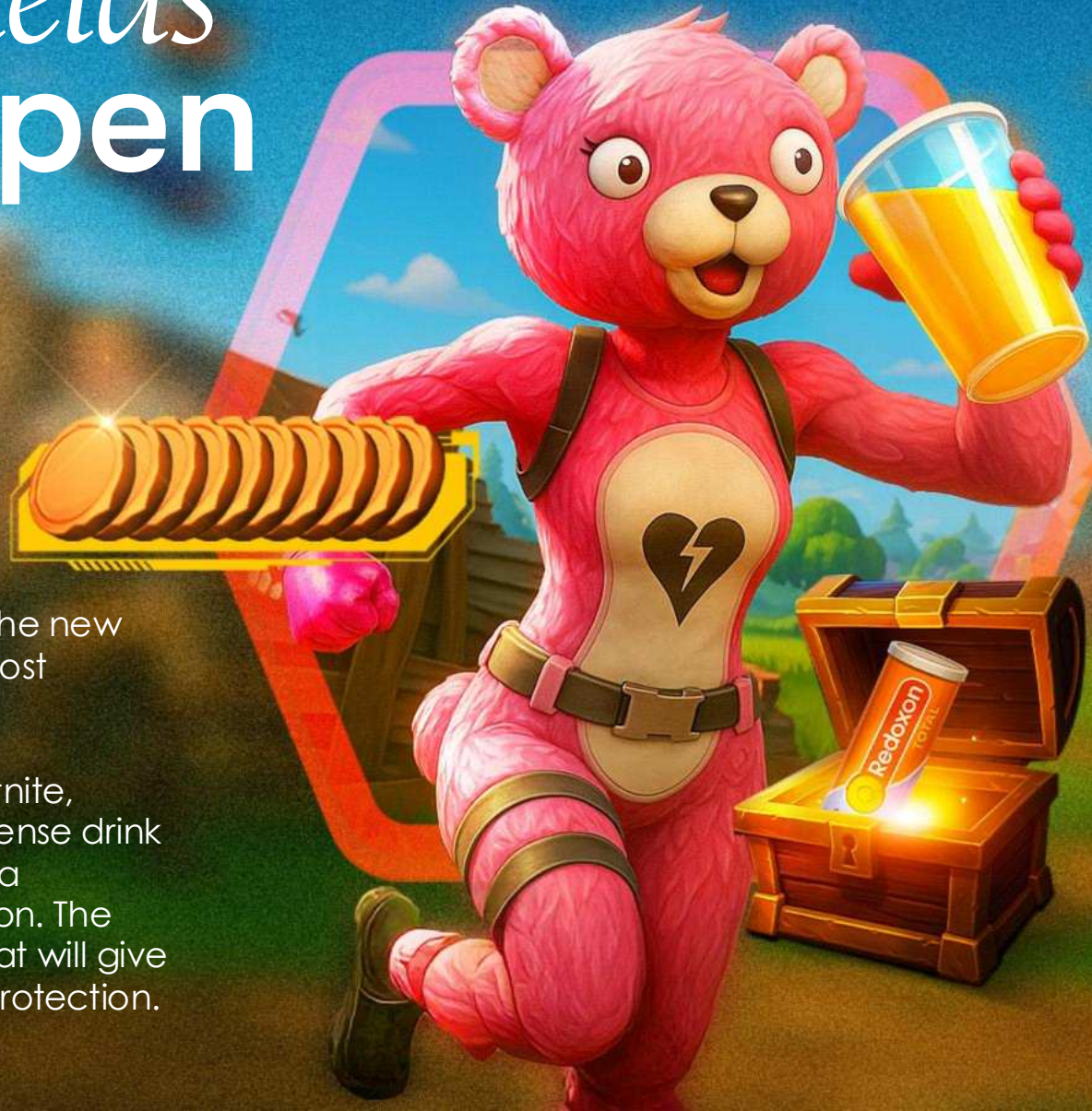
*The New York Times*



# *Low shields* happen

We'll make Redoxon the new shield of the world's most popular game.

In partnership with Fortnite, we'll turn the blue defense drink that gives avatars extra protection into Redoxon. The newly-orange drink that will give them triple immunity protection.





