

# Claritin + Walmart

A complete omni-channel experience



TODAY

Sunny with  
no chance  
of sneezing

Claritin®

FRI

SAT

SUN

MON

TUES

WED

THUR

## FROM THE BRIEF

# What we know

## THE CHALLENGES

- Perceived as outdated when compared to competitors like Zyrtec
- Losing market share to private labels & competitor brands due to price
- Physicians are not recommending Claritin syrup for younger children

**GET** Walmart shoppers who suffer from environmental allergies  
**TO** choose Claritin as their year-round allergy relief for the entire family  
**BY** showcasing how Claritin helps them enjoy a symptom-free life

## REASON TO BELIEVE

- Once a day, 24-hour allergy relief
- #1 doctor recommended non-drowsy oral allergy brand
- Treats indoor & outdoor allergy, relieving multiple symptoms

**WHAT WE THINK:** Customers with allergies are unable enjoy their daily lives. They want to feel good and have a symptom-free allergy relief.

**55%**

take allergy medicine to  
get back to feeling like  
their normal self

Source: Numerator Allergy A&U/Mini  
Segmentation, June 2024

**41%**

allergies have affected  
their mood & overall  
happiness

Source: allergy survey at  
SingleCare.com, Feb. 2024

**82%**

allergies affect  
their quality of life

Source: allergy-survey at  
SingleCare.com, Feb. 2024

**31%**

spend more on a product  
in this category due to dr.  
recommendation

Source: Numerator Quick Panel Survey

**-6.9**

Claritin's salience  
(awareness intensity) was  
on a decline in 2023

Source: Kantar Allergy Brand Health Tracker  
2023

DATA THAT SUPPORTS THE IDEA

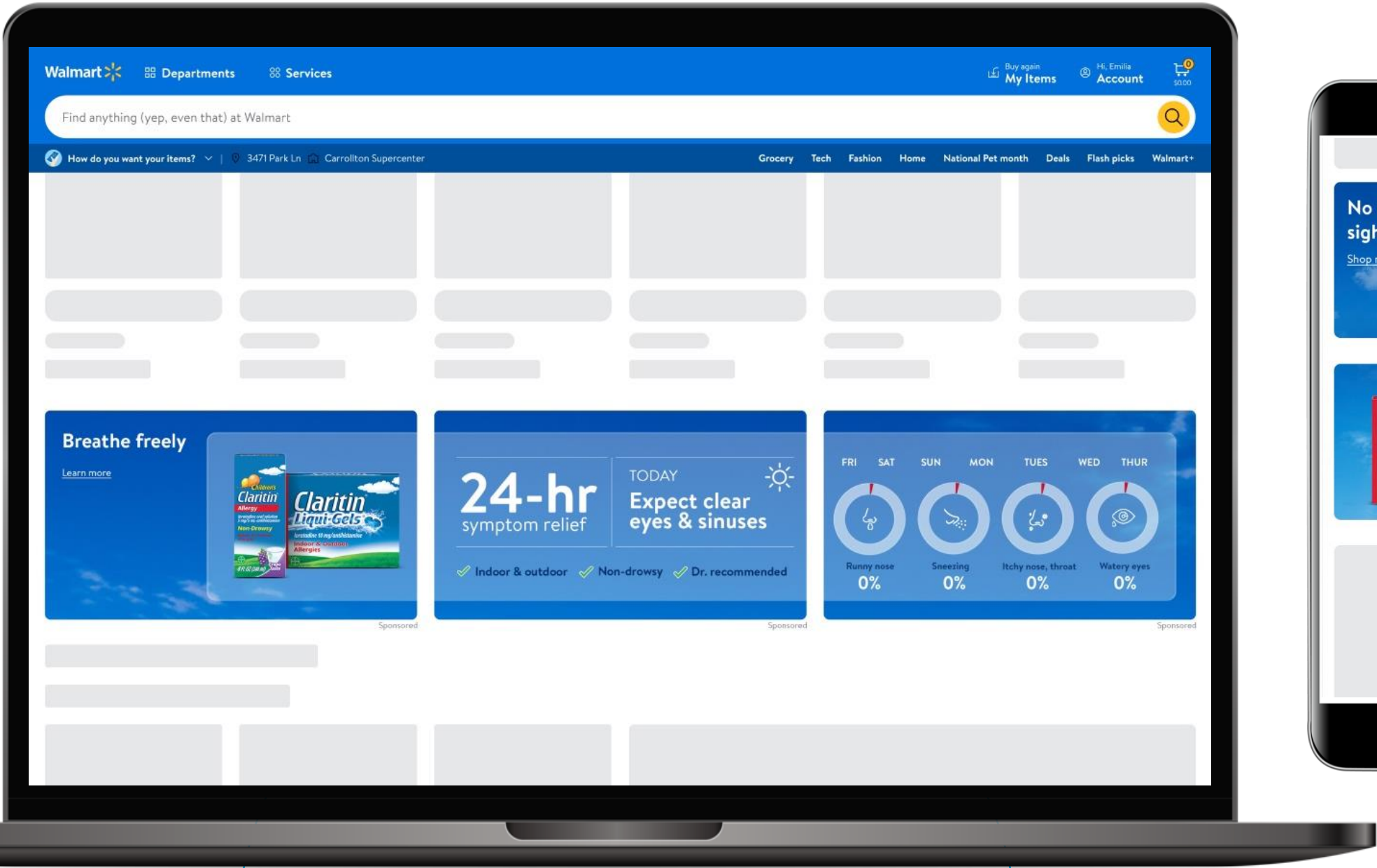
# Claritin skies ahead

Check the forecast: Claritin skies with 100% chance of clean air & clear sinuses ahead.

So ditch the tissues & **say yes to life's moments big & small, at home or outside, wherever adventure takes you.** Keep the allergy-free vibes flowing in any weather. Whatever the latest updates, **your forecast calls for soaking up every moment of joy under Claritin clear skies.**



