



TYDOL®

COMMUNICATION CONCEPT





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BUILDING A FOUNDATION

BRAND FRAMEWORK





▶ **React** – Creating a **Brand Personality Framework** – 9 key questions

1. Competitive Environment

How does your brand/ services fit in the market – what are the drivers and barriers to your brand success?

2. Target Customer

Segments

Who is going to buy or influence the choice of your brand?

3. Target Customer Insights

What's the most valuable insight(s) we know about the target customers behavior?

4. Core Brand Benefits

How will your brand/ services benefit target customers, partners and shareholders?

5. Core Brand Values

What does your brand value the most?

9. Your Brand Proposition

6. Core Brand Personality

What personality characteristics does your unique brand have?

7. Core Reasons to Believe

Why should your customers believe what you say?

8. Your Brand Discriminators

How is your brand distinctive from its competitors?

1. COMPETITIVE ENVIRONMENT

Efferalgan (Vietnam) TVC



Hapacol (Vietnam) TVC



2. TARGET AUDIENCE

Those who already use painkillers (modern medicine)

Busy, mature women 25+ urban

Mature woman in terms of life stage

- Young mum / young family

3. CONSUMER INSIGHTS

- Women are restless, feel guilty if sick
- Need fast relief
- High responsibility to family
- “Đau đầu” represents any uncomfortable feelings in Vietnamese culture
- Want to be strong, reliable, pillar of the family

4. CORE BRAND BENEFITS

a. Functional

- Efficacy on range of women's pain
 - Affordable
- For day-to-day pain, 2 tablets are enough
- Best quality of paracetamol

b. Emotional

- Peace of mind
- Take care of my family
- Guilty of being pain = useless
- Keeps me strong / awake
- Keeps me active
- Stay in control
- I understand myself + take care of myself – Repared Tydol

5. CORE BRAND VALUES

1. Understands women
2. Safety, quality
3. Effectiveness
4. Responsibility
5. Being active
6. Healthy living
7. Family
8. Helpful

6. CORE BRAND PERSONALITY

Graceful

Feminine

Active

Nurturing

Maternal

Confident

Responsible

Empathetic



7. CORE REASONS TO BELIEVE?

1. Efficacy
2. O.P.V
3. Pharmacy recommended
4. Used by women like you
5. Full portfolio of pain

8. BRAND DISCRIMINATORS

- Pink package
- Understanding Women's pain
- Authority on women's pain

A WORKING RECIPE

KEY MESSAGE



KEY MESSAGE

Chinh phục cơn đau theo cách của phái nữ

GETTING SEEN

COMMS PLAN



PHASED APPROACH

PHASE 1 : PROBLEM AWARENESS

Objective

Demonstrate that women deserve their own pain relief; they feel and remedy pain differently

Activation

The Women's Health report
Reinforce OPV expertise

Channel

PR, Social Media, POS

Desired Action

PR, Social Media

PHASE 2: ENGAGE WITH SOLUTIONS

Engage with viral clip themed "Conquer pains in women's way" and content

- Content partnership
- Forum participation
- Introduce SKUs

iTVC, Social Media, Event,
Content, POSM

PHASE 3: DRIVE TRIAL AND ADVOCACY

Build brand authenticity and emotional connections through branded story telling videos.

- Online video, TV show

iTVC, social media, PR,
KOL TV show

PHASE 1
PROBLEM AWARENESS

WOMEN'S HEALTH REPORT

We partner with an influencer in the women's health field + a research agency to launch a Womens Health Report that surveys 100 women on topics such as:

- Why women need a different health approach to men
- How do headaches and migraines differ with men vs women?
- What is the current typical vietnamese woman's approach to dealing with pain?

We release this as multiple health report infographics and PR pieces distributed in visible News, Lifestyle, Women's properties (both print and online) to generate WOM and buzz.

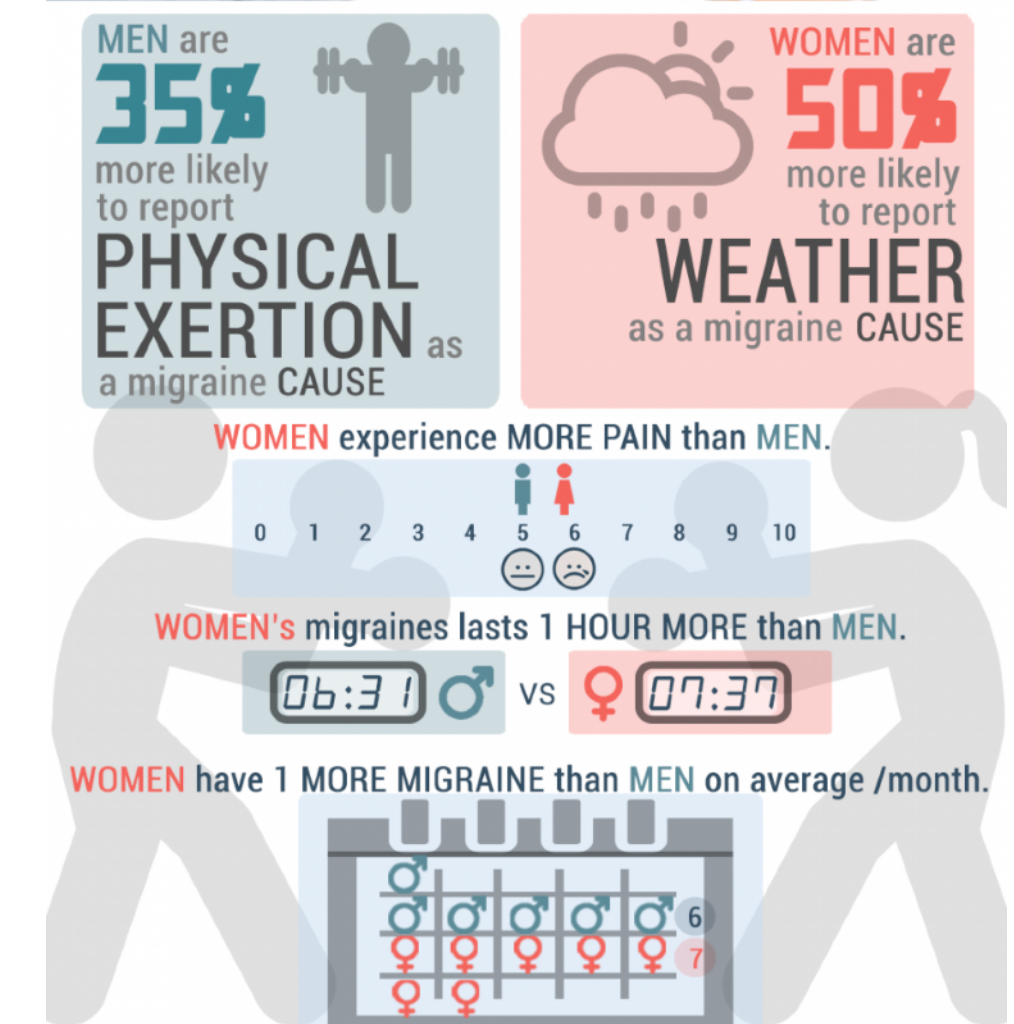
Key out takes:

