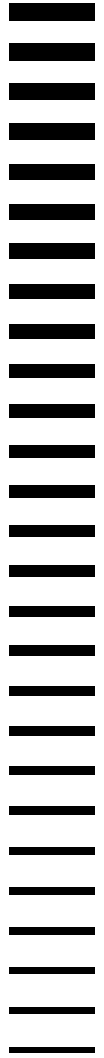
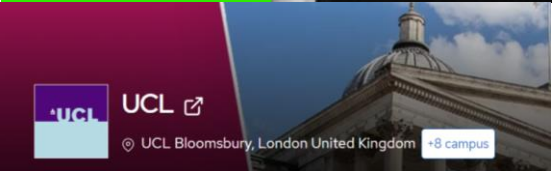


Prioritising Patients



May 2024

Anastasia Roshchina
Head of Marketing, CEE Export Hub



HALEON

**Leverage Social
Strategies & Advocacy
Groups To Truly
Understand Patient
Needs, Effectively
Inform & Support &
Drive Meaningful
Engagement &
Collaboration**



HAL=ON

**Leverage Social
Strategies & Advocacy
Groups To Truly
Understand Patient
Needs**



HAL=ON

The Power of the Insight



— Understand the WHY

Be data fuelled but insight led to drive the results. Data driven is not the end game...



WHAT



WHY



No longer enough
To be
Data Driven

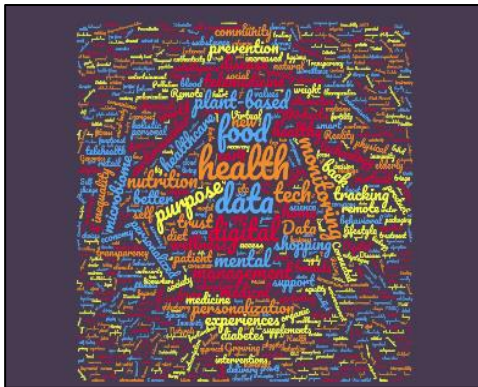
Deep dive into the Insight to unlock the Growth

Shift from rear view approach to plotting the landscape ahead



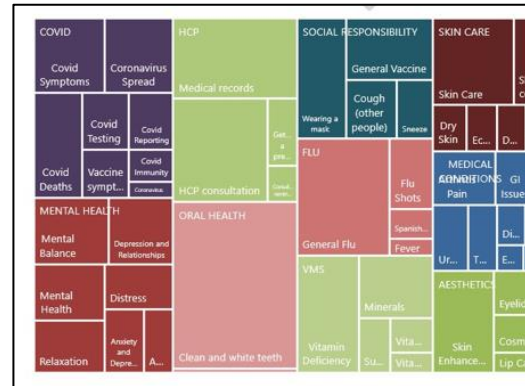
Leveraging the Power of Social to transform the mindset

Knowledge Audit



- 50 trend reports analyzed
- 500 entries created
- 20 themes emerging

Social Data mapping



- Global English and Chinese
- 70+ Millions of posts analyzed
- > 100 topics identified and clustered

H&W expert interviews

Adrienne Raimo, R.D.N., L.D.
Integrative & Functional Dietitian-Nutritionist, Founder & Director of One Bite Wellness LLC

Craig Elbert
Co-Founder, CEO at Care/of

Bevin Clare
Professor and Program Director at Maryland University of Integrative Health at Maryland University of Integrative Health

Emily Goldmann
Clinical Associate Professor at New York University, Department of Epidemiology at the School of Global Public Health

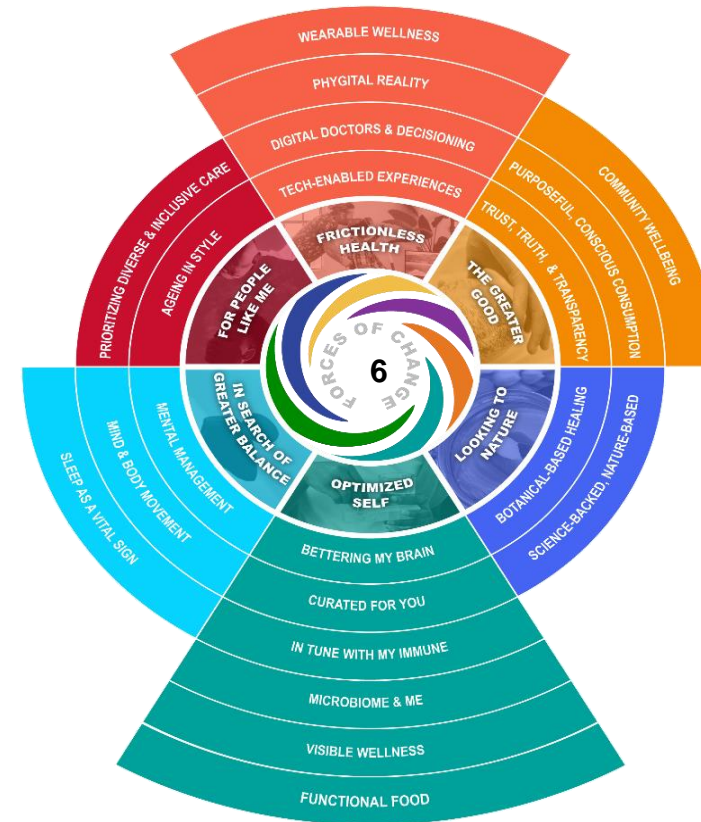
Dolapo Babalola, MD, FAAFP
Family Physician and Associate Professor at Morehouse School of Medicine, Health/Fitness Coach and Founder of Living At Your Finest Company

