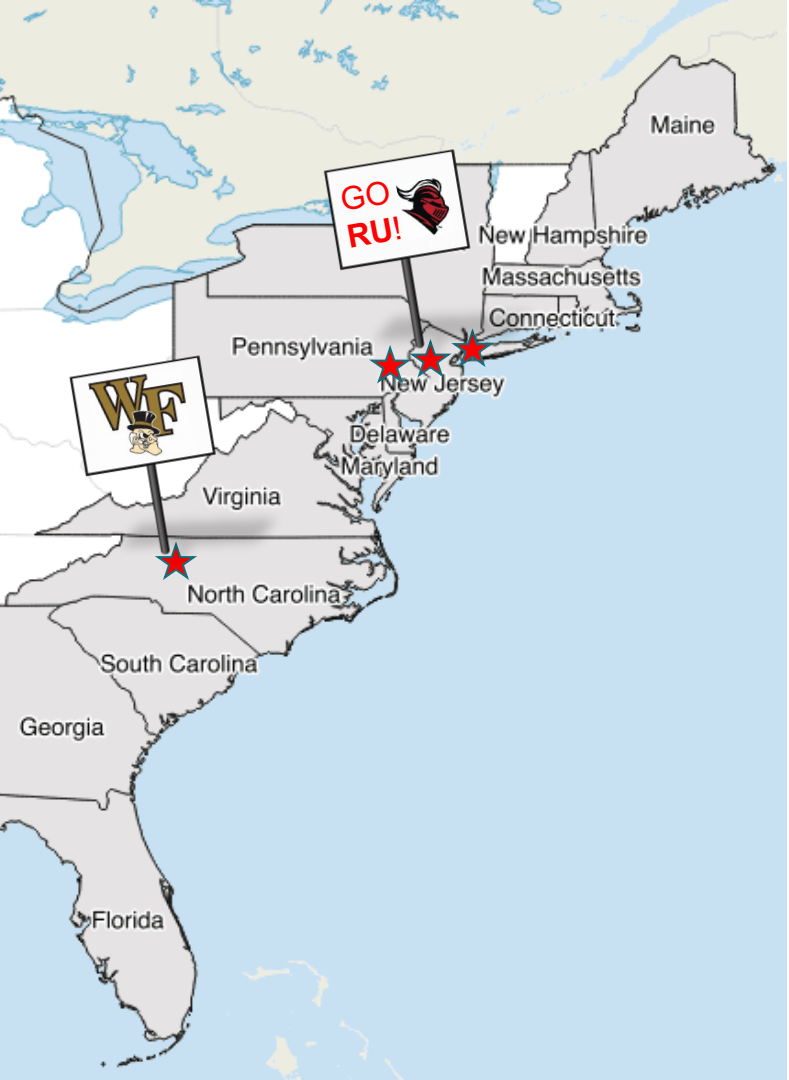
do more
feel better
live longer

GSK Consumer Healthcare

6.10.2020 MMA DATT
Virtual Conference

EXCEDRIN®

‘WE SEE YOUR PAIN’



Nice to meet you!



- Born and raised in NY
- Rutgers University, New Brunswick (2006 – 2010)
  - Football Student-Athlete, B.A. Economics
- Finance at Church & Dwight (May 2011 – Aug 2014)
- Full-Time MBA, Marketing & Business Analytics @ Wake Forest University School of Business (2014 – 2016)
  - Summer 2015 Marketing Internship @ Johnson & Johnson
- Started at GSK in June 2016
  - Associate Brand Manager, Lower Digestive Health (June 2016 – Feb 2018)
  - Associate Brand Manager, Excedrin (Feb 2018 – June 2019)
  - Associate Brand Manager, Voltaren (June 2019 – Feb 2020)
  - Performance Marketing Manager, Pain Portfolio (Nov 2019 – present)

Marlon Romulus
:@jerry_romulus
:@jerryromy

SHOUT-OUT TO THE TEAM!

Sonal Modi
Scott Yacovino
James Masterson
Karen Bouhadana
Caitlin Kormann
Crystal Collier
“Marge” Farrell

Sarah Thomas
Jenna Sterling
Lara Clay
Jenna Glynn
Pete Campisi
Toni-Ann Gardiner
Barry Flanik
Anisha Ahluwalia
Bria Rooney
…

Awards Finalist for “Best in Data Insight”

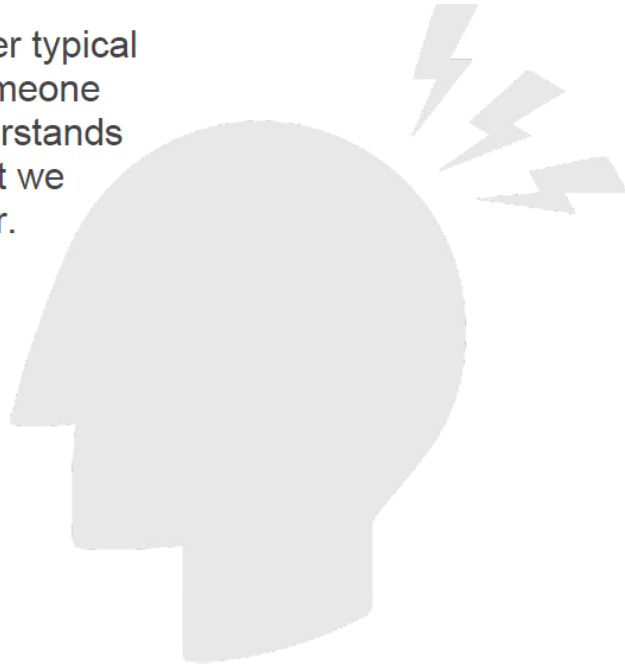
Kelly Skrodzki
Erienne Byers

The Idea: We See Your Pain

Idea Description:
People describe headaches with far more vivid imagery than they do other typical types of body pain. Headaches are more personal—even if you know someone has a headache, you don't actually know what it feels like. Excedrin understands that there are many kinds of headaches, with different severities, and that we should all be more aware of how headaches impact and affect each other.

