

# **ASW**

## Global Health Campaign

## Marketing Toolkit



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# Objective

ASW Group wants to capitalise on World Health Day to help customers make their lives healthier and happier.



# Insight

Consumers – especially city dwellers – are also beset by a rising awareness of the toxic impacts of their environment and the lifestyle that it encourages. Think air pollution, late nights, food on the go, the stress of the daily commute, and more.



# Challenge

**“Everybody wants to be healthy.**  
Ain't nobody wants to go for a run, eat  
salad and get a good night's sleep ;)” \*

\*With thanks to iconic bodybuilder Ronnie Coleman for the original quote:  
'Everybody wants to be a bodybuilder, ain't no one wants to lift no  
heavy ass weights' ;)





# Concept Overview

Small, everyday actions can positively impact our health and our lives. Walking the children to school, not driving. Taking the stairs not the escalator.

The little things add up – and our days are full of opportunities to do them.



**#GETACTIVE**



# **A.S. Watson Helps**

Giving you a hand with small  
incremental changes in your routine  
that will help you to feel great.



# Toolkit Elements



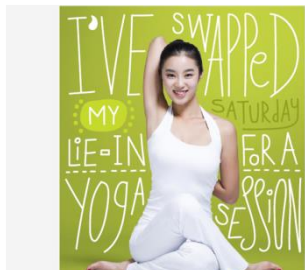
## Stage 1. Building Campaign Awareness

### Campaign Strategy



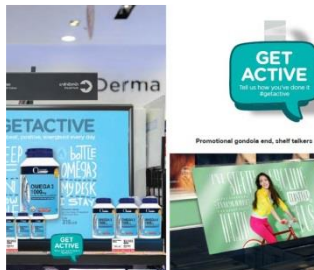
Context  
Insight  
Objective  
Insight  
Concept  
Proposition  
Campaign Framework

### Visual Assets



Call to Action  
Imagery  
Messaging  
Typeface

### Toolkit Applications



Advertising  
POSM  
Digital  
E-Commerce  
CRM  
Product/GOBE  
Content support

## Stage 2. GetActive Activation

### World Health Day



Messaging  
Typography  
Store front  
Social media posts

### Activations



Awareness phase  
Consideration phase  
Participation phase  
Conversion phase

Launch schedule: ideally 1 month prior to World Health Day on 7 April

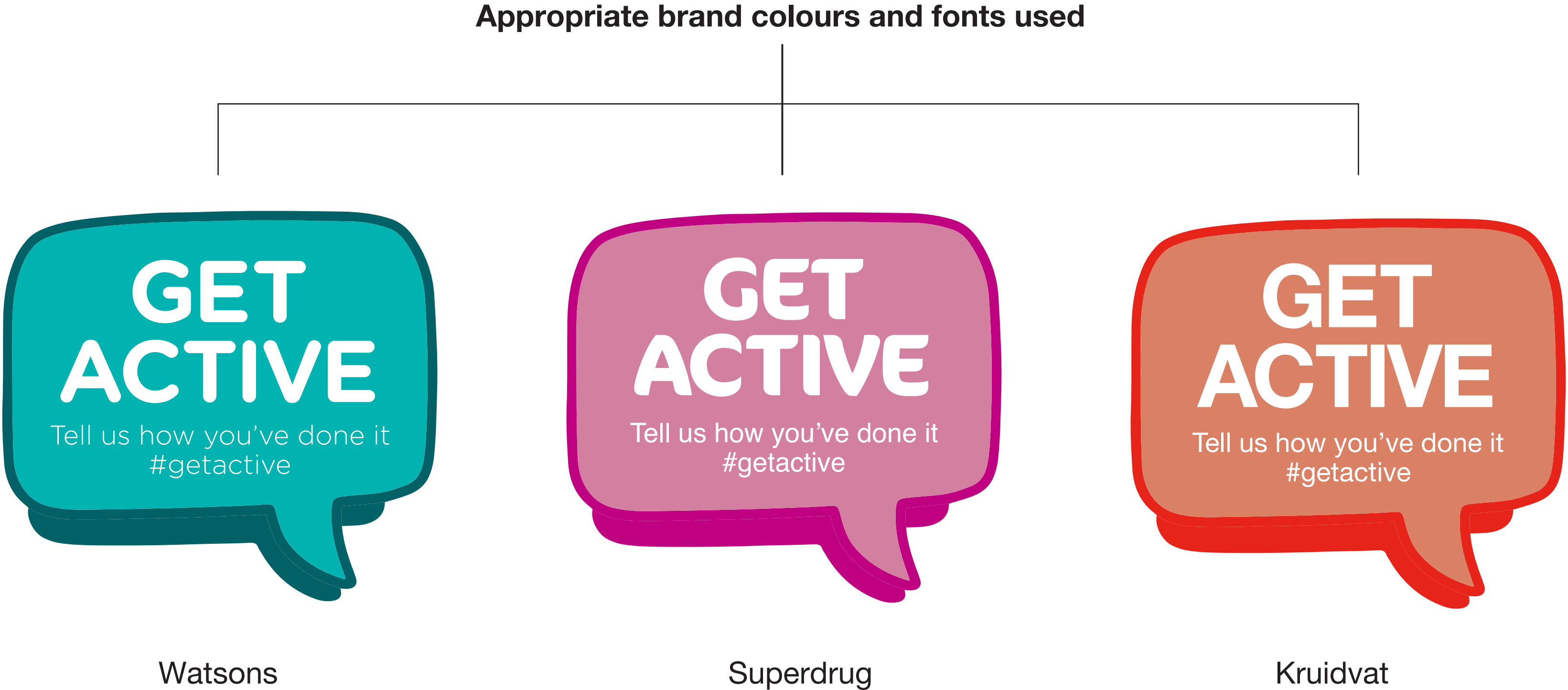
Launch schedule: approaching or on 7 April





