

# Table of Contents

<b>Overview</b>	<b>12</b>		
<b>Digital Communication</b>	<b>15</b>		
Introduction	16		
<b>Social media strategy</b>	<b>19</b>		
Fundamentals of social media engagement	19		
What makes a strong social media campaign?	20		
What are the key elements to include in a CHC brand's social media campaign?	21		
Social media is good for engagement and sales according to latest research	22		
<b>TikTok campaigns</b>	<b>23</b>		
Lumify Eye Dance challenge offers a fun and quirky challenge to raise the profile of its eye drops brand	23		
K-Poop campaign from Dulcolax in S Korea raises awareness of constipation and the brand via humorous dance videos	24		
Canesten's Vagina Academy campaign in Brazil helps to overcome issue of shame in holding back treatment rates	25		
Lactacyd's New Year, New You hashtag challenge is a TikTok hit, reflecting Sanofi's commitment to digital in SE Asia	26		
		Berocca's Get Supercharged at 2pm campaign in Vietnam utilised TikTok to extend positioning for daily use	27
		Durex challenges stereotype that penis size is what matters for great sex via educational rap video	28
		Sanofi regularly makes creative use of TikTok for various promotional campaigns	29
		Bayer is one of the heaviest users of TikTok for promotional campaigns among CHC players	30
		<b>Instagram campaigns</b>	<b>31</b>
		Midol's No Apologies and Real Reasons campaigns encourage period pain sufferers to embrace honesty	31
		Zarbee's embraces Instagram and other social media apps to offer relevance and engage with trending topics	32
		La Roche Posay's Skin is More Than Skin campaign puts the focus on real people	33
		<b>Facebook campaigns</b>	<b>34</b>
		Bausch + Lomb looks to raise awareness of AMD with What Sight Inspires You campaign targeting FB users aged 50+	34

# Table of Contents

<b>YouTube campaigns</b>	<b>35</b>	<b>Optimised websites for mobile</b>	<b>43</b>
ZZZQuil Natura in Italy harnesses YouTube to support limited-edition SKUs with humorous campaign	35	Haleon meets the needs of Voltaren’s target audience via website functionality	43
Fabogestic’s The Responsibility Dose delivers a counter-intuitive message for a pain reliever	36	<b>Search engine optimisation</b>	<b>44</b>
<b>Twitter campaigns</b>	<b>37</b>	How important is SEO for marketers and what are the implications of enhanced use of AI?	44
Arguably the least loved social media site for promotional purposes, but some CHC brands make strong use of Twitter	37	<b>In-stream advertising</b>	<b>45</b>
<b>Influencers</b>	<b>38</b>	Unskippable pre-roll ads are most effective form of in-stream advertising according to latest research	45
Choosing the right influencer to front a brand campaign can make all the difference in reaching a target audience	38	<b>Digital out-of-home advertising</b>	<b>46</b>
Goli Nutrition chooses its ambassadors carefully to maximise exposure and associate the brand with luxury, glamour and humour	39	Solgar uses novel light-emitting billboards to boost the mood of UK city dwellers	46
<b>J&amp;J’s original digital-first campaign</b>	<b>40</b>	<b>Misinformation</b>	<b>47</b>
Neutrogena Light Mask launch was J&J’s first US digital-first campaign	40	CHC players need to be proactive in dispelling the misinformation that can spring up on social media around healthcare	47
<b>Interactive audio ads</b>	<b>42</b>	<b>QR codes in CHC</b>	<b>48</b>
Berocca showcases how consumers can interact with digital ads to place orders and better inform themselves	42	QR codes offer benefits to consumers, marketers and regulators	48
		<b>Concluding thoughts</b>	<b>51</b>
		What are the vital takeaways for CHC players looking to build effective digital communication campaigns?	51