Excedrin knows headaches and headache sufferers well enough to "see their pain" when others don't.

"Excedrin Extra Strength. Headaches have nowhere to hide."



Way In:
Headaches impact your mood, your energy levels, and your behavior, but because they are invisible, people around you may not even realize you have one.

EXCEDRIN® The Headache Expert

Our Charge

Drive trial and household penetration of Excedrin by getting people who treat severe or recurring headaches with generalist pain relievers (e.g. Advil/Tylenol) to switch to Excedrin

Campaign Idea

Excedrin knows headaches and headache sufferers well enough to "*see their pain*" when others don't.

EXCEDRIN® The Headache Expert

BRINGING ‘WE SEE YOUR PAIN’ TO LIFE

What Causes Your Pain
Relatable headache-inducing moments

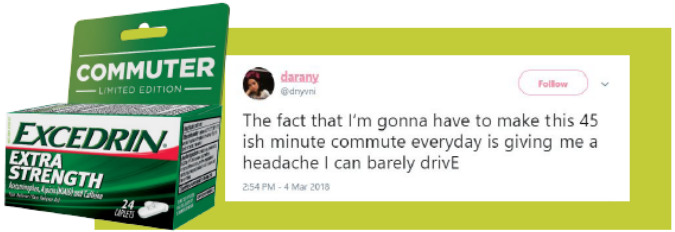


How Your Pain Feels
Headache visualizations



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The Headache Expert

WE SAW AND HEARD WHEN THEY NEED RELIEF









EXCEDRIN
The Headache Expert

*Based on social listening via Brandwatch (within existing general headache query). July 2017-Mar 6 2018

HOW WE MEASURED CAMPAIGN IMPACT

Is Excedrin Extra Strength campaign breaking though?	News coverage, earned audience attention, share of voice, message penetration, earned content shares
Are we shifting perception of Excedrin Extra Strength?	Conversation, responses/mentions, coverage and sentiment analysis (e.g. IBM Watson Tone Analyzer), brand perception tracking
Are we increasing consideration and purchase intent of Extra Strength?	Millward Brown, Brand Lift Studies (e.g. Facebook)
Are we increasing sales of Excedrin Extra Strength?	QoQ brand tracker, ROAS analysis (e.g. Datalogix)

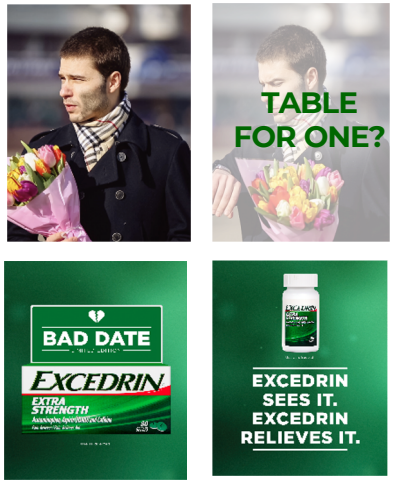
WE SEE YOUR PAIN LEVERAGED EXCEDRIN'S EXISTING EQUITY, KEY INSIGHTS, & A UNIQUE STORYTELLING DEVICE