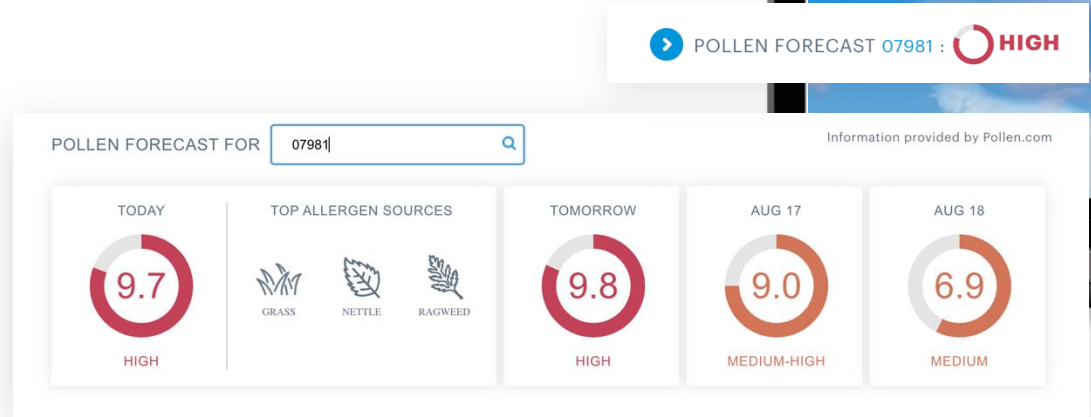
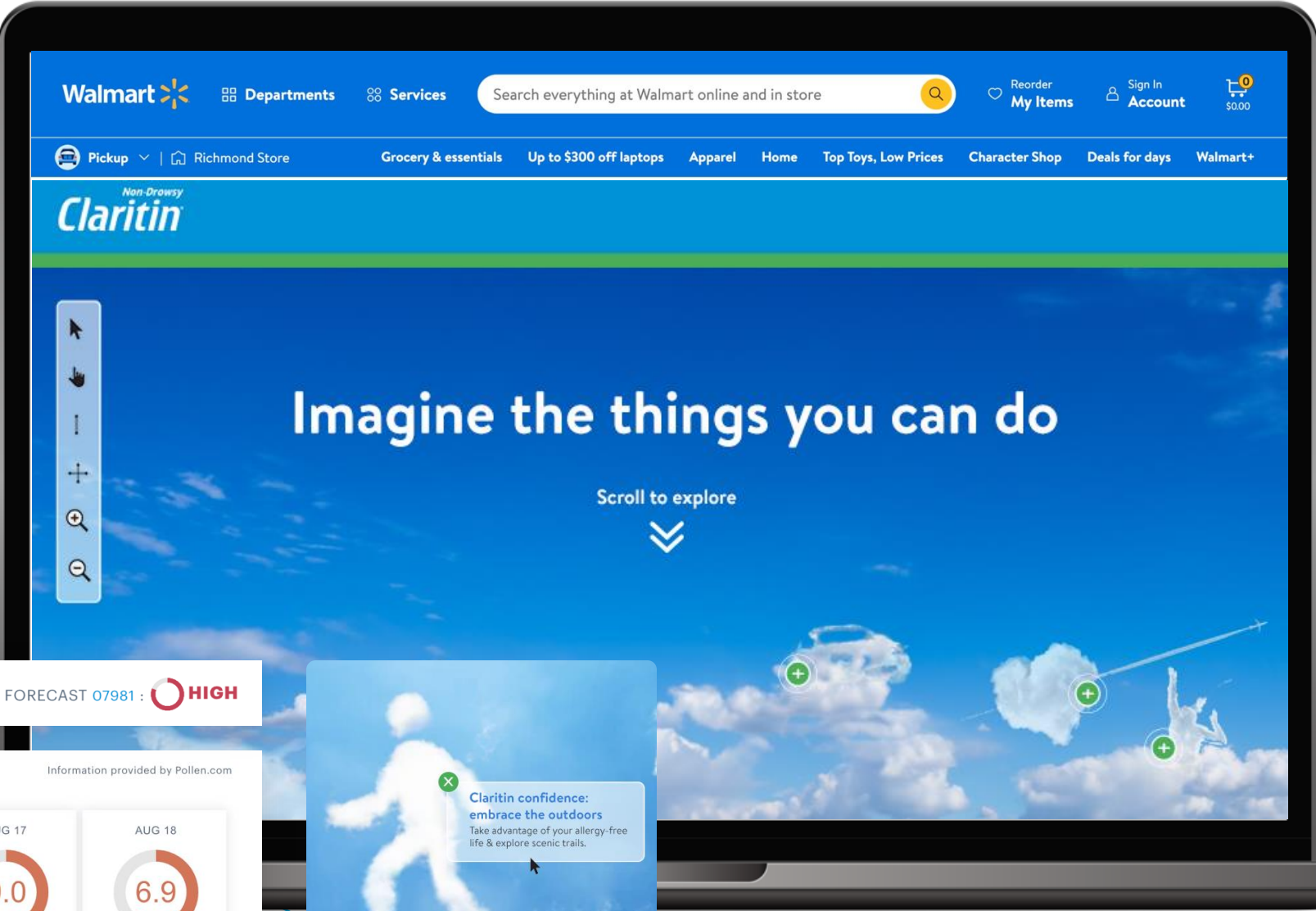
DIGITAL ACTIVATION: Homepage placements





DIGITAL ACTIVATION: Custom brand experience page

- Animation - fog cloud clears up & reveals content
- Pollen count widget
- Symptom quiz – offers personalized recommendations
- Claritin Skies interactive section – reveals Claritin "Constellations" at hover, changes based on time of day
- Tips – how to create an allergy-free environment
- Shoppable list – allergy survival kit (brand partnerships)