- We position Tydol as a credible knowledge expert in Women's Health and understanding their pain
- We generate WOM through newsworthy content by bringing to light these differences
- By introducing this problem in the first phase, we can communicate the relevance of the solution in Phase 2

MIGRAINES

iMEN VS WOMENi

AS REPORTED BY MIGRAINE BUDDY USERS



WOMEN have **LONGER, MORE PAINFUL & HIGHER FREQUENCIES** of migraines.
*Hmm, seems like the **LADIES** have a **HIGHER** pain tolerance!*

GUYS playing it tough?

A larger proportion of **MEN** do **NOT** take **MEDICATION** to treat migraine pain

47%



40%

Men are more **SENSITIVE to LIGHT**

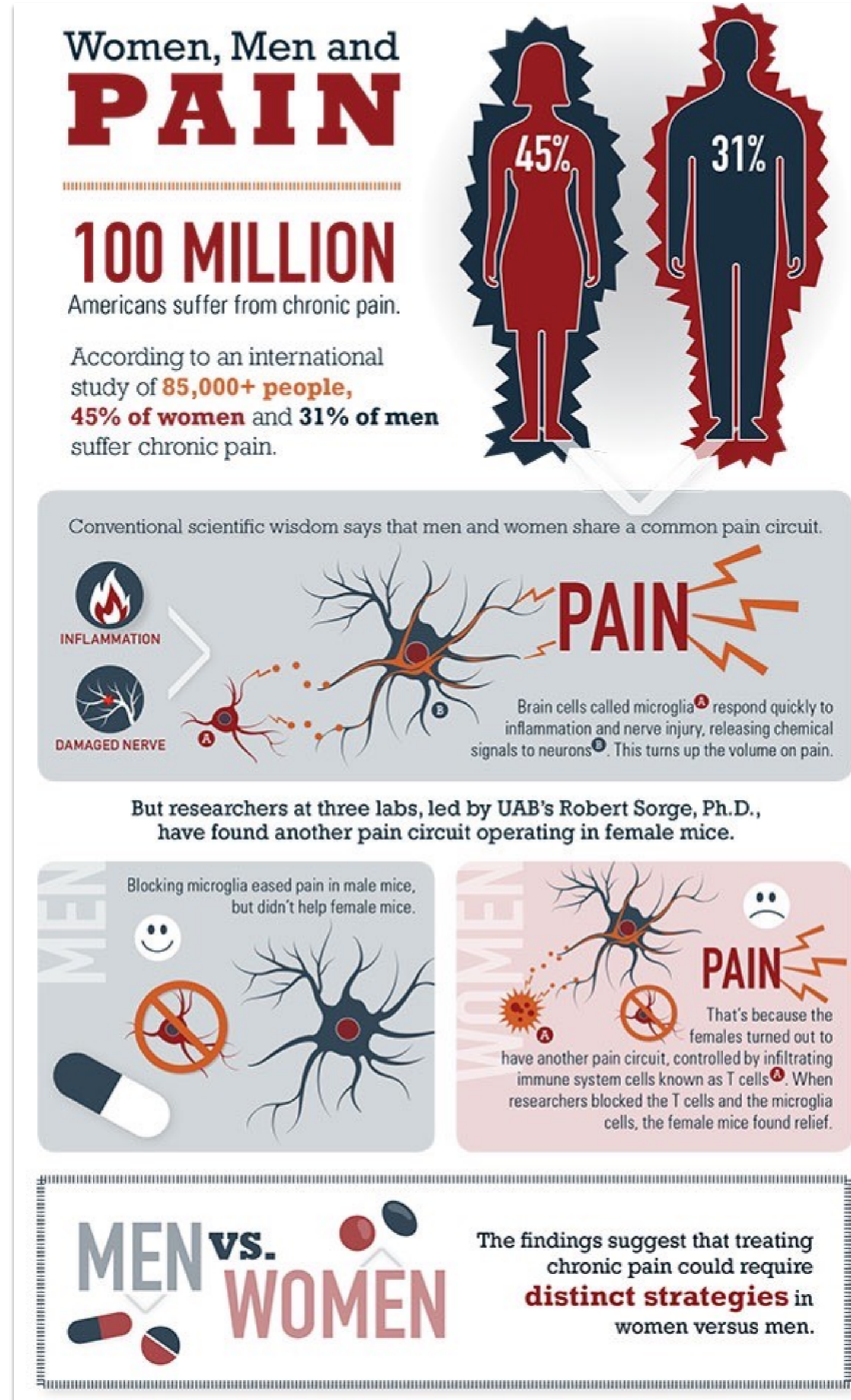
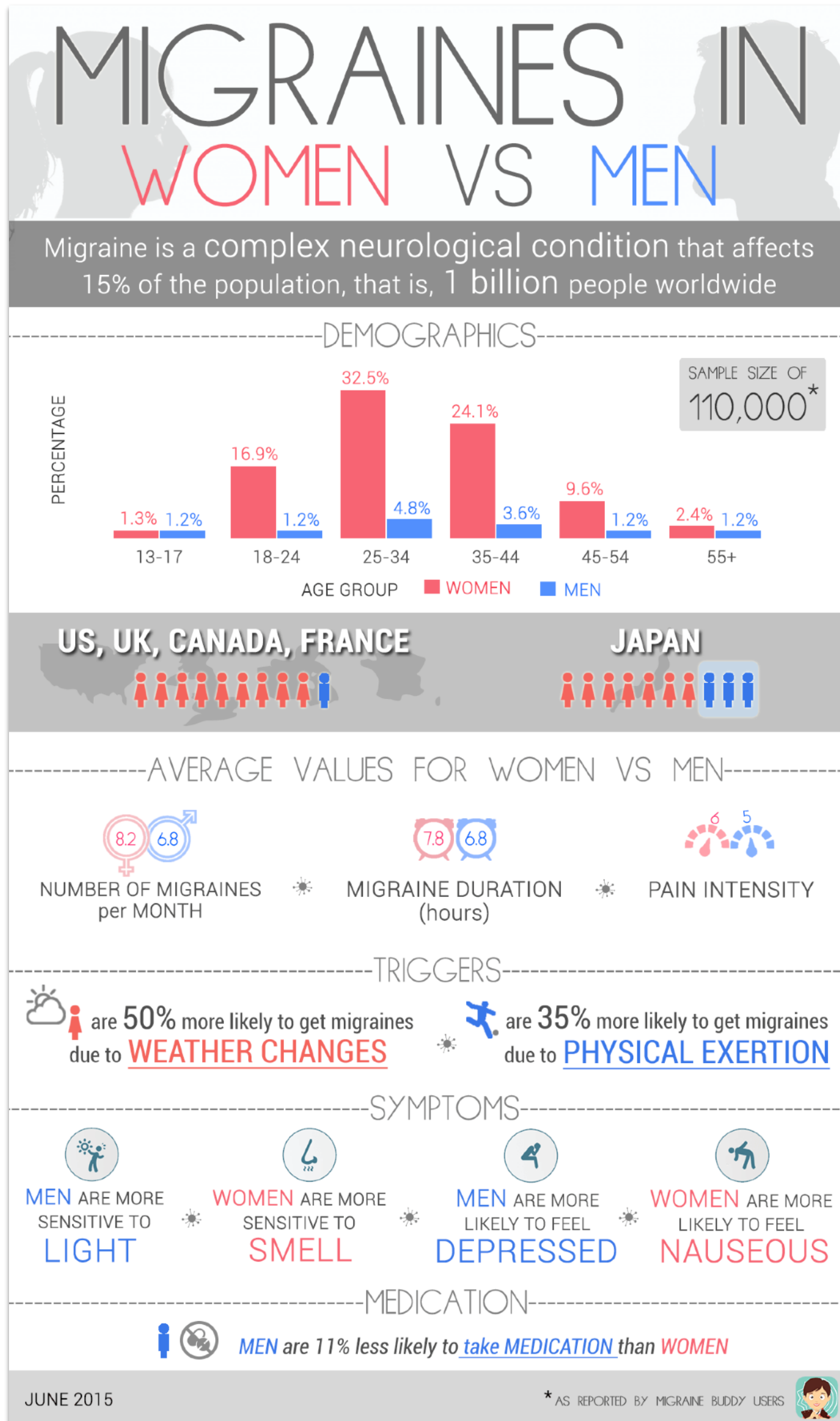
Women are more **SENSITIVE to SMELL**

Men feel more **DEPRESSED**

Women feel more **NAUSEOUS**

To receive more statistics based on Migraine Buddy users, be sure to **LIKE** us on Facebook!

REFERENCE



FORUM SEEDING

Using our Infographics and survey content, we seed topics within top forums to create buzz about the problems.