EXCEDRIN®
The Headache Expert

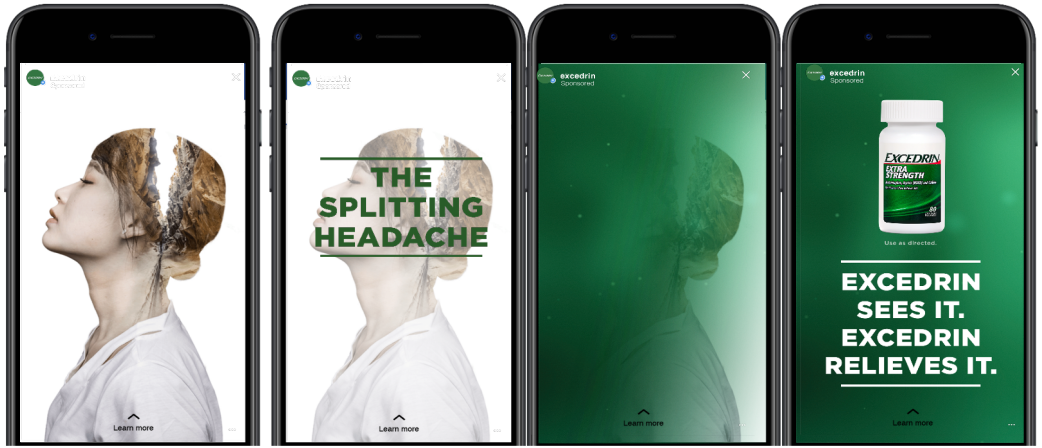


‘WE SEE YOUR PAIN’ THUMB-STOPPING DIGITAL ACTIVATION COMES TO LIFE ACROSS MULTIPLE TOUCHPOINTS

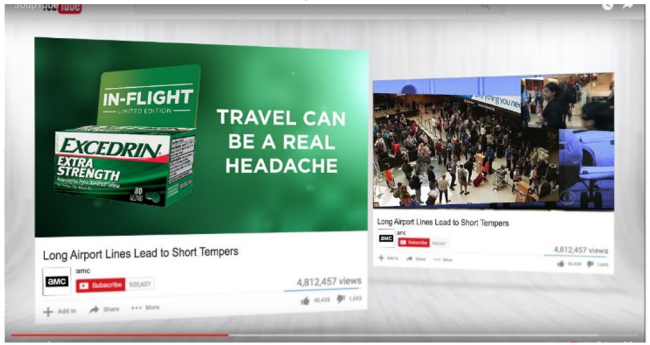
Announcing Limited Editions on Social



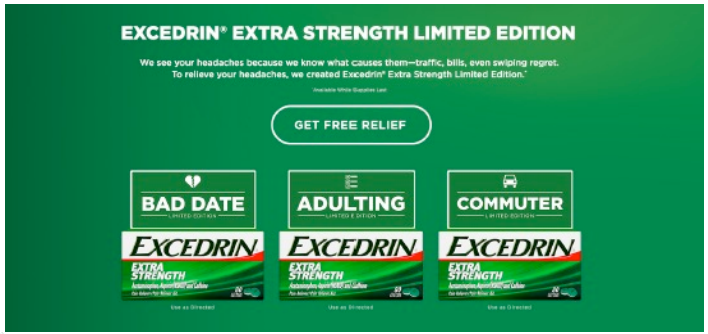
Motion GIFs in paid social



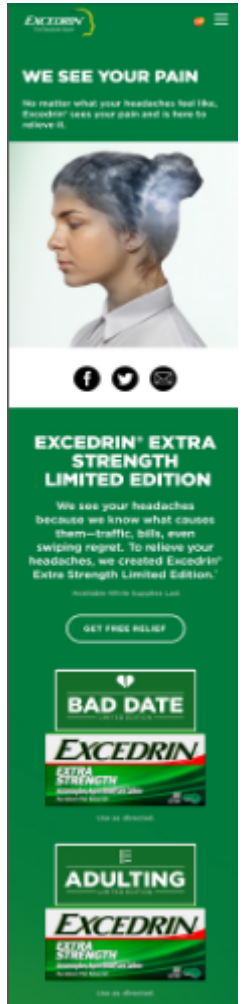
Expanding Editions via DCO



Direct sampling via Excedrin.com



Direct sampling via Excedrin.com



Digital Video

EXCEDRIN®
The Headache Expert



HEADACHE VISUALIZATIONS: DIGITAL VIDEO



Excedrin Wedding :15s

Impressions:	Video Views:	CTR:
19,407,851	44,260,408	0.147%
Clicks:	**VCR:**	
28,473	43%	

- Overall video achieved vCPM and viewability goals driven primarily by OX
- OX saw improved performance with added Contextual targeting tactics

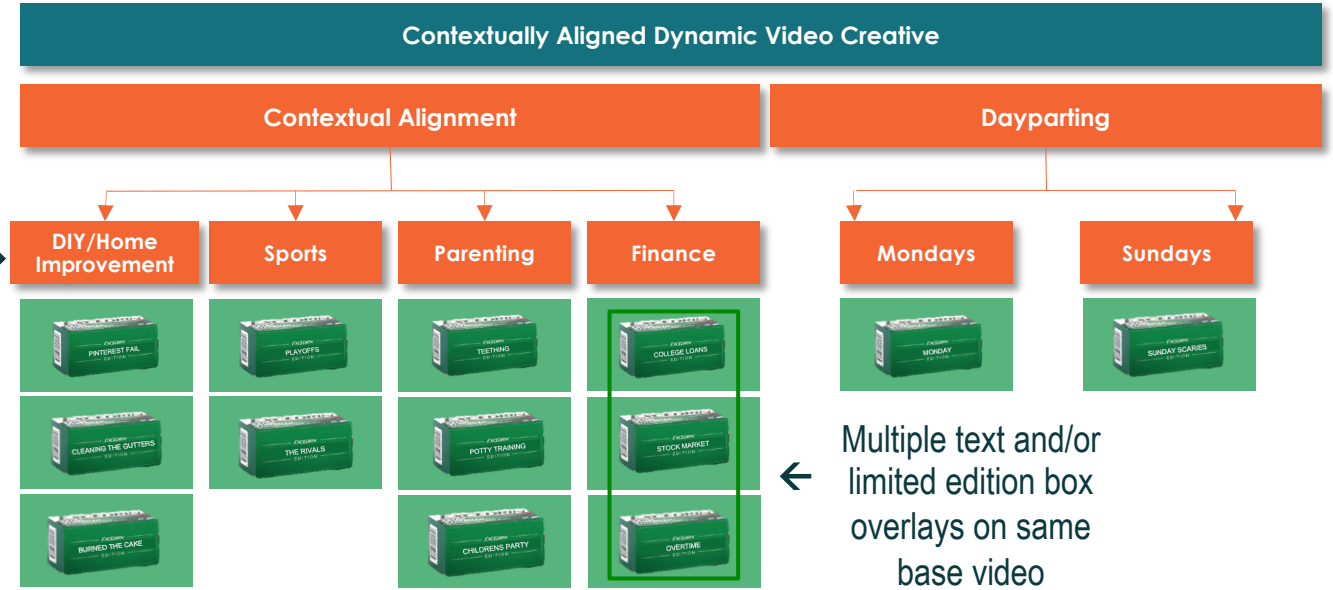
EXTENDING LIMITED EDITIONS TO DYNAMIC VIDEO

OVER 80 VERSIONS OF EXCEDRIN :06 PRE-ROLL FOLLOWED BY CONTEXTUALLY RELEVANT VIDEO



flashtalking

TARGETING TRIGGERS FOR DYNAMIC VIDEO (DCO)



