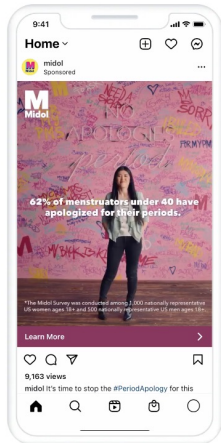


# Digital communication | Introduction



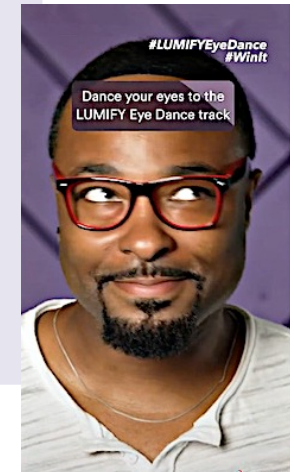
Yet despite all of the above concerns about decreasing digital adspends, stalling social media advertising and the impact of privacy measures on marketing campaigns, **digital communication remains a vibrant and crucial aspect of A+P strategy.** It is an area that will see continued investment but also significant changes in coming years.

Digital promotion is considered by many consumer healthcare players to be the most important way to engage with consumers, and it is **increasingly essential that CHC players have a strong presence on search engines, engage with their audience via social media, offer reasons for consumers to interact with their brands, and provide quality, trusted informative content.**

## Shift to interactive content in digital communication

Many companies are **shifting from regular digital content formats (text, images, and video) to interactive content which enhances the consumer experience.** Technologies like augmented reality, 360° tours, video tours and polls will increasingly be incorporated into campaigns.

Interactive content will be a huge part of digital marketing going forward as CHC players take advantage of the ability to provide consumers with **immersive experiences that showcase the value of their brands in real-time.**



## Sanofi uses social media videos and TikTok influencers to raise Enterogermina's profile

According to Sanofi Brazil, between August-September 2020 social media videos were used to “increase brand awareness among a more specific audience” with ads demonstrating the ease and convenience of Enterogermina vials to maintain balanced intestinal flora in children.

The marketer used the Nielsen Digital Ad Ratings study **to validate the accuracy of ad delivery, which surmised 99% audience targeting accuracy, and 1.8x higher ad recall and 5x higher purchase intent than the industry average.**

A subsequent campaign sought to raise Enterogermina's consumer profile further: in November 2021, **TikTok influencers** – among them Kelly Key, Leo Feck and Jacques Vanier – **posted informative Enterogermina content to a potential audience of 17mn+ followers.**



# QR codes in CHC | QR codes offer benefits to consumers, marketers and regulators

## Shionogi at the forefront of utilising QR codes on its CHC brands

When Shionogi updated the packaging for its systemic analgesic brand Sedes in Japan in April 2020, it claimed a world first in pharmaceutical packaging, with **QR codes that provide product instructions in five languages and offer a “read aloud” option for visually-impaired consumers.** The latter benefit saw the brand win a 2021 Good Design Award, for the way it enhanced accessibility.



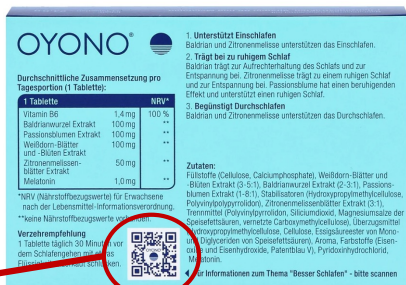
Since then Shionogi has made use of the technology on myriad launches, including Rinderon Vs Cream and Ointment (see left) in February 2021 and a 40-count pack of Medicon Cough Tablets Pro (see right) in September 2022. **Since the QR codes were debuted, the number of languages offered has increased to seven.**



The QR code allows users to read about product benefits and instructions in up to seven languages

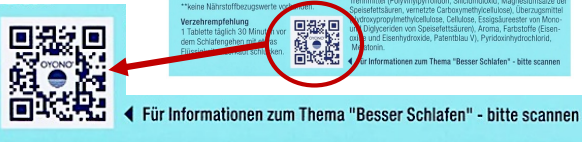
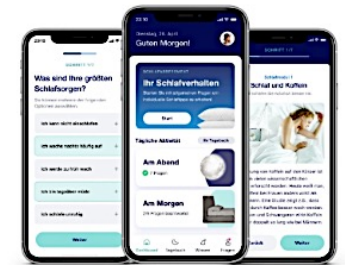
## Other innovation combines QR code with glow-in-the-dark packaging

Klosterfrau's Oyono tri-layer tablets, which have climbed into the Top 10 sedatives & sleep aids in Germany since launch in July 2021, feature **glow-in-the-dark packaging which includes a QR code that directs consumers to a free app where they can track their sleep habits.**



The app's sleep diary allows users to answer questions about their day's activities before bed and about the night after waking, giving them a comprehensive overview of their sleep behaviour and possible changes via regular entries.

