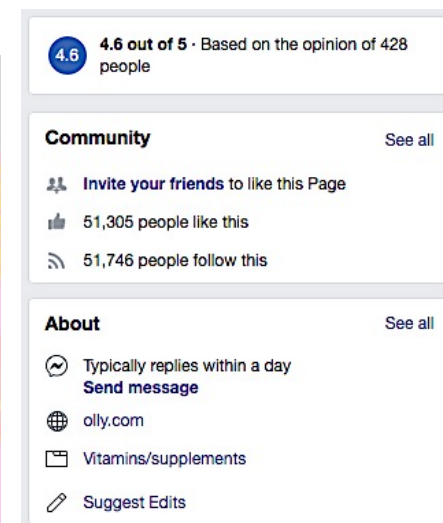
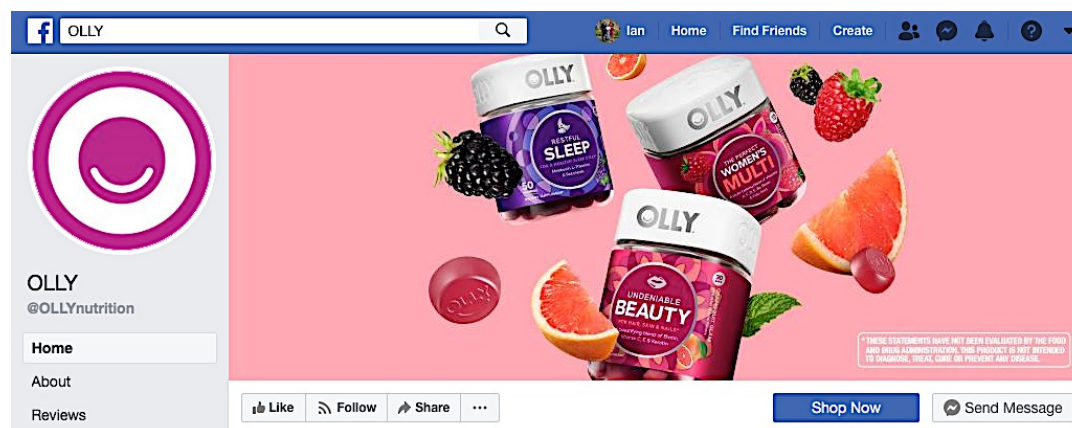


# Digital Marketing – Olly

- Brand is supported by dedicated Facebook page and brand website; Facebook page links to Olly's own online shop, while posts often contain links to third party retailers
- Brand's strategy was to provide simplified products in a complicated crowded supplements category – driven by benefits rather than ingredients
- Campaigns reflect the modern vibrancy of the brand, designed to appeal directly to Millennials
- Marketer recognises the importance of creating a buzz around the brand
- Focus on social / popular media has aided company's dynamic growth and ability to appeal to its key demographic
- Women are a key focus – 80% of Olly consumers are women – mirrored by its most popular SKUs: Sleep, Women's Multi, Undeniable Beauty, Bedtime Beauty
- Unilever acquired Olly Nutrition for an undisclosed sum in May 2019
- International expansion is likely to be a next move for the brand, with online presence again a key feature of the marketing campaign



*Olly's Facebook presence includes regular updates and links to online purchase*



## Online sales well regulated in Australia

- OTCs and CHC products widely available online; regulation largely follows framework for medicines sales in brick & mortar
- Registered pharmacies are permitted to sell Schedule 2 (pharmacy-only) and Schedule 3 (pharmacist-only) medicines online
- S2 medicines can be freely purchased via online pharmacy websites whereas S3 medicines require a telephone consultation with a pharmacist before the order can be processed
- Unscheduled products and listed medicines (which includes most supplements) can be sold online by any online retailers
- Low-to-moderate-risk medical devices are classified S2 so can only be sold online by registered pharmacies, but bandages / dressings and other unscheduled medical devices available outside pharmacies are not restricted in this way

Availability of medicine classes in Australia				
	Pharmacy - BTC	Pharmacy - self-selection	Non-pharmacy (mass market)	Online
Prescription-only (S4)	✓	✗	✗	✓ <sup>1</sup>
OTC - pharmacist-only (S3)	✓	✗	✗	✓ <sup>2</sup>
OTC - pharmacy-only (S2)	✗	✓	✗	✓ <sup>3</sup>
Unscheduled / Listed medicines	✗	✓	✓	✓
Medical devices	✗	✓	✓ <sup>4</sup>	✓ <sup>4</sup>