Keri Layton
Naturopathic Doctor, Whole Family Wellness LLC

- 15 US & Chinese experts
- Internal GSK panel discussion
- Helped refine and contextualize

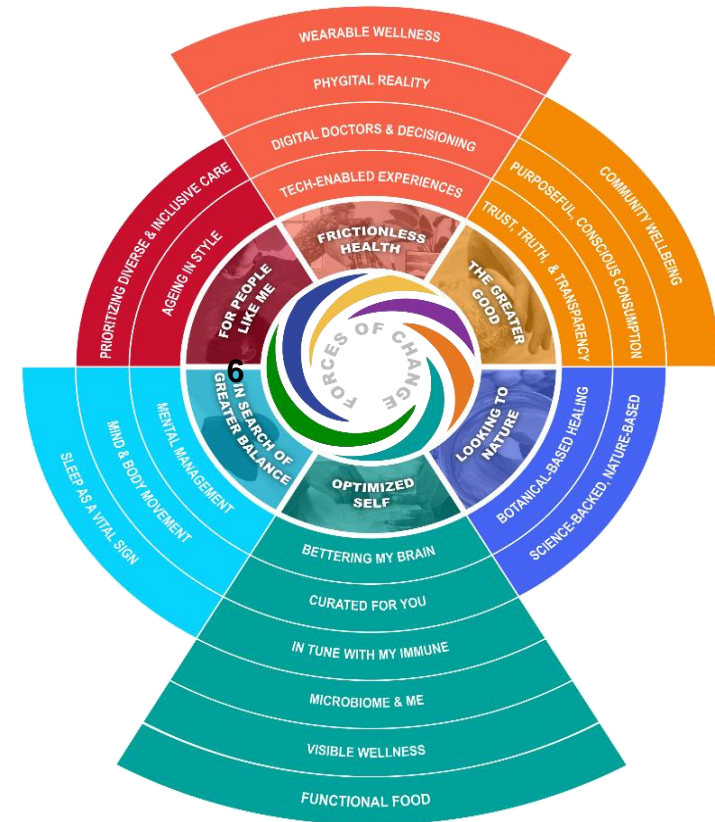
The Trendspotter

The Trends Framework built off the 3 layers of foundational analysis - Macro forces, Territories and Trends... all quantified!



The Trendspotter

The Trends Framework built off the 3 layers of foundational analysis - Macro forces, Territories and Trends