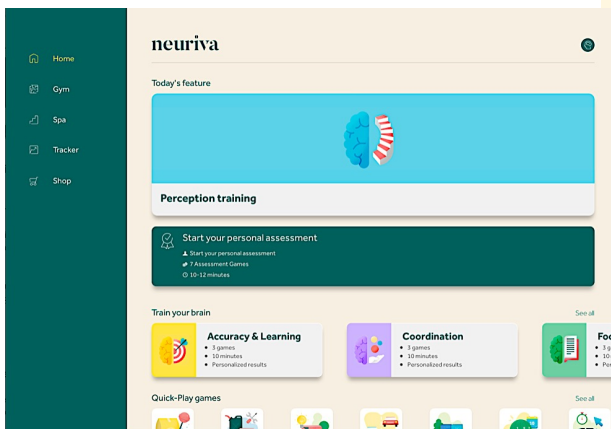
The brand contains valerian, vitamin B6 and melatonin in the first layer (to induce sleep), passiflora and melatonin in the second (to maintain sleep) and hawthorn and lemon balm in the third (to promote restful sleep).



# Health apps | Neuriva Brain Gym an example of a branded mental acuity app

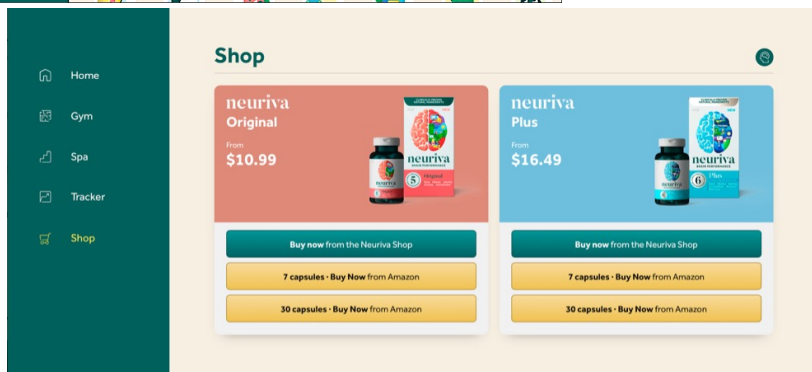
Brain health supplement **Neuriva** (Reckitt) is supported by an app intended to help maintain brain function; Reckitt is highly active in CHC app space (see *case study later*), with a range of software supporting its key brands. **Neuriva supplement range has grown rapidly following 2020 launch** to become global No.2 in its category, and the existence of a companion app provides a key point of difference to rivals.

Neuriva Brain Gym is a personalised brain training app to be used alongside the supplement course, claimed to provide “a holistic approach to a brain-healthy lifestyle”; a range of activities are available including colouring and puzzles, divided across categories including Accuracy & Learning, Coordination, Focus & Concentration, Memory and Perception.



**The app also has an integrated shop**, allowing users to purchase the supplement both directly from the marketer or from Amazon.

Marketing for the supplement and app highlights **high levels of scientific backing to stand out within a crowded market**; there are numerous brain training and mental acuity-focused apps available, with highly variable levels of efficacy from simple computer games and puzzles to more high-tech apps making use of personalisation and science-backed activities.



Brain Gym’s advantages are claimed to be its ability to personalise the difficulty, complexity and variety of games based on data collected over continued use, alongside gamified aspects such as ability to compare progress with other users.

The reach of Neuriva Brain Gym app is low compared to rivals in the “brain training” space, with over 50,000 reported downloads on Android (compared to over 10mn for Lumos Labs’ **Lumosity** app, which makes similar claims, see *Case Study later*).



## Branded storefronts on Amazon a key part of e-Commerce strategy for leading CHC players

In the USA, the vast majority of leading CHC brands have extensive storefronts on Amazon. Promotional images clearly explain brand's benefits and often include endorsements quoted from user reviews and HCP recommendation.