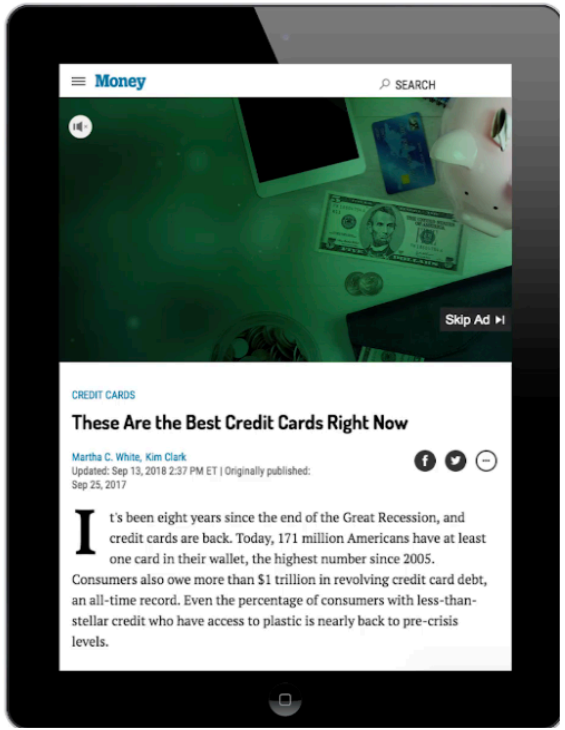
Pre-identified, scalable, contextual segments creative was built around.

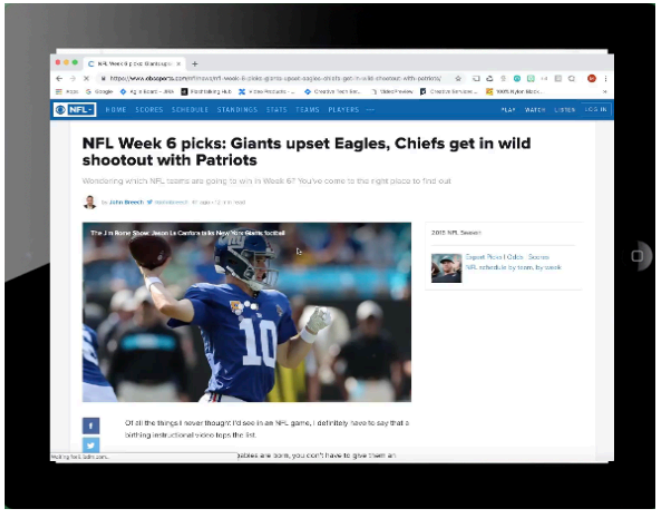
Each segment has up to 14 dynamic copy variations resulting in 80 total videos.

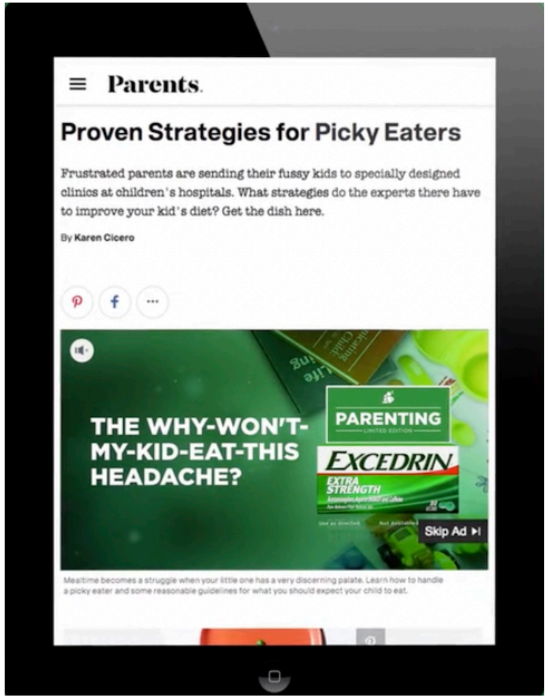
Triggers creative activated on

Multiple text and/or limited edition box overlays on same base video customized for each contextual segment