We want our customers to be involved and to influence in the campaign, helping us create content and inspire other people to Get Active.







Imagery Style

Imagery should be reflective of our customers actively participating in the content of the message

Using studio imagery will allow us to change background colours where necessary and incorporate campaign typography.

Choosing Imagery

- Appropriate stock imagery should be chosen based on your specific brand guidelines.
- People should be actively participating in the activity described in the illustrated message i.e. yoga pose for yoga message.

Background Colour

Brand connection should be further enhanced by using background colours from the brand’s palette.





## Messaging & Typography

We'll style the campaign in a way that's sympathetic to the **Watsons**, **Superdrug** and **Kruidvat** brands.

Messaging in the tone of voice of a customer and typography using different handwriting styles will give the campaign a 'user-generated' feel.

I SIT BABY IN HIS CHAIR  
AND DO SIT-UPS WHILE  
PLAYING PEEK-A-BOO

#GETACTIVE



## Messaging

### Typography

Typography using different handwriting styles to visualise the 'different voices' of our customers and will also give the campaign a user-generated feel.

I've swapped  
my Saturday  
lie-in for a  
yoga session.

#getactive

I DRINK 3 LITRES  
OF WATER A DAY.  
SO EASY,  
SO GOOD FOR ME.

#GETACTIVE

I ALWAYS FIND  
THE FURTHEST AWAY  
PARKING SPACE  
FOR THAT LITTLE  
EXTRA TO WALK

#GETACTIVE

I KEEP A BOTTLE OF  
OMEGA 3 TABLETS  
ON MY DESK.  
IT'S HOW I STAY SUPPLE

#GETACTIVE

I always take  
the stairs  
instead of the  
elevators or  
escalators

#getactive



# Content Support

- To support the campaign launch and strengthen our health position, based on health trend analysis, Watsons brand/customer needs and category focus, we will prepare regional contents for BU's to create more social topics about healthy habits, tips and advices, etc. We will also give advice on keywords and products in your content for local adaptation.
- Key source of content for posting on Website and Social Media



## 5 Simple Rules For Amazing Health

By Kris Gunnars, BSc | 65,038 views

Being healthy often seems incredibly complicated.

There are advertisements everywhere and various experts giving conflicting advice.

However...being healthy does not need to be complicated.

People were much healthier in the past, **before** all the dieting and "health products" took hold of our society.

The rules haven't changed since then...our genetics are the same and what worked for us back in the day can also work for us now.

To gain optimal health, lose weight and feel better every day, then all you need to do is follow these 5 simple rules.



## Why Sitting Too Much Is Seriously Bad for Your Health

By Joe Leech, Dietitian

Modern society has been engineered for sitting.

As a result, humans spend more time off their feet than ever before.

However, recent studies show that all this sitting is doing much more harm than anyone thought.

This article explores why sitting too much is seriously bad for your health.



## People Are Sitting More Than Ever Before

The idea that sitting can be harmful seems ridiculous at first thought.

## Post-Workout Nutrition: What to Eat After a Workout

By Arlene Semeco, MS, RD | 73,476 views

You put a lot of effort into your workouts, always looking to perform better and reach your goals.

Chances are you've given more thought to your **pre-workout meal** than your post-workout meal.

But consuming the right nutrients **after** you exercise is just as important as what you eat before.

Here is a detailed guide to optimal nutrition after workouts.