The screenshot shows the homepage of chavame.com, a forum for parents. The header includes a navigation menu with categories like 'TRANG CHỦ', 'DIỄN ĐÀN', 'CHA VÀ MẸ', 'BÉ YÊU', 'TRẮC NGHIỆM', 'THƯ VIỆN', 'E-CARD', 'TƯ VẤN', and 'BMI'. Below the header, there are several featured posts and a sidebar with a Facebook link for 'Cha Và Mẹ'.

The screenshot shows the homepage of the 'Phụ Nữ Việt' forum. The header features a search bar and navigation links. The main content area displays several promotional banners for Raovatz.com, including offers like 'Hỗ trợ việc kích hoạt tài khoản' and 'Pizza One ngon giá rẻ mua 1 tặng 1 hàng ngày'. Below the banners, there is a table listing various forum threads with their titles, view counts, and last post dates.

The screenshot shows the homepage of the 'Diễn đàn Mẹ và Bé' forum. The header includes a search bar and navigation links. The main content area displays several featured posts and a sidebar with a Google Ad for 'TIKI.VN'. Below the featured posts, there is a table listing various forum threads with their titles, view counts, and last post dates.

LAUNCH FACEBOOK COMMUNITY

Set up the Tydol Facebook community to distribute content and engage with audiences.

The role is to demonstrate our understanding of women.