DCO EXAMPLES

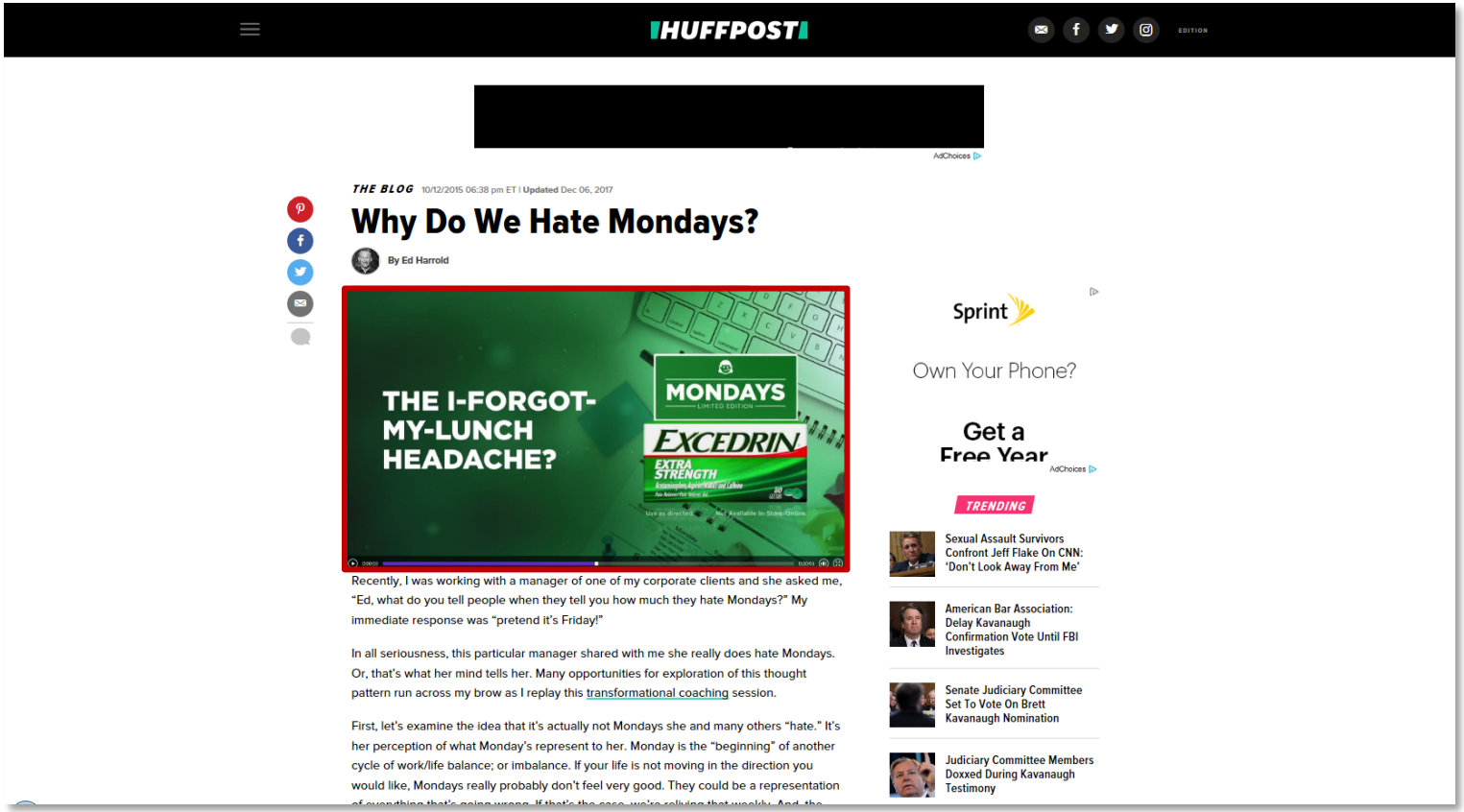




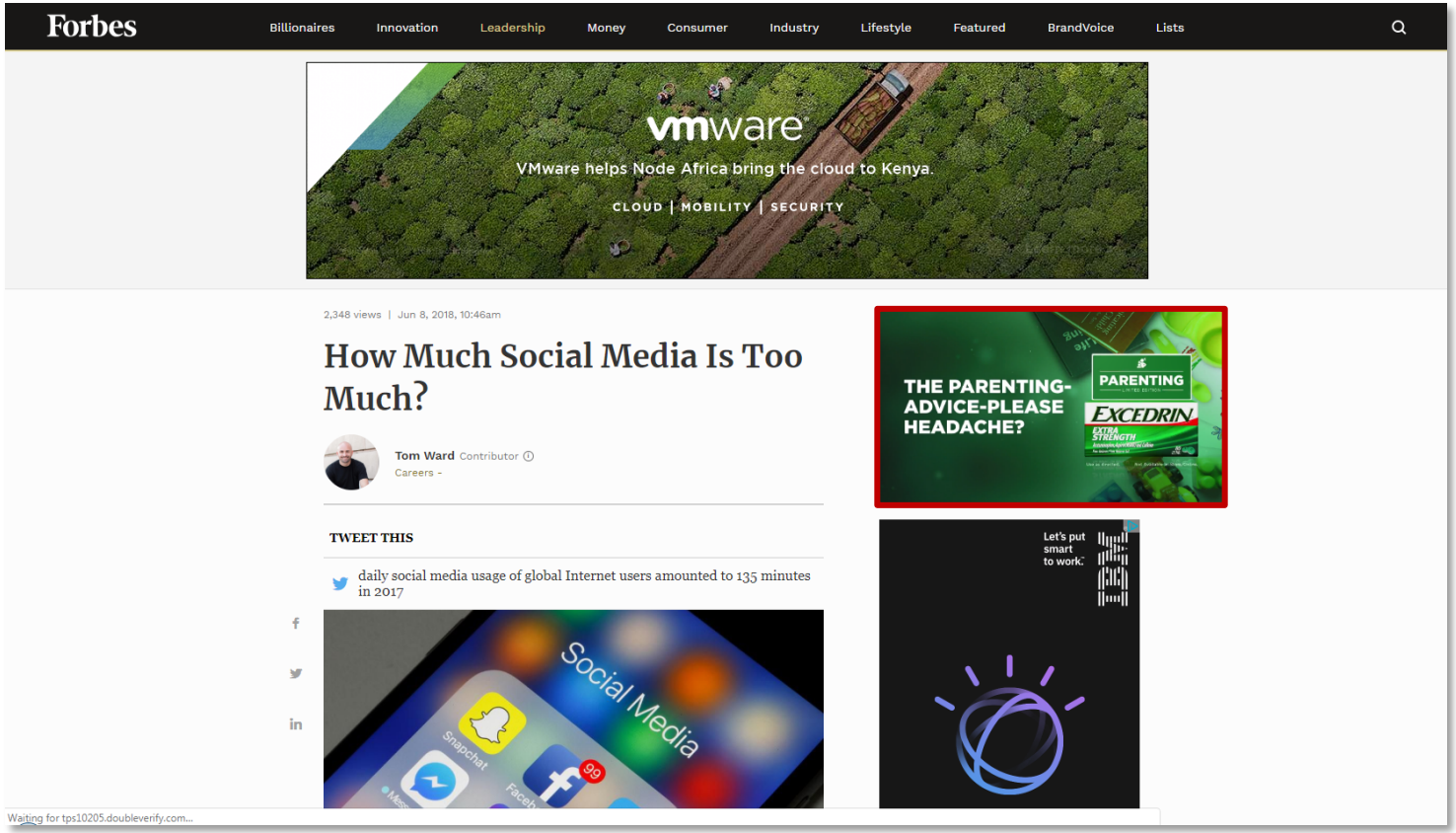


Based on audience findings + media targeting enabled by Flashtalking.