**Effectively Inform &
Support & Drive
Meaningful Engagement
& Collaboration**

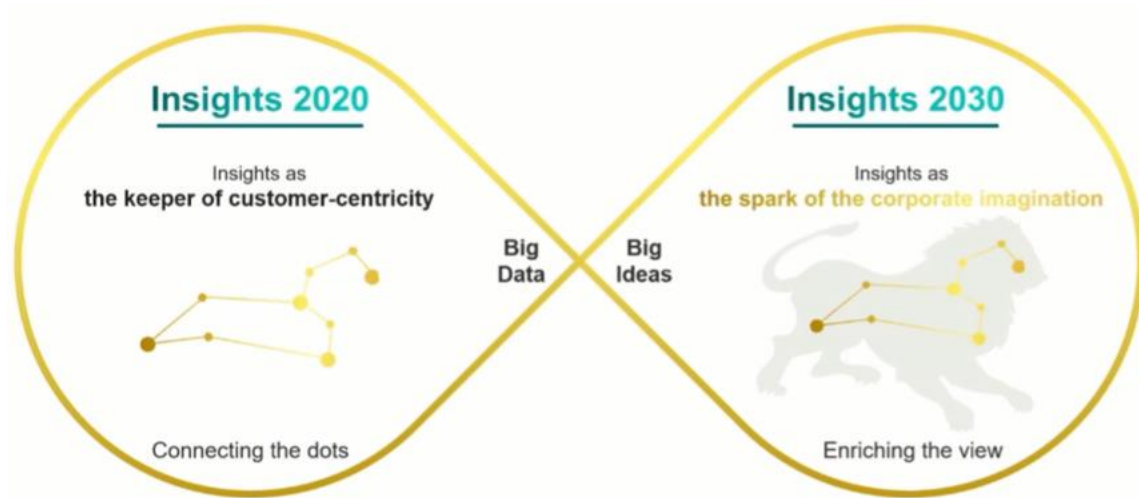


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Inspiring the Meaningful Insight lead Engagement

1.

Catalyst for
imagination,
innovation &
creativity



Driving the Relevance via the Hankins Hexagon model

How do we define consumer intent?

While the platform where consumer intent occurs is varied, intent can broadly be broken down into 6 main categories: open (looking for first, general information on category), understand (category understanding), explore (offer comparison, initial basket development), evaluate (verifying product selection), buy (purchase intent), use (post-purchase experience).

The Hankins Hexagon model asserts that at any one time, a consumer sits in one of approximately six states.

The assumption is that a person can make their own way to purchase via whole variety of routes, which may differ based on category or brand specifics.

1. In the model there are six stages, consisting of 'no current need to buy', trigger, explore possibilities, compare contenders, make purchases and experience product.

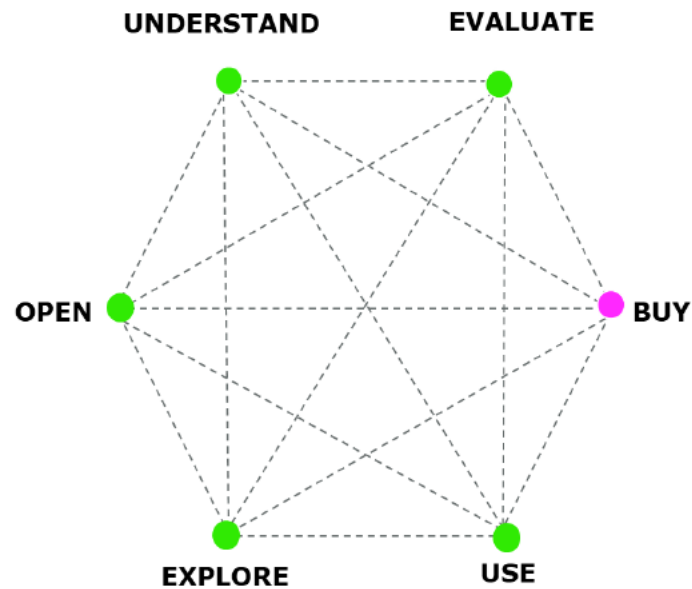
2. The Hankins Hexagon allows for a person to make their own way to purchase via a variety of routes. There are very few fixed pathways in the model, and most are two-way with feedback loops and changes of mind.

3. For different brands and different categories, there is likely a dominant path to purchase within the model. Identifying these common pathways is key to increasing the probability of purchase.

4. Having strong brand memories is even more important because it can draw attention towards your brand and make it less likely for your current customers to be tempted to switch to a competitor offering a deal.