<sup>1</sup> order processed once valid prescription is received by post

<sup>2</sup> telephone consultation with pharmacist necessary

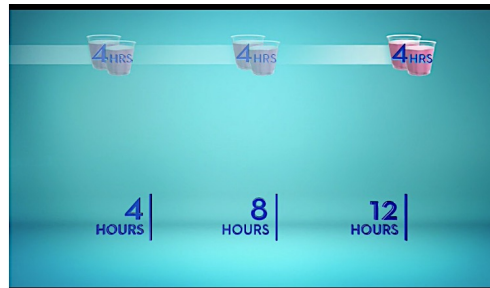
<sup>3</sup> registered pharmacies only

<sup>4</sup> S2 medical devices via registered pharmacies only

# Amazon case studies – Mucinex

## Promotional imagery & video

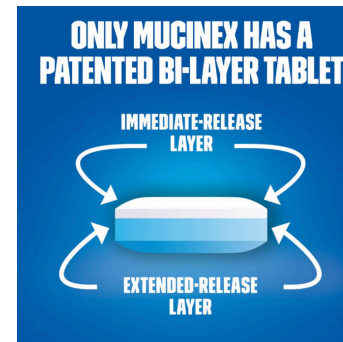
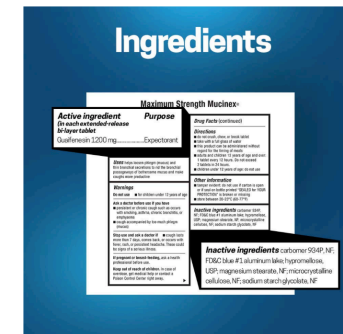
- Product images include ingredient list highlighting difference between active and inactive ingredients and promotional images explaining Mucinex's USPs; brand mascot "Mr Mucus" features in some images
- Media section also includes video ad for Mucinex (*see below*)



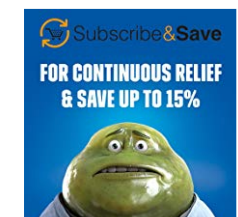
- Imagery is unified with wider A+P and consumer engagement for Mucinex, using same logos and mascots as main brand site, mucinex.com

## Manufacturer information

- Manufacturer information section also uses unified promotional imagery, and adds information about Subscribe & Save and Amazon Prime 1-hour delivery services
- Focus is on speed of action and long-lasting effectiveness of Mucinex, set alongside Amazon's ability to deliver products quickly and cheaply



Don't drag yourself out of bed when you are sick.

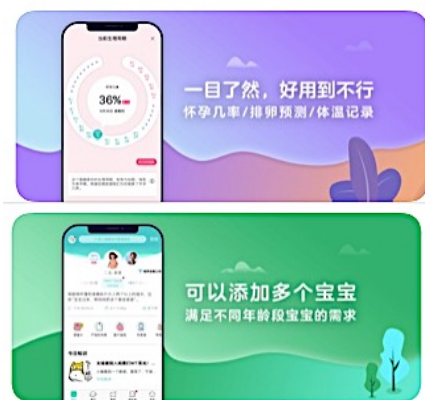


We can't always avoid the things that cause excess mucus. Subscribe & Save for continuous relief and save up to 15%.

# e-Pharmacy – e-Health services in China

## Babytree, in association with Wyeth Nutrition, brings together e-Health and e-Commerce

- Wyeth Nutrition (owned by Nestlé) has built a significant e-Health presence in China, primarily focused on infant and maternity care; in 2018, its maternity brand BabyNes partnered with online health platform babytree.com as part of its innovation incubator in the country
- Partnership, called W+Club, is focused on the “first 1,000 days of life”, combining online health services via Babytree with collaboration with brick-and-mortar retailers including 5,000 maternity stores



- Babytree’s online services include a maternity shop, articles about parenting and childbirth, and a social network for mothers
- Babytree smartphone app (*see left*) offers a wide range of services for mother and baby including health advice (with the option to tailor the information to specific needs), online shopping, social media services to connect with other new parents and telehealth services such as online consultations
- Health advice and online consultation webpages also feature promotion for maternity brands (e.g. Mead Johnson’s Enfamil, *see right*)



- Demand exists for digital health services for parents and children in China; estimates quoted in *OTC.Newsflash* suggest provision is as low as 0.6 doctors per 1,000 children and the maternal and infant service industry will exceed RMB300bn (\$43.7bn) by 2022