# Table of Contents

<b>Digital Health</b>	<b>53</b>		
Adoption of digital technologies is redefining healthcare	54		
<b>Health apps</b>	<b>55</b>		
Numerous approaches exist, with regulations still catching up	55		
Promotional apps – Lysol Germcast	58		
Promotional apps – Zyrtec Allergycast	59		
Always You brings behavioural change and gamification into consumer health	60		
Neuriva Brain Gym an example of a branded mental acuity app	61		
CoughTracker helps monitor and manage chronic cough, while Metamucil app offers insights into digestive health	62		
Reckitt uses apps to support several CHC brands including Enfamil	63		
Use of apps in the promotional space can be a challenging prospect	64		
Germany and UK at the forefront of app regulation	65		
No specific system of health app regulation in the USA	66		
Other developments in health apps	67		
Lumosity a key player in brain training apps	68		
		Natural Cycles stands apart from competitors in fertility category	69
		Healthcare provider uses app to help smoking cessation, with highest impact in underserved populations	70
		Apps for mindfulness and sleep	71
		Top-rated health and wellness apps offer range of benefits	73
		Heart health and hypertension developments	75
		Amazon committed to digital health and telemedicine	76
		<b>Super apps</b>	<b>78</b>
		WeChat is China’s No.1 online mobile healthcare destination	78
		WeChat in numbers	79
		WeChat Pay opened up the path for WeChat to become indispensable	80
		WeDoctor marks WeChat’s expansion into healthcare	81
		WeChat’s healthcare-related functionality has impressive scope	82
		WeDoctor’s features and how they work	83
		WeDoctor Health Mall offers access to OTC purchases	85

# Table of Contents

WeChat offers health record management via its Public Services function	86	Grab and Ping An team up with SoftBank for another mobile healthcare venture, GDT	98
Tencent Medical Knowledge Bank provides health-related information	88	Good Doctor's features and how they work	99
JD Health features on WeChat, providing a healthcare platform and online pharmacy	89	Gojek is another emerging super app, offering a one-stop healthcare mobile platform	100
AliHealth / Yilu offers another avenue for WeChat users to purchase healthcare products and book medical appointments	90	Covid-19 pandemic boosted use of super apps	101
Ping An Health becomes a mobile healthcare provider via collaboration with WeChat	91	Can WeChat's success be replicated in other markets?	102
Building a WeChat mini-programme e-Store	92	<b>Wearables</b>	<b>103</b>
CHC players sell directly to consumers via their own company-branded WeChat e-Stores	93	Latest technology offers new healthcare opportunities	103
CHC players may set up multiple mini-programmes for different products in their portfolios	94	Wearables potentially a key tool for clinical trials	104
Bayer makes use of growing popularity of O2O channels and WeChat services to support Canesten in China	95	Smart clothing offers premium-priced health monitoring options, but currently a very niche sector	106
Features of Canesten mini-programme on WeChat	96	Fitbit's acquisition by Google brings smartwatch integration	107
With super apps an emerging trend in Asia, Grab teams up with Ping An to offer one-stop healthcare on a mobile platform	97	Fitbit is at the forefront of heart health monitoring	108
		Google Pixel Watch makes use of Fitbit's technology	109
		Happy Ring claims to be "First wearable for the mind"	110
		Oura Smart Ring targets fashion-conscious consumers	111
		Developments in women's health wearables	112
		Outlook and prospects	114