Tone of voice:

- Humorous
- Caring
- Thoughtful
- Approachable
- Feminine

Content pillars:

- Women's pain
- Mental health hacks for woman in modern life
- Lifestyle & health advice
- Stories of women
- Social impact by woman & for woman
-

PHASE 2
ENGAGE WITH SOLUTIONS

VIRAL VIDEO

RECAP FEEDBACK

OPT #1: HOW I MET YOUR MOTHER

- Hero character must be woman
- Secondary character should be man
- Key message: Conquer woman's pain in woman's style
- Tone & mood: more emotional
- Focus to highlight:
 - An interesting contrast between woman & man when it comes to pain relief
 - Men usually don't understand women with foolish mistakes
 - Women deserve special care

OPT #2: IMPOSSIBLE MISSION

- The boss character should be less negative
- Add in more emotions

STORYLINE #1 - CONSUMER INSIGHT

- Women are always interested in love stories
- It's easier for women to relate themselves in similar daily challenging situations
- It will be more viral when women feel touched by how women overcome pains on a daily basis
- Women are in favor of differences between male vs female
- There is a common perception men usually don't really understand women enough

STORYLINE #1 - MORE THAN JUST COTTON CANDY

- This is an upgraded version of “How I Met Your Mother”
- A young lady (at age 26) is really ***in love with her best friend*** - the guy next door, and they have been growing together for more than 20 years. However recently she has been ***disappointed of his childish behaviors.***
- Meanwhile, ***he can't find a way to treat her more specially and sophisticatedly*** so he just applies the same method as they were children: ***buy her a cotton candy to cheer her up whenever she feels uncomfortable or painful.***
- ***Her mother*** is the one to ***witness how this young couple was struggling*** to understand each other more and she loves both.
- Hence, ***her mother gives men a secret pink box with some tips of how to care for women in a special way.***



STORYLINE #1 - MORE THAN JUST COTTON CANDY

- The young lady is ***a promising and passionate ballerina***
- The guy is a construction engineer who is ***not really romantic yet caring***
- When they were ***both young kids, they always enjoyed a pink cotton candy***, especially when not being in good mood
- Now ***the ballerina is expecting more*** from her best friend than just a pink cotton candy. However, ***her best friend hasn't been able to live up to her expectations*** yet
- Recently, the ballerina has ***silently let out a sigh of disappointment*** whenever the guy comes to her performance with a pink cotton candy



STORYLINE #1 - MORE THAN JUST COTTON CANDY

- The ballerina has been practicing so hard but she suddenly got in an accident on stage right when her big performance day is coming soon. At this moment, she's truly depressed and in need of both mental and physical support strongly
- As usual, the guy comes with **a pink cotton candy and innocent smile**. He's simply trying to **cheer her up with some kiddie jokes**.

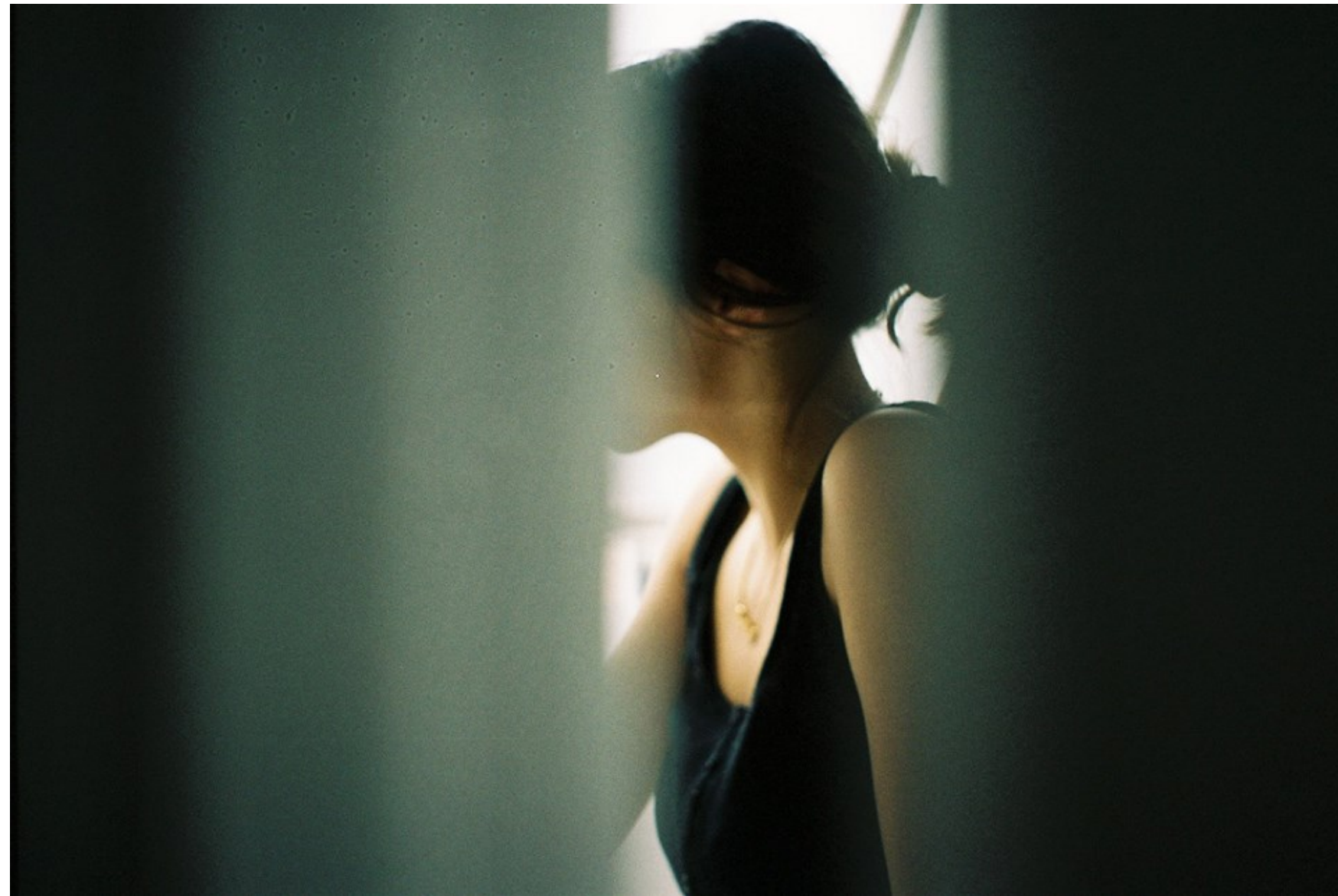


STORYLINE #1 - MORE THAN JUST COTTON CANDY



- At that moment, ***her outburst of anger*** has just shocked him immediately.
- While she is walking into her house, he is still watching her from behind