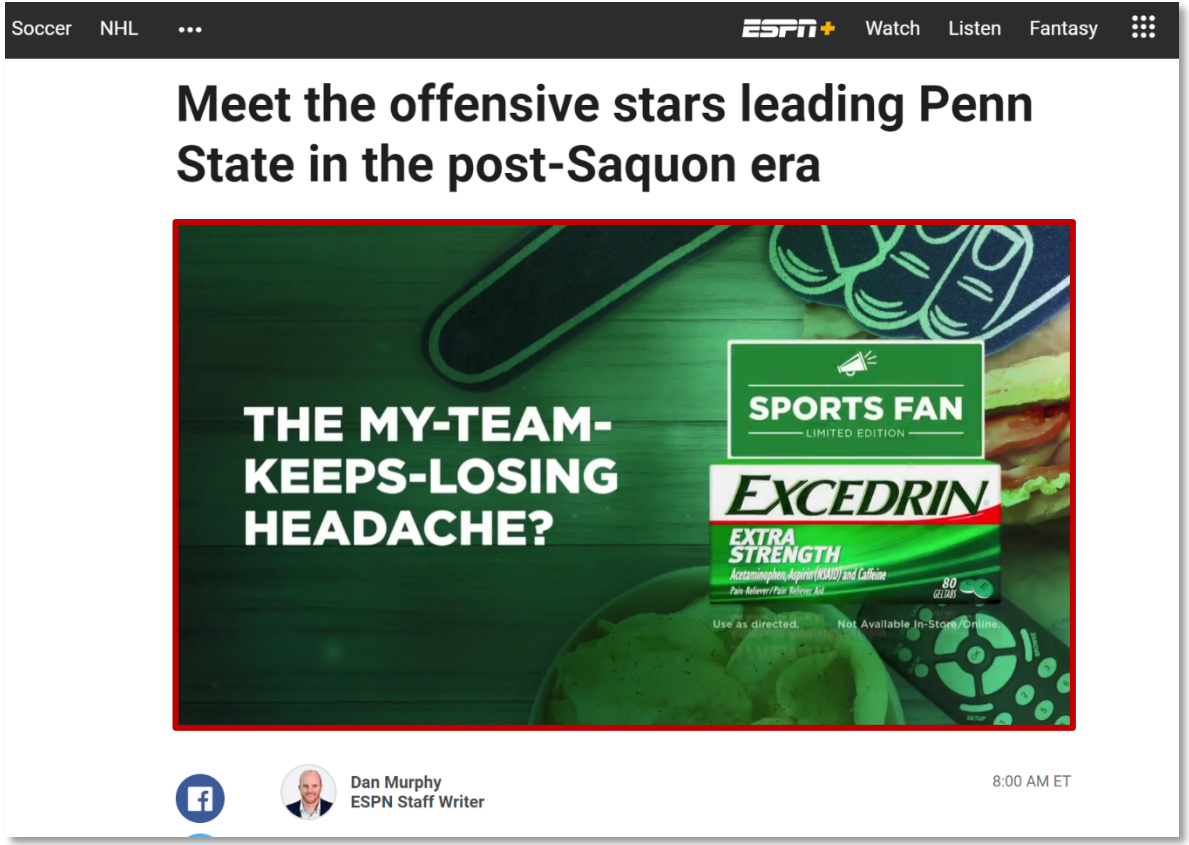
HUFFPOST – “MONDAYS” DCO PRE-ROLL VIDEO



FORBES – “PARENTING” DCO PRE-ROLL VIDEO



ESPN – “SPORTS FAN” DCO PRE-ROLL VIDEO



BETTER – “SUNDAY SCARIES” DCO PRE-ROLL VIDEO

BETTER

The 'Sunday Scaries' Are Real – This is Why

SHARE THIS –

So, how can we outsmart our own hormones and get back to a relaxing Sunday night? Here are five tips to combat those blues, and how to know when it’s time to seek more help.





