



Umbrella branding in healthcare

A win-win approach

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A confusing environment for consumers

- Consumers have more and more products to choose from and struggle to find really differentiated offers
 - Increasing product parity because product superiority is more difficult to achieve
 - No real differentiating claims
 - Information overload

same
me too
same
me too
same
me too
same
me too

The brand makes the difference for consumers

A 3D-rendered grid of white, oval-shaped pills. One pill in the center is colored red, making it stand out from the rest. The grid recedes into the distance, creating a sense of depth.

In this confusing environment,
the brand has become the point of
differentiation for consumers

The foundation on which consumers build trust

- A brand is about a promise and creating trust with consumers
- Consumers trust brands which they know healthcare professionals are recommending
- Known and reliable source
- Strong visual identity for easy consumer recognition

Consumer benefits of umbrella branding

Building on the equity of the core brand, umbrella branding brings valuable benefits to consumers

Easy Recognition

- Easy and ready recognition of the new product through consistent visual identity

Known Quality & Security

- Consumers can trust the sub-brands which benefit from the heritage of the core brand including quality and effectiveness credentials

Greater & Easier Choice

- Provides consumers and pharmacists with the opportunity to recognize a product family and select the individual products based on their needs

Umbrella brands abound in consumer goods




Yesterday



Today







How can this be achieved in an environment where industry needs to guarantee quality and security of product usage?

A diverse regulatory environment

- No unifying standards across Europe; guidelines and attitudes differ in each country
- Some countries are more progressive than others
 - Possible to develop line extensions for products with a different active ingredient if the proposed name is differentiated by the addition of an appropriate prefix or suffix to the brand name and the active ingredients are displayed prominently on the packaging
- Industry desires to work with the respective health authorities to find a solution so that umbrella branding aids consumers and HCPs to make their choices and recommendations in best knowledge that the products are safe and effective for their indications



The Fenistil Example



Fenistil Gel - Strong equity

EFFECTIVENESS

- 'Immediate sensation of freshness and relief'

TRUST

- 'My mother used it on me and I use it on my children now'



PRODUCT FORMAT

- Clear Gel format
- 'love the cooling feel on my skin'

IRREPLACEABLE

- 'Don't know what I would use if Fenistil Gel didn't exist'

PHARMACIST RECOMENDATION

- Most recommended brand for Insect bites and sunburn





Leveraging Fenistil Gel

Fenistil – the Skin Irritation Expert



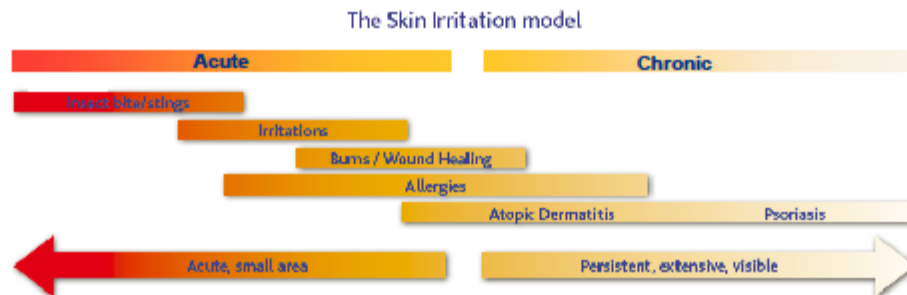
Consumers feel it is logical for Fenistil to offer additional OTC skin irritation products because they are already in the category and have the appropriate expertise.