STORYLINE #1 - MORE THAN JUST COTTON CANDY



- Her mother is looking outside when he is still standing still in the rain
- Later, **her mother was about to present her a pink box** yet she suddenly stopped at the doorstep
- Her mother has already **witnessed how she was giving an affectionate touch on a photo** taken with the guy

STORYLINE #1 - MORE THAN JUST COTTON CANDY

- The ballerina was truly too mad to slam the door into his face as she saw a pink cotton candy again
- Luckily, the guy is fast enough to **show her a pink box which her mother gave to him**
- The ballerina is **smiling from the bottom of her heart when opening the pink box.**
- At the same time, **his twinkling eyes expresses much gratefulness to her mother.**
- ***Voice Over***: Because women deserve special care



STORYLINE #1 - MORE THAN JUST COTTON CANDY

- Ending Frame



TYDOL®

*Chinh phục cơn đau
theo cách của phái nữ*

STORYLINE #1 - MORE THAN JUST COTTON CANDY

WHY THIS STORYLINE WILL WORK TO ENGAGE WITH OUR TARGET AUDIENCE?

- It's a romantic love story which also demonstrates differences between men vs women
 - > The story is easy for women to relate then share their own experiences and feelings
- The ballerina and her mother are playing their hero roles as brand ambassadors
 - > Especially her mother showcases the brand positioning "to understand women's emotions when dealing with physical pains"
- Smart way to place product image
 - > The pink box also appears in the clip to give an impactful hint for further offline activation



STORYLINE #2 - CONSUMER INSIGHT

- Middle-age women are trying so hard to earn a good living for families, especially for kids
- After getting married and giving birth, middle-age women always tend to forget their own needs or desires since their very first priority now is all about their children. Eventually, women usually forget to take care of themselves properly.
- They even can't recognize how much exhausted they are feeling, especially when suffering common physical pains

STORYLINE #2 - DEAR, ARE YOU OK?

- Upgraded version of storyline "Impossible Mission"
- A women (at age 35 – 40, office lady) is ***working hard on her own in the city to save money for her kid living in hometown*** with grandmother. As she is renting a room alone, her lonely life in pretty much wrapped in office hours then back home.
- She ***often talks to a female street vendor*** who sells noodle at late night. They ***both care for each other*** a lot because they understand how hard it is to earn a living in a busy city.
- It's the female vendor ***who recognizes her not in good condition as she looks really tired/exhausted.***
- The female vendor truly reminds her that women deserve a special care.



STORYLINE #2 - DEAR, ARE YOU OK?



- Her life has never been easy with lots of worries
- She is only happiest when talking to her daughter on phone at 8PM every night

STORYLINE #2 - DEAR, ARE YOU OK?

- The street vendor is looking at her familiar guest and all she can see are weary eyes The phone suddenly rang and cut off all imaginaries
-
- When the office lady is sitting at her familiar table, with the same served meal as usual. At this moment, ***the vendor gently ask her a simple question "Dear, are you ok?"***
- This question did hit on her memories, then within a blink, it reminds the office lady how much she has been trying very hard everyday



STORYLINE #2 - DEAR, ARE YOU OK?



- Her phone is ringing and her thinking is suddenly interrupted
- ***Her daughter is whispering gently on phone “Mom, I love you so much!”***
- Her eyes ***catch up with a key message on the bus station billboard across the road “All women deserve special care”*** – she unconsciously smiles

STORYLINE #2 - DEAR, ARE YOU OK?

- After putting down the phone, she was ***surprised at a pink box right next to her noodle bowl***
- Then she is ***looking at the vendor with huge gratefulness***
- Her face ***reflect a deep happiness, total comfort***
- In the silent night, images of 2 happy women are fading
- Regardless of what might happen tomorrow, today both strongly recognizes women can conquer their pains in famine style as women deserve a special care.



STORYLINE #2 - DEAR, ARE YOU OK?