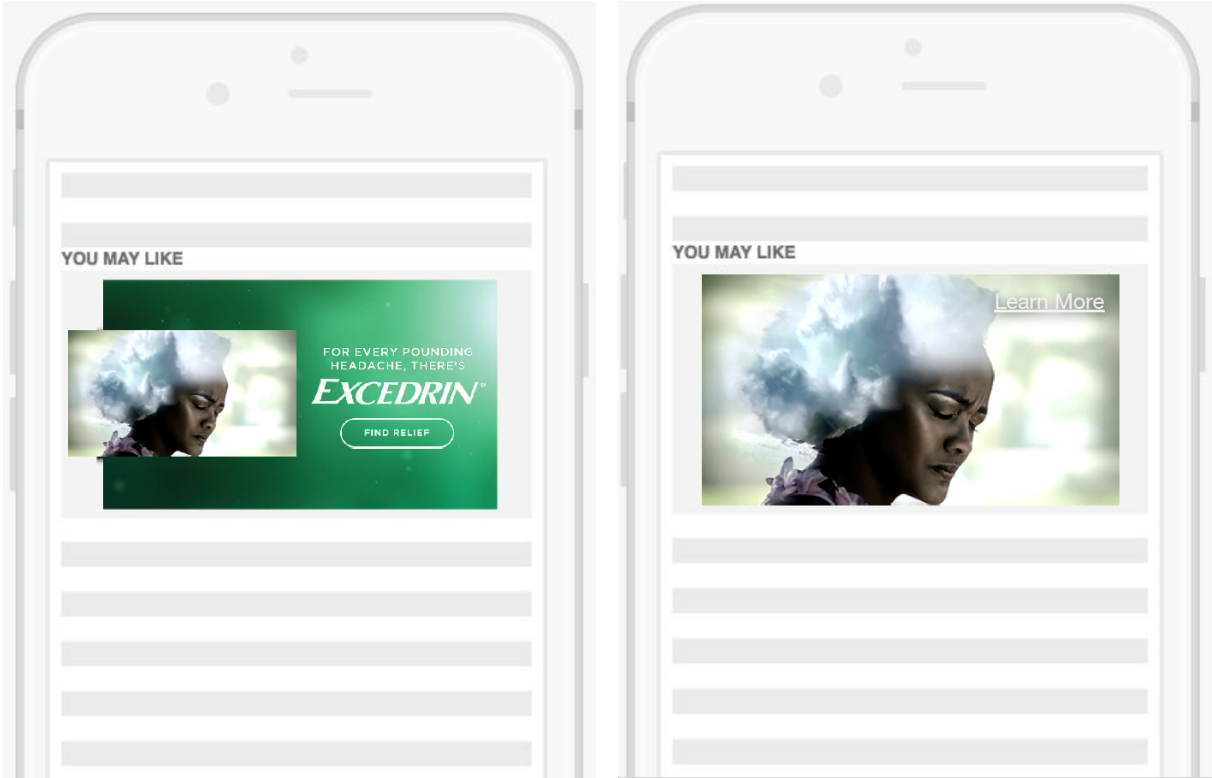
DCO HIGHLIGHTS

- 7M PERSONALIZED VIDEOS WERE SERVED IN FIRST 6 MONTHS OF CAMPAIGN
- CONTEXTUAL & BEHAVIORAL (EXCEDRIN PURCHASERS) EMERGED AS TOP-PERFORMING DCO TARGETING
- GRAPESHOT KEYWORD MATRIX WAS EXPANDED TO INCREASE PERSONALIZATION
- THE “HOW TO” VARIATION EMERGED AS TOP PERFORMING ASSETS FOR VCR

YIELDMO NATIVE UNITS

Yieldmo CTRs increased an average of 0.15%; a 2X increase from prior year

Continued optimizing/refreshing Yieldmo units with top-performing formats / partner best practices in mind



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Digital OOH



EXCEDRIN®
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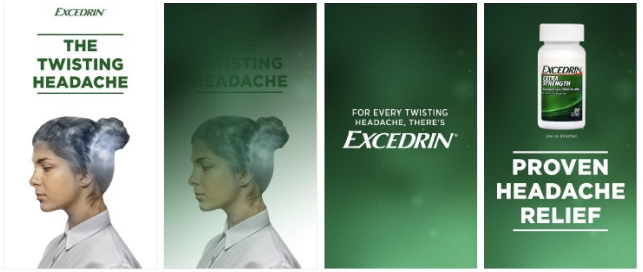
DRIVING CONTEXTUAL RELEVANCY WITH DOOH

RATIO: (16:9)
LOCATIONS *(BELOW)*



Outside Lincoln Tunnel on launch day

- Bars
- Convenience Stores: ATMS
- Transit Street Level



Frame 1 Frame 2 Frame 3 Frame 4

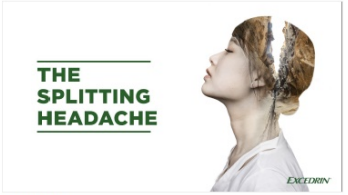
Gyms





RATIO: (16:9)

LOCATIONS
- Transit Street Level
- Salons



Frame 1



Frame 2



Frame 3



Frame 4

Office Buildings





VISTAR PARTNERSHIPS MOVED THE NEEDLE ON BRAND LIFT METRICS

	Awareness	Consideration	Purchase Intent
Performance Highlights	+7% Lift in Awareness	+46% Lift in Consideration	+50% Lift in Purchase Intent
Key Takeaways	Exposure to Excedrin messaging on DOOH and cross-screen devices are both effective at generating awareness	Cross Screen and DOOH only exposure both drove over a 50% lift in consideration.	Exposed group was 50% more likely to purchase Excedrin than the control group.
Top Performing Venue Types	Billboards, casual dining restaurants, gyms, movie theaters, salons	Casual dining restaurants, bars, movie theaters, office buildings, gyms, transit	Casual dining restaurants, bars, movie theaters, gyms, transit, convenience stores, and salons

Cross screen tactics resulted in the strongest brand lifts; continue to leverage mobile venue proximity and retaregeting

Consistent media saturation helped drive an increase in awareness of Excedrin Extra Strength while taking share from Tylenol

For venue considerations: consider narrowing down to top performing venues to ensure effective scaling

Next time, we'll leverage foot traffic and sales lift studies to determine efficacy of DOOH messaging on in-store and online purchases.