WELLINGTON

25

**FIFA World Cup**

Redoxon®

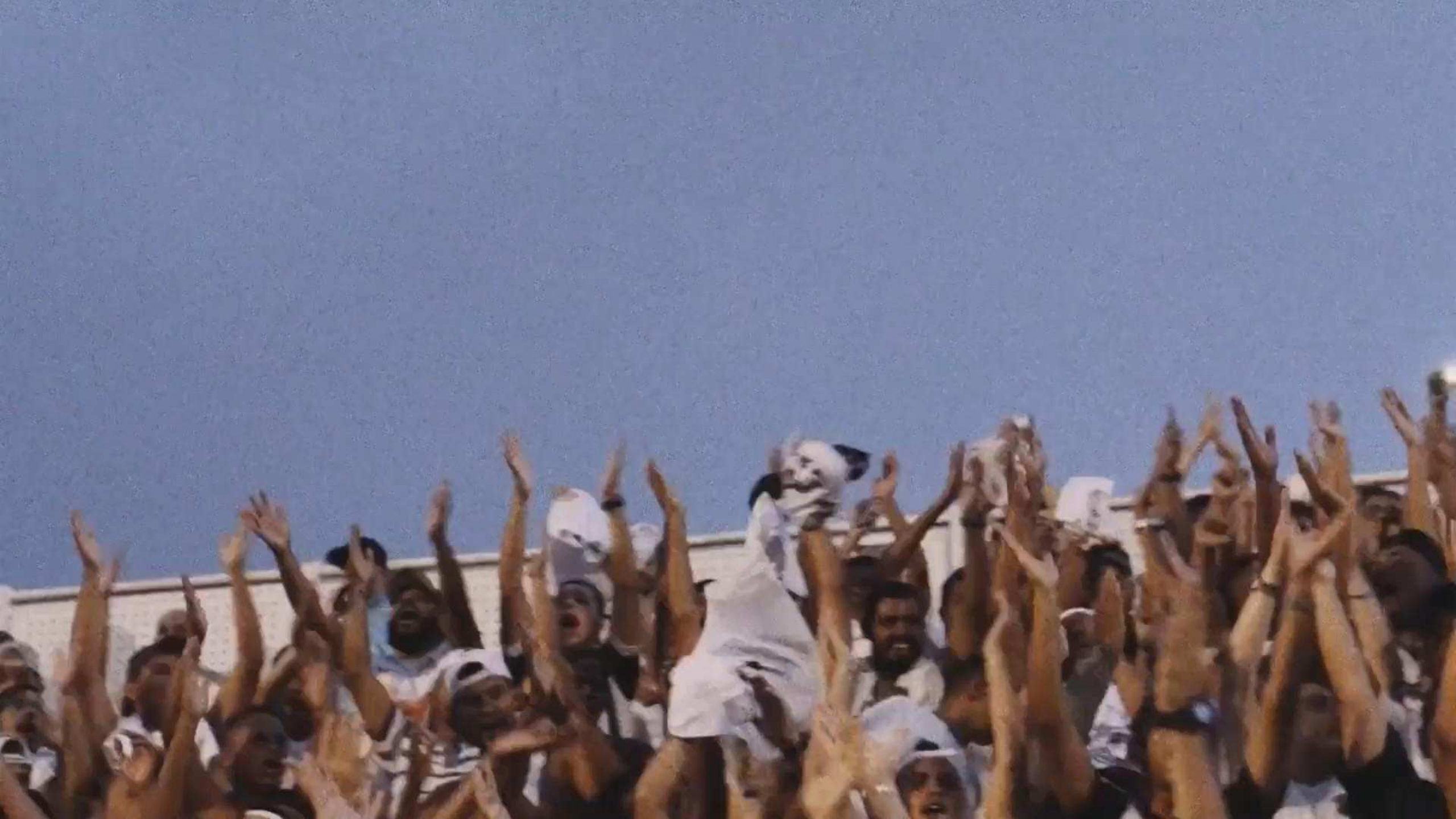
Making new mates  
over one match,  
*happens.*



*Life happens.*

Protect your immune system  
with Redoxon®, so you're ready for  
whatever life throws at you.  
**Be ready with Redoxon®.**





# Global Planning Framework

# Life Happens Planning Principles

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## “THE REDOXON WAY”

OMNI-CHANNEL  
PROTECTION



Own protection across channels whilst balancing the need for scale with longevity to build associations with everyday consumption

BE IN THEIR  
REAL WORLD



Utilise relevant real world activations in white space occasions with contextual relevance to demonstrate how it can enable audiences to be fully present in these moments

BE THE AUTHORITY ON  
EVERYDAY PROTECTION



Demonstrate Redoxon's efficacy & justify the premium price by leading the protection conversation (daily stresses, illness etc) & offering advice in information seeking environments

RESPOND TO  
'PROTECTION' SIGNALS



Utilise DCO, moment targeting and contextual messaging to drive relevancy across sub-segments and demand spaces