- Ending Frame



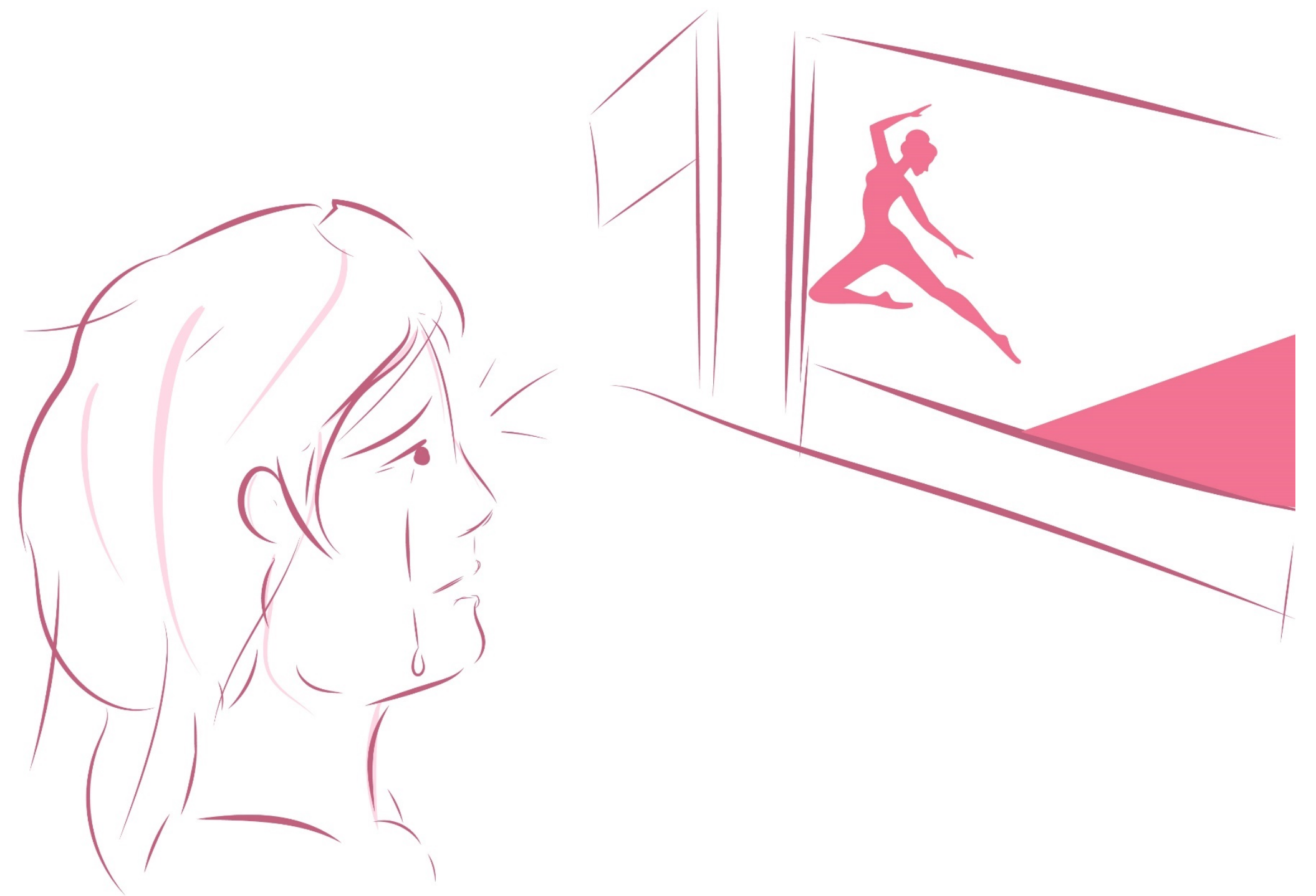
TYDOL[®]

*Chinh phục cơn đau
theo cách của phái nữ*

STORYLINE #2 - DEAR, ARE YOU OK?

WHY THIS STORYLINE WILL WORK TO ENGAGE WITH OUR TARGET AUDIENCE?

- It's an emotional story which also demonstrates real challenges middle age women are fighting
 - > The story is easy for women to relate then share their own experiences and feelings
- The office lady and street vendor are playing their hero roles as brand ambassadors
 - > Women can understand how hard it is to overcome physical pains with lots of inside emotions. At the same time, they realize they deserve a special care
- Smart way to place product image
 - > The pink box and bus station billboard both appear in the clip



VIDEO - DISTRIBUTION

Within your budget, distribution on TV is not possible and uncompetitive.

We strongly suggest to drive online distribution across the right target environments on Facebook, YouTube and key sites.



REACH OF 30M+ ACTIVE USERS
WOMEN 18-65+, 15% 20-35 YRS



500,000 VIDEO VIEWS



2.3M AUDIENCE REACH
25-55 (HEALTH & WELLNESS)

KOLS

PARTNER WITH KOLS TO SPREAD THE MESSAGE

- KOL's will help ignite conversations with our audiences in an authentic way with an audience that trusts their reputation and knowledge.
- We partner with two KOL's to spread the message of "Women Feel Better" using Tydol video content or other copy/visual assets and their own personal stories associated with pain relief.
- We choose 2 key female influencers who speak about the main types of pain and the Tydol solution.

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HN
STATUS	Married
AGE	34
JOB	Office worker

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	50,730
AVG. INTERACTION	1,000

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HCM
STATUS	Married
AGE	34
JOB	Chief Accountant

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	67,286
AVG. INTERACTION	1,000

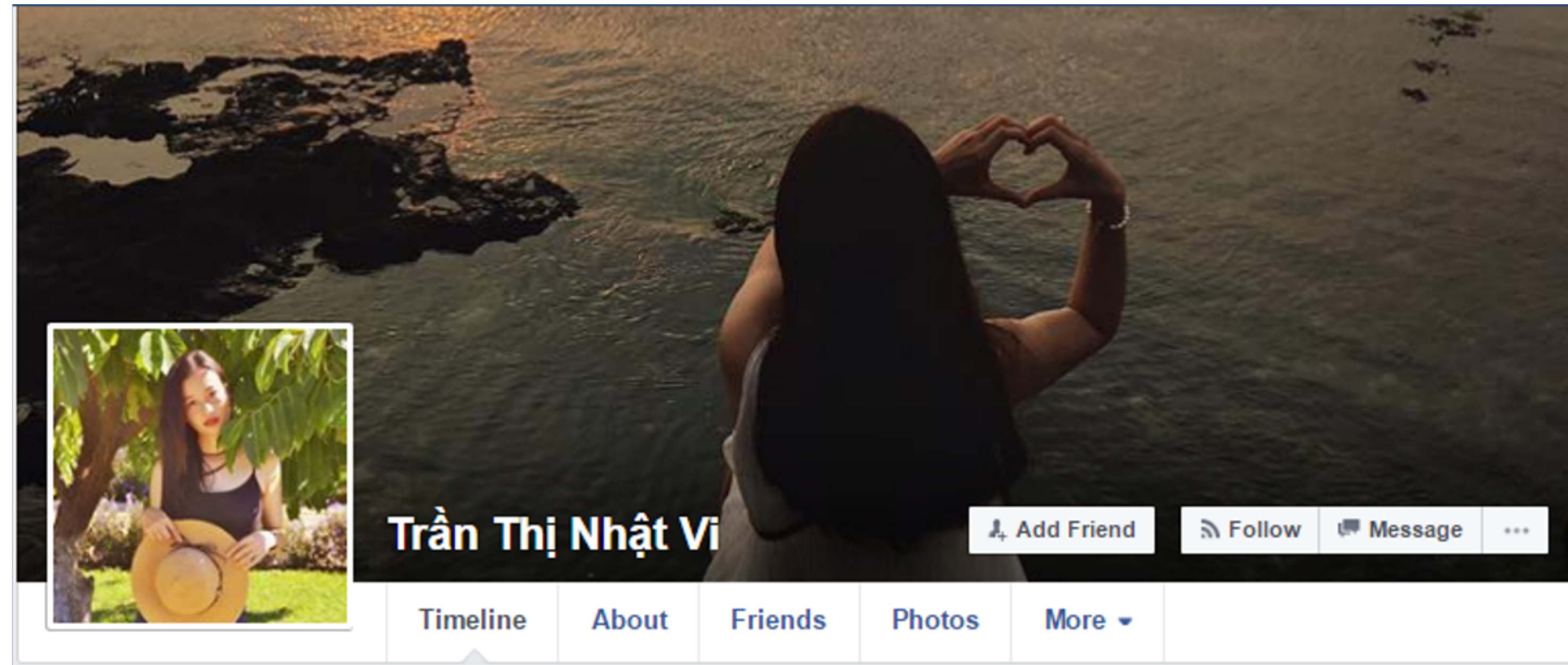
PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HCM
STATUS	Married
AGE	32
JOB	Marketing staff