Social

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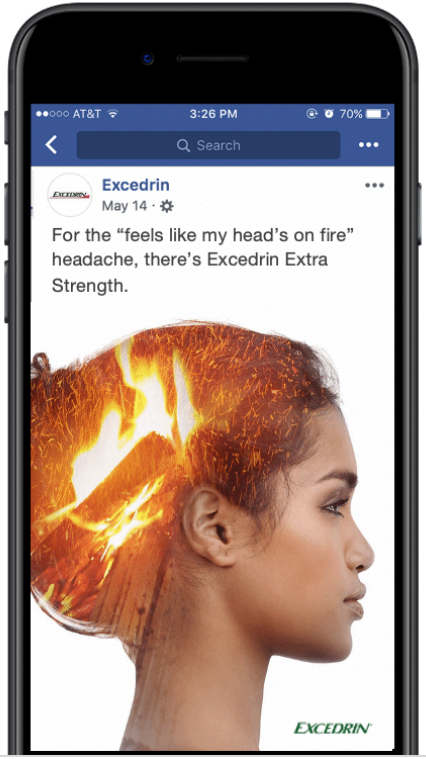


IG STORIES HEADACHE VISUALIZATIONS: SOCIAL

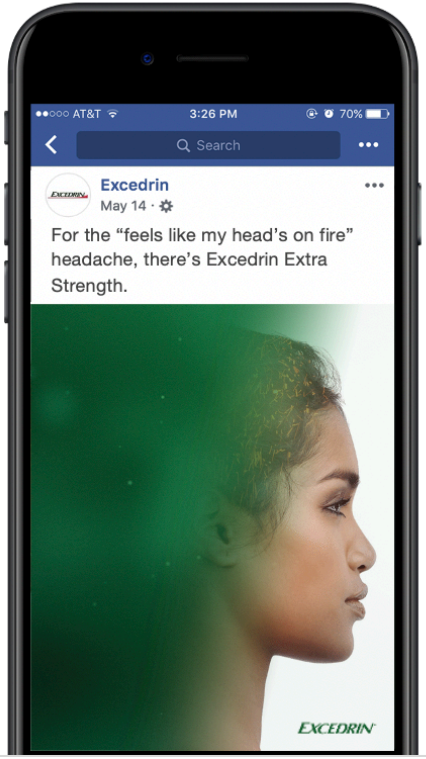
FRAME 1



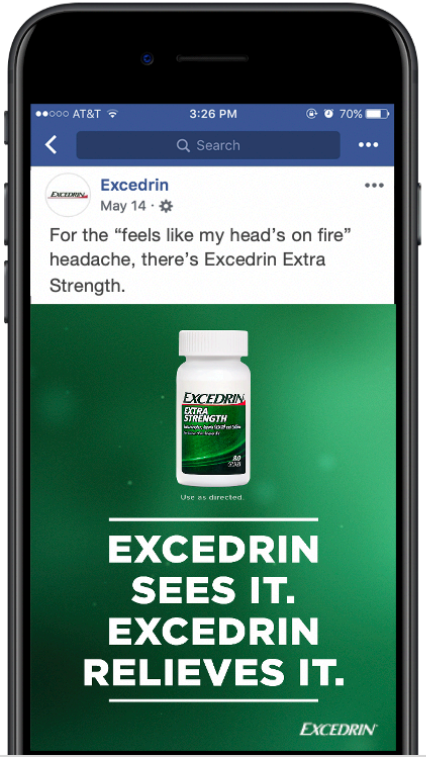
FRAME 2



FRAME 3



FRAME 4



IG STORIES HEADACHE VISUALIZATIONS: SOCIAL

FRAME 1



FRAME 2



FRAME 3



FRAME 4



Twitter Polls reinforced continuous learning

Polls received high engagement (58.6K responses) through optimizing for awareness.



EXCEDRIN® The Headache Expert

gsk

Making Limited Editions Available to Consumers on .com

The approach for our campaign hub on Excedrin.com:

- Showcase Headache Visualization videos
- Promote Limited Edition Series sampling
- First-party data collection

Why we drove to Excedrin.com:

- Creates a clear consumer CTA for Limited Edition series
- Avoids having multiple partnerships to drive consumers
- Features links to deeper site content and other campaign assets

We See Your Pain Page accounted for 22% of overall site traffic, users and sessions during activation week.

WE SEE YOUR PAIN
(September)

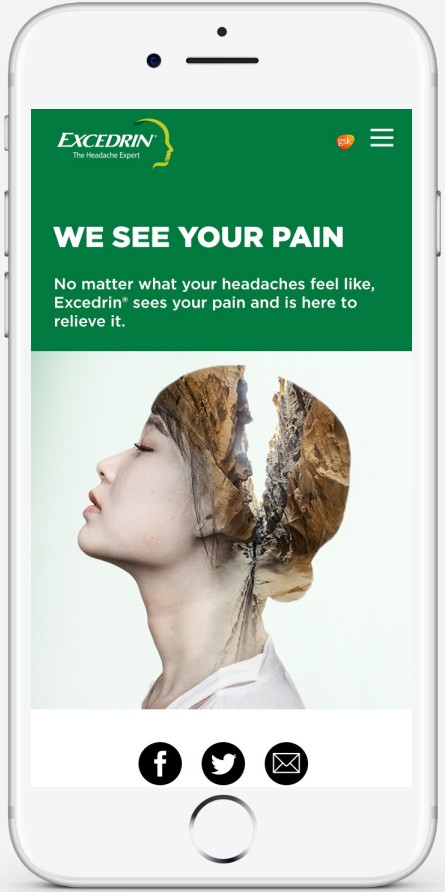
22,527
Sessions

20,856
Users

37,030
Page Views

00:00:59
Average Session Duration

35.83%
Bounce Rate



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EXCEDRIN LAUNCHED DATA-DRIVEN ACTIVATIONS ACROSS MULTIPLE TOUCHPOINTS ON THE CONSUMER EXPERIENCE JOURNEY




Breakthrough Creative

Content Syndication

sharethrough
triplelift
NATIVO





People
TODAY

High Powered PR



Social Media



BuzzFeed
WebMD
BUSTLE
ELITE DAILY
REUTERS

Key Partnerships

Paid Media

YuMe
permission data
xAd
accuen
Visible MEASURES

EXCEDRIN®

Thank You

gsk

WEBER SHANDWICK
engaging always.