# Table of Contents

<b>Gamified Health</b>	<b>116</b>	<b>Nestlé (inc. Nestlé Health Science)</b>	<b>136</b>
Building engagement and compliance in healthcare	116	Nestlé has big digital plans	136
<b>CHC Players' Digital Strategies</b>	<b>121</b>	<b>e-Commerce</b>	<b>137</b>
<b>Haleon</b>	<b>122</b>	<b>e-Commerce in figures</b>	<b>138</b>
Haleon sees increased digital adspend as route to sustained growth	122	Exploring the scope of the global internet and mail order channels according to <i>DB6</i>	138
<b>Johnson &amp; Johnson</b>	<b>124</b>	<b>Global e-Commerce</b>	<b>140</b>
New digital technology and expansion in China major focuses for J&J	124	Covid-19 pandemic accelerates development of the channel	140
<b>Bayer</b>	<b>127</b>	<b>e-Commerce regulations</b>	<b>147</b>
Strategic collaborations and acquisitions boost Bayer's digital presence	127	An overview of the main markets	147
<b>Sanofi</b>	<b>129</b>	<b>Distribution partnerships</b>	<b>150</b>
French giant accelerates its digital transformation	129	A flurry of recent activity in the field of rapid, on-demand delivery offers added convenience	150
<b>Reckitt</b>	<b>131</b>	<b>Outlook</b>	<b>152</b>
Digital strategy draws heavily on lessons learned in China	131	e-Commerce forecast to continue strong growth, although sector will face some hurdles	152
<b>Procter &amp; Gamble</b>	<b>133</b>		
P&G focuses on digital innovation	133		
<b>China Resources Pharmaceutical</b>	<b>135</b>		
Focused on strengthening positioning in e-Commerce	135		

# Table of Contents

<b>Brand storefronts</b>	<b>153</b>	<b>SE Asia</b>	<b>169</b>
<b>Amazon</b>	<b>153</b>	Availability on Shopee and Lazada increasingly important to CHC players	169
Branded storefronts on Amazon a key part of e-Commerce strategy for leading CHC players	153	<b>Tmall / Taobao</b>	<b>176</b>
<b>Hero Mighty Patch</b>	<b>156</b>	Chinese e-Commerce giant Alibaba offers platform for CHC brands to reach mass audience	176
Acne brand launched on Amazon becomes an internet sensation	156	<b>CHC brand &amp; company online stores</b>	<b>181</b>
<b>India</b>	<b>158</b>	Introduction	181
VMS players making a play on Amazon in India	158	<b>Nestlé</b>	<b>183</b>
Cipla launches new derma product via Amazon	160	Nestlé sees DtC channels as key part of future strategy	183
<b>BioGaia</b>	<b>161</b>	<b>Haleon</b>	<b>185</b>
Probiotics player increasing presence on Amazon	161	Haleon aims to launch more online brand stores	185
<b>Germany &amp; UK</b>	<b>162</b>	<b>India</b>	<b>187</b>
Key European markets for Amazon storefronts	162	More CHC players launching online stores in India	187
<b>Reckitt</b>	<b>165</b>	<b>Blackmores</b>	<b>192</b>
Reckitt vaunts its partnership with Amazon	165	Australian longline VMS player invests more in its online store	192
<b>Smoking control</b>	<b>166</b>		
NRT active on Amazon in Western Europe	166		
<b>Mexico and the US Latino diaspora</b>	<b>167</b>		
Growing target market	167		

# Table of Contents

<b>Japan</b>	<b>193</b>	<b>Subscriptions</b>	<b>206</b>
CHC players increasingly adding OTCs for sale via their online stores	193	An established method of building brand loyalty	206
<b>Hypera Pharma</b>	<b>196</b>	Personalised beauty products increasingly popular	207
Brazilian giant launches e-Commerce platform	196	<b>Personalised Health</b>	<b>209</b>
<b>Europe</b>	<b>197</b>	Developments in personalised supplements	209
Online stores less of a factor for major CHC players in the region	197	Evvy shakes up feminine intimate care	210
<b>Digitally native brands</b>	<b>200</b>	Awesome Woman brings personalization to FemTech services	211
Launching a brand online offers advantages for CHC brands but there are limitations	200	<b>Regimen</b>	<b>212</b>
Nourished personalised supplement range embraces its online-only status	201	Developing CHC brands into complete healthcare solutions	212
Hilma is a VMS range capitalising on trends such as “clean-label” goods and sustainability	202	Olly is an agile and trendy VMS range moving into the supplement regimen segment	214
Proactiv is an established player in skincare regimen and subscription services	203	Haleon explores possibility of drug-free pain management regimen	215
Supplement brand Zooki offers clear point of difference and uses online and offline promotion effectively	204		
Thorne Research differentiates via at-home tests that provide meaningful insights for a personalised plan	205		