Nature's Bounty > Jelly Beans

+ Follow HOME FEATURED PRODUCTS JELLY BEANS SLEEP & ENERGY IMMUNE HEALTH ADVANCED HEART HEALTH GUMMIES MORE -

**IMMUNE JELLY BEANS**  
Daily Support For Whole Body Health

\$18<sup>99</sup> (\$0.16/Count)  
prime

**MULTI JELLY BEANS**  
Daily Support For Whole Body Health

\$13<sup>28</sup> (\$0.11/Count)  
prime

Image sections on the brand page are used to present promotional material as well as easy access to important information about the brand.

Wick's > Vicks Vapoers

+ Follow HOME DAYQUIL NYQUIL VICKS SINEX VICKS VAPORS VICKS SUPER C CHILDREN & KIDS POSTS Search all Vicks

**TRUSTED FOR 125 YEARS**

**VapoShower Plus**  
100% MORE Eucalyptus Menthol...  
\$27<sup>99</sup> (\$2.31/Count)  
prime

**VapoBath**  
Eucalyptus Shower Steamer & Menthol...  
\$20<sup>99</sup> (\$20.99/Count)  
prime

**VapoBath**  
Eucalyptus Shower Steamer & Menthol...  
\$14<sup>99</sup>  
prime

**NyQuil**  
Vicks NyQuil Severe, Nighttime Relief of Cough, Cold & Flu Relief, Sore Throat, 2-12...  
\$46<sup>99</sup>  
prime

Manufacturer information section for many brands also includes comparison of different formats and presentations, with links to Amazon product pages for each presentation.

Features such as informative banners and presentation comparison charts are typical of longline CHC brand websites (see right).

Music Gift Cards Registry Fashion Amazon Home Toys & Games Pharmacy Coupons Sell Computers Video Games Automotive Home Improvement Beauty & Personal Care Smart Home Pet Supplies

**TYLENOL**

+ Follow HOME HEADACHES MUSCLE ACHES & PAIN+ CHILDREN & INFANTS SLEEP COLD & FLU SINUS+ OFFERS MORE - Search all Tylenol

**#1 Doctor Recommended Brand for pain relief and fever reduction.\***

**TYLENOL PM**  
Acetaminophen 325 mg per 1 mL  
Tylenol Extra Strength  
Acetaminophen 500 mg per 1 mL  
**TYLENOL 8HR**  
Acetaminophen 650 mg per 1 mL  
**TYLENOL ARTHRITIS PAIN**  
Acetaminophen 650 mg per 1 mL  
**TYLENOL Cherry**  
Acetaminophen 325 mg per 1 mL

Hover on products for details  
\*Based on a survey of doctors (IQVIA '21). Use product only as directed.

**DAYTIME + NIGHTTIME FORMULA**

Advil Tablets 300 ct + Advil PM 2ct

**DAYTIME + NIGHTTIME FORMULA**

Advil Tablets 300 ct + Advil PM 20 ct

**UNBEATABLE STRENGTH**

Advil Tablets 300 ct + 24 ct

**POWERFUL PAIN RELIEF ON-THE-GO**

Advil Liqui-Gels Minis 50x2 ct

Form	Tablets + Caplets	Tablets + Caplets	Tablets	Liquid Filled Capsules
Headache	✓	✓	✓	✓
Minor Arthritis Pain	✓	✓	✓	✓
Backaches	✓	✓	✓	✓
Muscle Pain	✓	✓	✓	✓
Toothaches	✓	✓	✓	✓
Maximum Dosage	Advil: Do not exceed 6 tablets in 24 hours unless directed by a doctor. Advil PM: Do not take more than 2 caplets in 24 hours	Advil: Do not exceed 6 tablets in 24 hours unless directed by a doctor. Advil PM: Do not take more than 2 caplets in 24 hours	Do not exceed 6 tablets in 24 hours unless directed by a doctor	Do not exceed 6 tablets in 24 hours unless directed by a doctor
Age Range	12 years of age and older. Under 12 years old ask a doctor	12 years of age and older. Under 12 years old ask a doctor	12 years of age and older. Under 12 years old ask a doctor	12 years of age and older. Under 12 years old ask a doctor
Contains on-the-go pack	✓	✓	✓	✓
Nighttime formula	✓	✓		