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	35,627
AVG. INTERACTION	1,100

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HCM
STATUS	Single
AGE	28
JOB	Office worker

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	66,063
AVG. INTERACTION	1,500

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HCM
STATUS	Married
AGE	27
JOB	PR expertise

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	71,299
AVG. INTERACTION	1,000

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HN
STATUS	Single
AGE	27
JOB	Writer

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	91,301
AVG. INTERACTION	1,200

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HCM
STATUS	Married
AGE	32
JOB	Flower Shop Owner

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	5,216
AVG. INTERACTION	500

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HN
STATUS	Married
AGE	27
JOB	Chairman's Assistant

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	54,858
AVG. INTERACTION	1,500

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HCM
STATUS	Single
AGE	34
JOB	Chief Accountant

CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	67,286
AVG. INTERACTION	1,000

PARTNER WITH KOLS TO SPREAD THE MESSAGE



LOCATION	HCM
STATUS	Married
AGE	40
JOB	PR expertise

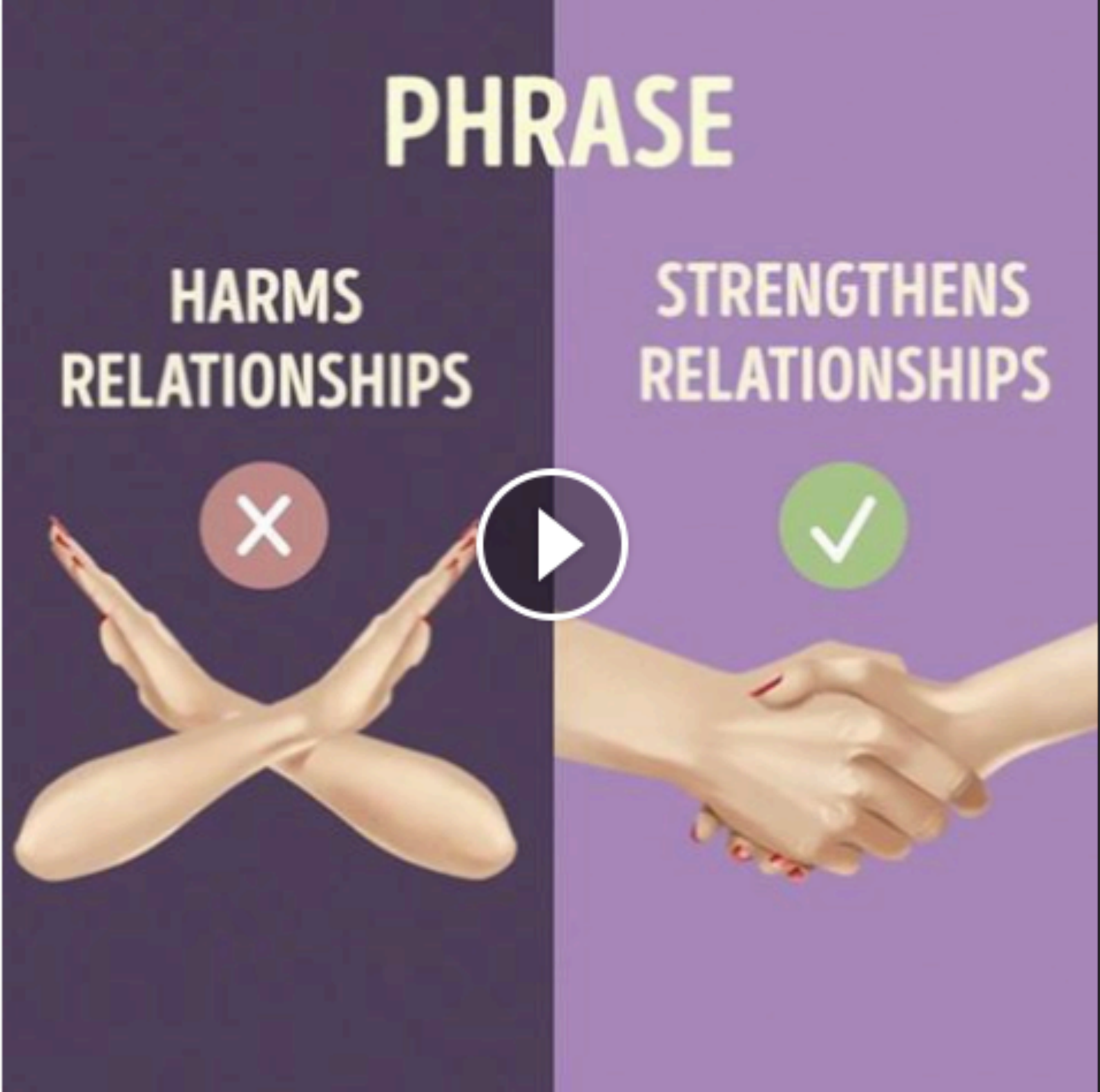
CONTENT SEEDING	Photo (product only/sefie with product), share link, video
LOLLOWER	56,270
AVG. INTERACTION	1,000