MAKE THE PATH TO  
PURCHASE SEAMLESS



Build habitual purchasing behaviours by optimising the path to conversion through retail media activations, delivery partners & key POS placements

# Life Happens Comms Strategy

## 01 BRAND SALIENCE

Example Channels:



BRAND-FIRST EXECUTIONS



Portfolio assets in high reach, high overlap tentpole moments

KPI:  
Increase brand salience & differentiation

## 02 PRODUCT AWARENESS

Example Channels:

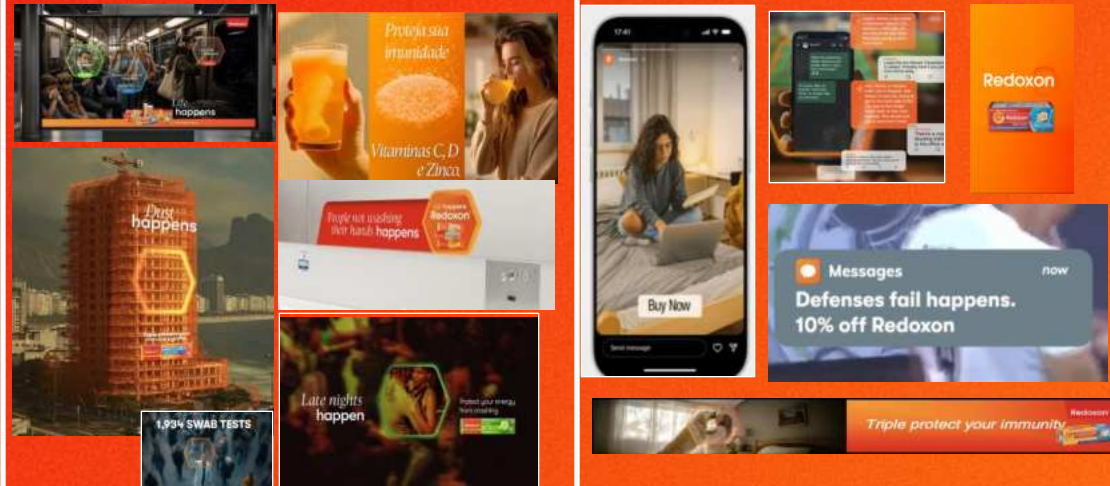


## 03 PRODUCT CONSIDERATION

Example Channels:



PRODUCT-FIRST EXECUTIONS



Product awareness assets when omni-channel approach layers in contextual targeting

KPI:  
Increase product awareness

## 04 PRODUCT PURCHASE

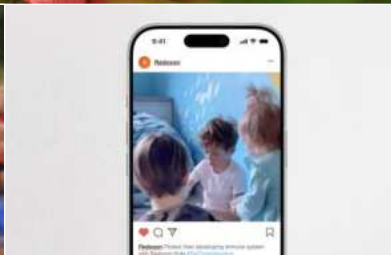
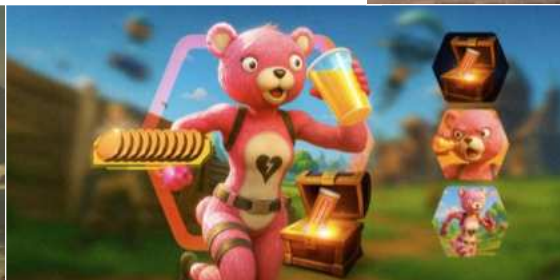
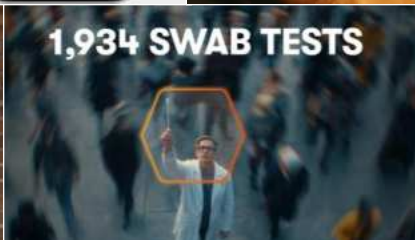
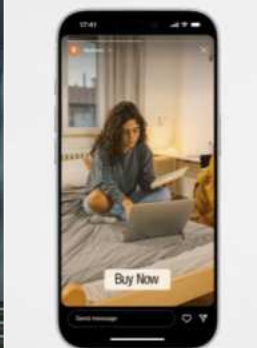
Example Channels:



Product assets in retail environments associates with need & adjacent products

KPI:  
Increase product purchase

# Platform Summary



# Next steps

- Media Deep Dive – w/c 13<sup>th</sup> March
- Immunity IMC assets available – April
- And more to come this year, across base business, Energy and Kids...



Q & A





**Redoxon<sup>®</sup>**

**Thank you!**