The Consumer Journey based on the Hankins Hexagon model

The Hankins Hexagon



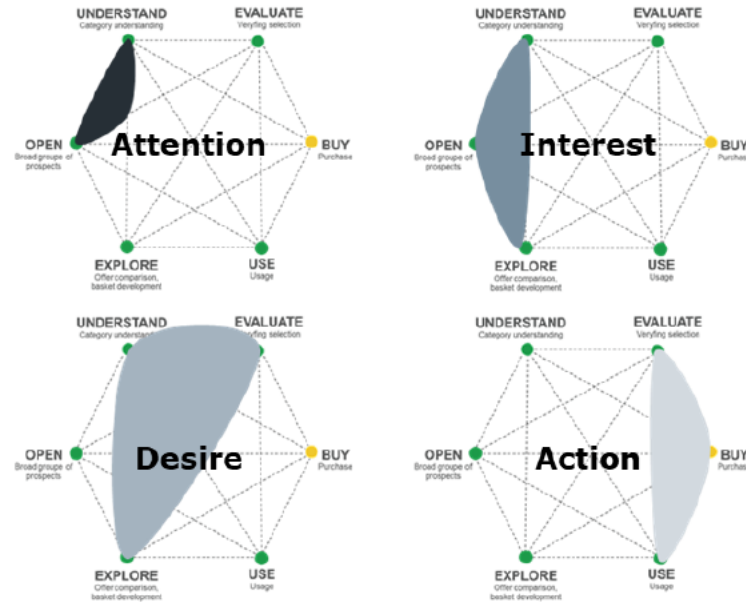
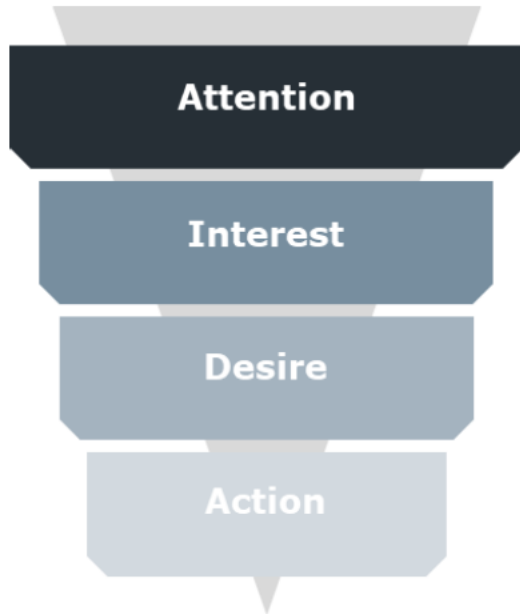
Intent Categories

- 01. OPEN** Lack of active intent, but there are signals of possible interest
- 02. UNDERSTAND** Seeking information and guidance in the category
- 03. EXPLORE** Wants to explore the available options and choose the most relevant one
- 04. EVALUATE** Among the considered options, wants to choose one
- 05. BUY** Ready to take action, wants to make a purchase easily
- 06. USE** Post-purchase intents, questions on the offer for existing clients, or service

The AIDA Funnel vs The Hankins Hexagon

More Focus On The Consumer Perspective

FROM: **BRAND-DRIVEN** TO: **CONSUMER-DRIVEN**



The Intent based Social Campaign Planning

Each Intent Category Addresses Different Job-To-Be-Done and Requires Adjusted Approach To Building Relevant Communication

Intent Category	Intent Description	JTBD	Type Of Message
01. OPEN	Lack of active intent, but there are signals of possible interest	FIND ME	Attention-grabbing, insight-driven
02. UNDERSTAND	Seeking information and guidance in the category	TEACH ME	Educational, informative, instructive
03. EXPLORE	Wants to explore the available options and choose the most relevant one	GUIDE ME	Focused on product benefits, functional
04. EVALUATE	Among the considered options, wants to choose one	CONVINCE ME	Focused on product RTB and product advantages
05. BUY	Ready to take action, wants to make a purchase easily	MAKE ME TAKE ACTION	Action-oriented, strong CTA
06. USE	Post-purchase intents, questions on the offer for existing clients, or service	MAKE ME STAY	Personalized, based on past engagements

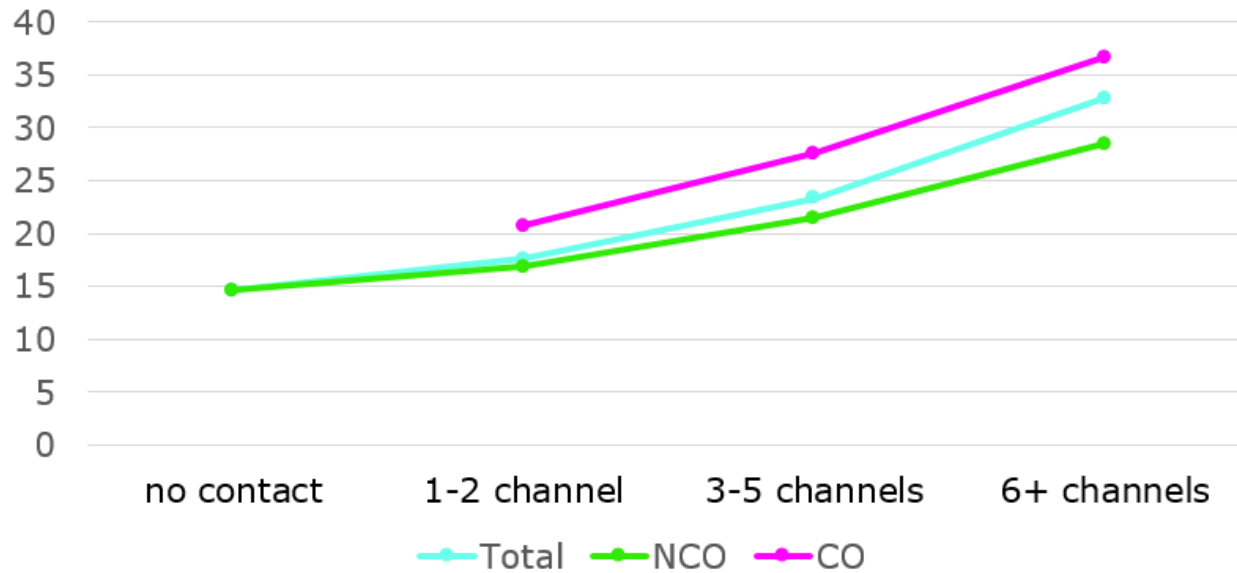
The Intent based Social Campaign Planning