## DIGITAL ACTIVATION: Geo-target app notification

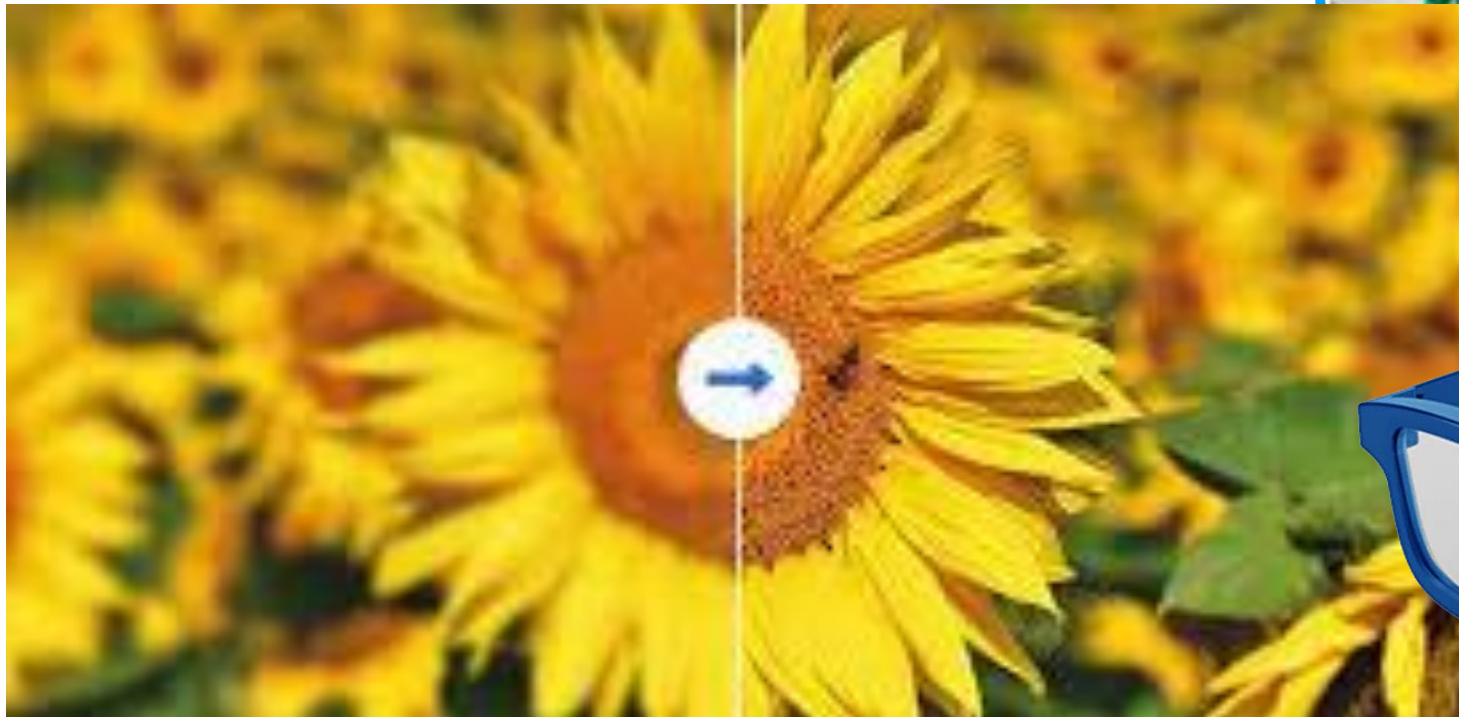
- Weather forecast-like, daily notifications
- Geo-targeted notifications for upcoming Claritin Skies in-store events when entering Walmart
- Tone: playful, wordplay





## IN-STORE ACTIVATION: Pop-up experience

- Claritin Skies Zones – an allergy-free space with clear skies-inspired decor
- Claritin Clear glasses – blurry motif and fuzzy videos of fun possibilities reveal when wearing the "allergy-free" glasses





## IN-STORE ACTIVATION: Parking lot event

- Bring Claritin packaging art to life through parking lot event
- Obstacle course – fight off "symptoms"
- Let go of symptoms – write down any allergy-related annoyances & "release" them on the Claritin Skies board (the can collection can be a social post after)
- DiversiTree – female tree giveaway (tying back to National campaign)





## SOCIAL ACTIVATION: Claritin Skies News

- Short, viral, daily feel-good news reports focused on simple activities people can do now that they aren't suffering from allergies because of Claritin

*Example news: A local dad was spotted walking his daughter to get ice cream without sneezing once. This has been your daily Claritin Skies News update.*

- Reporting live from Walmart
- Interviewing doctor influencers
- Tone: cheeky, playful, quick



CTV/ROKU ACTIVATION: Claritin Skies News

- Utilize Claritin Skies News clip that matches show content

Show: *The Mind of A Dog*  
Example news: A California dog mom was spotted at the local dog park without itchy eyes or sneezing once. This update is brought to you by Claritin Skies News.