**SALES KIT TO
TALK WITH
PHARMACIST**

VIDEO FOR PHARMACIST - INFORGRAPHIC VIDEO

- General information about pain sustaining between men v.s women
- Data from survey in phase 1 to emphasize on how women express their emotions when they are suffering common physical pains
- Introduce key message “Conquer pains in a unique feminine way”
- Introduce the Tyrol pink box

VIDEO FOR PHARMACIST - REFERENCES



TYDOL PINK BOX FOR PHARMACIST

- Tydol pink box can be customized for local customers' need at each pharmacy (demographics)
- Tydol pink box can also be customized with seasonal theme
- Potential partnerships with publishers like Marry Baby / Marry online magazine to offer the right products besides Tydol tablets

PHASE 2
TRIAL & ADVOCACY

DRIVE ADVOCACY BY ONLINE TALKSHOW

We create an online talk show hosted by Web Tre Tho and sponsored by Tydol where women can get live consultancy and discuss and share their tips to “Feel Better”.

Hosts:

1. Representative from Tydol (Expert, Pharmacist)
2. Influencer / KOL
3. Woman's health expert

This Talk Show will be filmed as Live Show that is Live Streamed on Facebook and women can ask questions in real time on Facebook.

In partnership with WTT, we run media across their network to promote the talk show and generate questions within the forums beforehand.



- Name: **Lê Thị Thanh Vân**
- Occupation: **General Director at Skygen**

- Facebook: <https://www.facebook.com/lethibooboo>
- Follower: **16,722**
- Interaction/post: **200-500**



- Name: **Nguyễn Phạm Khánh Vân**
- Occupation: **PR**

- Facebook: <https://www.facebook.com/khanhvan.r>
- Follower: **57,300**
- Interaction/post: **2,000-3,000**

ADDITIONAL IDEA

Q&A FOR OPPORTUNITIES



Pharmacy
Tận Tâm Phục Vụ
Serving You Faithfully

**ỨNG DỤNG
EXTRACARE**

Tải ngay ứng dụng extracare,
để tận hưởng những ưu đãi và chính sách tốt nhất
(iOS coming soon)

Three smartphones are shown displaying the Extracare app. The central phone shows a balance of 0 VND and a card number. The left phone shows a menu with options like PAY, REWARDS, STORES, FEED, and MY PROFILE. The right phone shows a map with location markers.

- Legality: POSM at store system of Guardian in feminine care category

- Feature on app: Partnership with Pharma City

WEB TRE THO CONTENT SPONSORSHIP

We leverage the reach of Vietnam's biggest female network by creating sponsored native content that hosts a variety of information such as:

- Different types of pains
- Product information
- Tips for pain relief

Potential to reach 8M+ users daily with up to 10 content articles for 4 weeks.

The image shows a screenshot of a Vietnamese lifestyle website. The top navigation bar includes categories like 'DIỄN ĐÀN', 'GIẢI TRÍ', 'TÂM SỰ', 'PHONG CÁCH SỐNG', 'LÀM ĐẸP', 'LÀM MẸ', 'KINH NGHIỆM HAY', 'SỨC KHỎE', and 'VIDEO'. Below the navigation bar, there are several article thumbnails with titles in Vietnamese. A prominent sponsored advertisement for Tydol is overlaid on the page. The ad features a woman running and the text 'Nhanh hết đau, mau khỏe đẹp' (Pain goes away quickly, get healthy and beautiful quickly) and 'Tydol'. The ad also includes a list of four points:

- 1 Những điều phụ nữ cần làm để bắt đầu một ngày mới tươi đẹp
- 2 Một bữa ăn sáng đầy năng lượng cho cả gia đình chỉ với 15 phút
- 3 Cùng Mỹ Linh bắt đầu một ngày mới tràn đầy sức sống
- 4 Tips trang điểm nhẹ nhàng cho ngày mới xinh tươi

LIFE HACKS FOR NEW MOMS

Planning for a wedding can be stressful. So can having kids. When women become wives and mothers their pain becomes treated differently; they are less acknowledged now that their focus is on their family & children.

We want to create a micro campaign with a partnership with MARRY network to reach **newlyweds** & **new moms**.

Across the marry network, we will publish Online PR Articles, Topic seeding, and have access to their Facebook community.

Content that will be shared will be advise specific to their pains as new Moms:

- Tips to maximize sleep
- How to get through the day with feeling tired
- Calming techniques to reduce anxiety
- Migraine management
- Menstrual pain

Newlyweds:

- Reducing worry on wedding day
- Tips to have a stress-free wedding



CSR ACTIVITY (WOMAN'S DAY)

Women are always looking for opportunities to help their community.

We reposition Woman's Day as a day that empowers women to help other women. As a day to give back and help the community.

As part of advocacy, Tydol could partner up with an organization like Vietnam Causes that tackle issues such as Women's health, shelter, education, abuse and trafficking.

We create a simple 'Women's Charity Finder' that gives women the opportunity to find a charity event or women's organization that they can volunteer with, donate, support or endorse as part of **honoring Woman's Day**. The site as a connection for women wanting to help, and those needing help.

They share their 'pledge' to that charity or event on their Facebook page to create a viral effect.