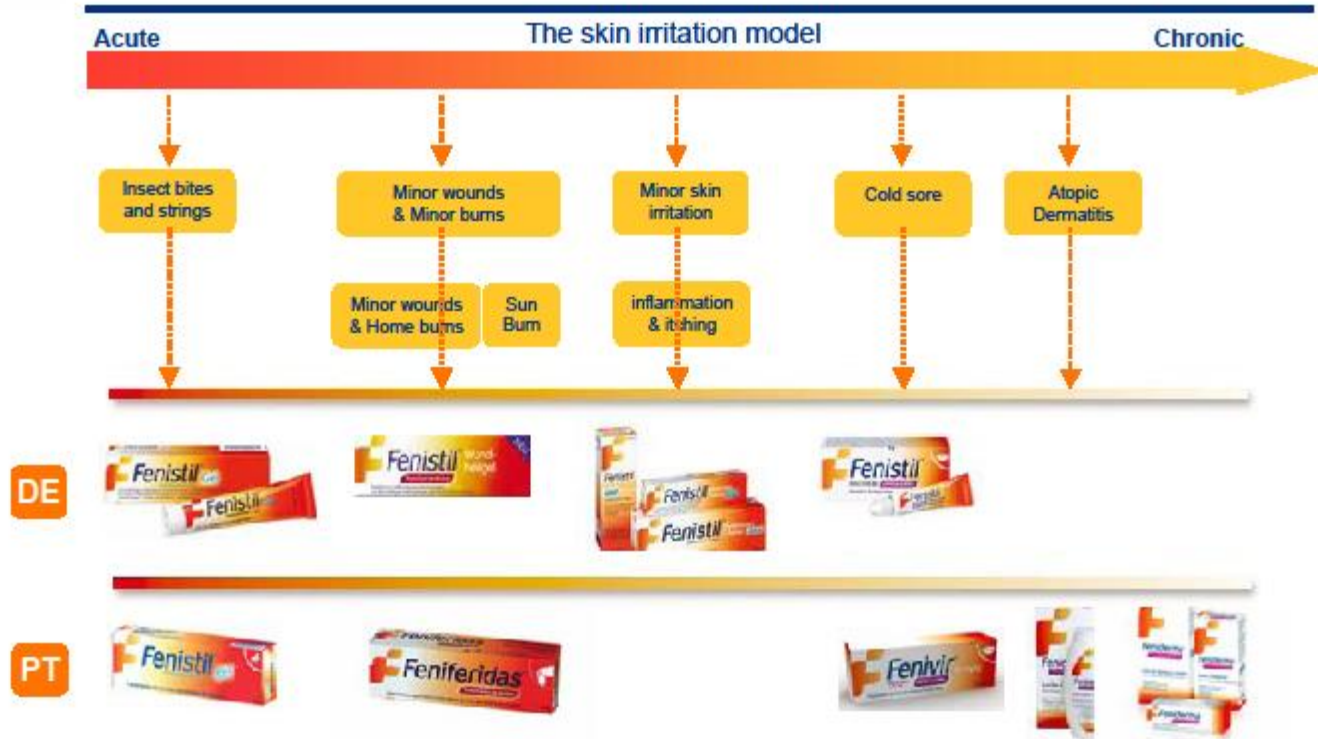
Skin Irritation – Consumer Perception

- “Skin Irritation” is the description for a collection of skin problems that consumers believe are characterised by similar looks, feelings and emotions.
- In consumers’ eyes these can sit comfortably together under one brand franchise
- Fenistil’s current strength and heritage make this brand a well accepted vehicle to become the skin irritation partner.
- This gives us the ability to exploit the Fenistil equity across a range of related indications – thereby giving potential scale to the franchise.





Uniting a series of sub-brands with one voice





Fenistil Brand



- Fenistil's range of effective products "touches" the person, calming their mind and skin, which was identified in research as a dual consumer desire.





Fenistil: The Skin Irritation Expert

- Fenistil® has more than 40 years of experience in the treatment of skin irritations and is constantly expanding its expertise in this field.
- Products such as Fenistil Gel have already proven themselves over decades, while at the same time the product portfolio is growing continuously.
- In this way Fenistil® offers a solution for many common skin irritations.





Fenistil Wound Gel



Italy



Germany



Portugal





Fenistil Cold Sore

Switzerland

Wie schlimm wird mein
Fiebersbläschen diesmal?

Fenivir
Herpes Labial

Einmal Genug Fenivir ist ein wirksames
Antiviral. Es wirkt gegen die Vermehrung der
Herpes-Viren, die zu den häufigsten Ursachen für
Herpes labialis sind. Das wirkt dem Ausbruch vor.
Anwendung: Wenn sich das Bläschen bilden beginnt, Fenivir
einmal täglich 5-mal täglich anwenden. Bei schweren
Herpes labialis 2-mal täglich anwenden. Bei schweren
Herpes labialis 2-mal täglich anwenden.

Fenivir

Lesen Sie die Packungsbeilage.

Portugal

Herpes Labial?

Herpes Labial?

Herpes e de novo? Fenivir
é a resposta. Fenivir
é a resposta.

Fenivir

Herpes e de novo? Fenivir
é a resposta.

Fenivir

Pharmacy Plastic Bag

Herpes Labial?

Fenivir

Counter Unit



Fenistil Cold Sore TVC

Hungary



Portugal



Voltaren

The Voltaren Example

Voltaren 

The Voltaren brand enjoys strong brand equity

STRONG LEGACY

Available for over 30 years

Strong Rx heritage

First consumer choice in treating pain and inflammation



TRUST

Provides effective relief of body pain and restores mobility

PROVEN EFFICACY

Acts where it is needed

Supports the healing process

Quickly penetrates the skin

Voltaren 

Voltaren addresses key consumer needs



I will always pick up my baby when he needs me – it's simply a matter of being able to do it with pleasure, not pain.



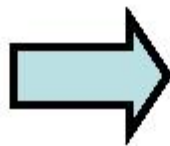
I can't make the most out of my moments, life passes by.



I feel like I am completely in chains, and feel anger and impotence deep down at the same time...and then I feel helpless and excluded

Pain is like a dark cloud overshadowing your life.

As the Global Body Pain Expert, Voltaren expanded its franchise



Pain Relief



Consumers welcome the fact that under the well-known and trusted Voltaren brand they find a product offering to treat body pain and inflammation (customized solutions for different pain types and for changing pain intensity).

Joint Pain Protection



Uniting a series of sub-brands with one voice

Sprains/Muscle

Neck/Back

OA/Joint

DE



CH



Voltaren 

Joy of Movement acts as a unifier



Voltaren 
THE JOY OF MOVEMENT

Voltaren 

Joy of Movement is based on a universal consumer insight

Movement is something we all take for granted. It's only when we have been unable to move that we fully appreciate the freedom that movement give us.



And when we are well again, it's often the smallest movements that give us the biggest joy.



Consistent visual communication



Greece



Switzerland



Finland



Italy



TV Commercials



Netherlands



Italy



Poland



Germany



France



Switzerland

Voltaren 

Requirements to deliver value to consumers

- Strong product line-up that responds to unmet consumer needs and delivers value to consumers
- A strong equity of the core brand
- A single message and a consistent visual identity that unite the different brands
- Focus: the brands must stand for the same values across the category or range of products and have the same emotional links

Help consumers and HCPs in their choices to
guarantee safe usage and avoid risk of confusion



**Building great umbrella brands is a journey
but it is a win-win solution**