Each Intent Category Can Be Leveraged / Activated with Different Approach To Data In Digital Ecosystem

	Intent Category	Intent Description	Data Activation Tactics
01.	OPEN	Lack of active intent, but there are signals of possible interest	Lookalike modeling; Audience planning; Demographic targeting; Psychographic targeting; Interest targeting
02.	UNDERSTAND	Seeking information and guidance in the category	Interest targeting; Past purchase targeting, Retargeting; Contextual targeting
03.	EXPLORE	Wants to explore the available options and choose the most relevant one	Intent targeting; Interest targeting; Past purchase targeting, Retargeting
04.	EVALUATE	Among the considered options, wants to choose one	Intent targeting; Interest targeting; Past purchase targeting, Retargeting
05.	BUY	Ready to take action, wants to make a purchase easily	Intent targeting; Retargeting; Geo-location targeting
06.	USE	Post-purchase intents, questions on the offer for existing clients, or service	Retargeting; Past purchase targeting; Lookalike modeling

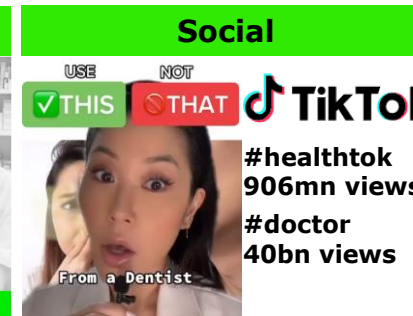
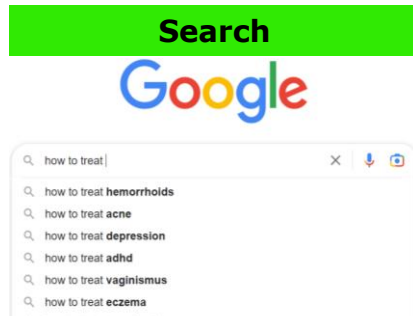
Finally.. Quality reach & influence behaviour takes several channels

All OH Brands cumulative AWR



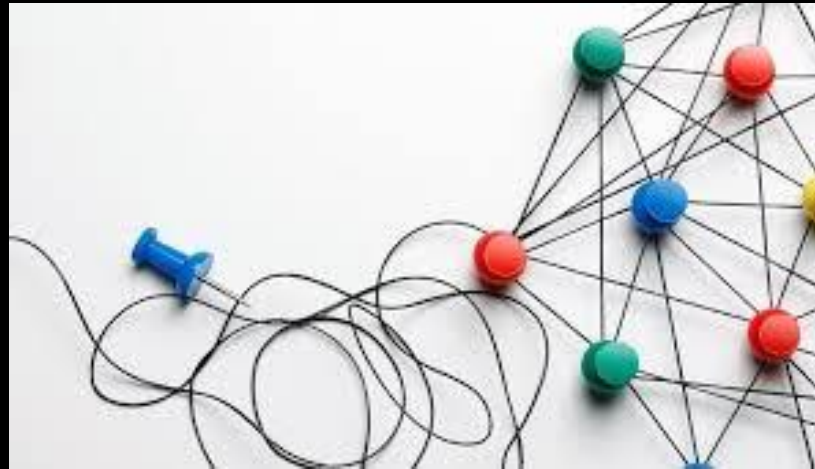
75% more AWRs for CO in 6+ channels vs 1-2 channels

90% more AWRs for NCO in 6+ channels vs no contact at all



Summing it up...

1. *Power of the Insight*
2. *Full forward: ~~follow~~ set the trends*
3. *Be Relevant*
4. *Adjust your Engagement , be Consistent and Loud to be Heard*
5. *Measure, fine tune & repeat 😊*



Thank you!