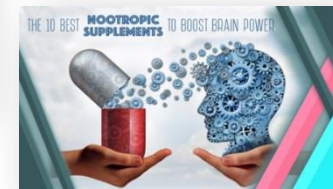


## Eating After a Workout Is Important



Examples of Articles Topics in the next phase of sharing

1. **5 Simple Rules For Amazing Health**
2. **Why Sitting Too Much Is Seriously Bad for Your Health**
3. **The 10 Best Nootropic Supplements to Boost Brain Power**
4. **Post Workout Nutrition - What to Eat After a Workout**
5. **Couch Potato Exercises**
6. **Want to Be Happier Smile More**
7. **What Is HIIT? Get a Full Workout in 20 mins**



Note: this will be available in phase 2 by January



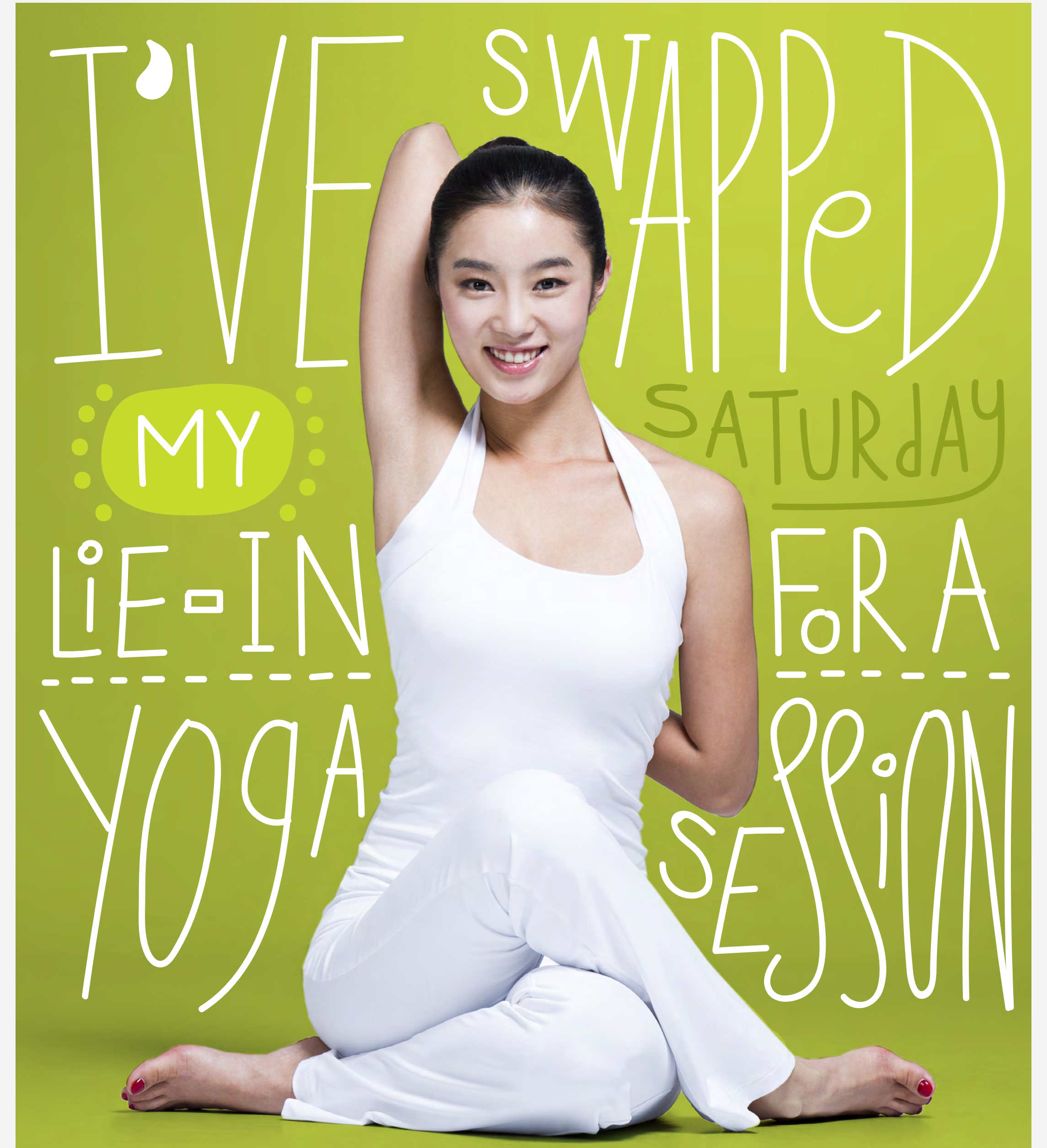
## Illustrated Type

### Hand Drawn Type

- Ideally messaging should be hand drawn for each image.
- Hand drawing the type ensures the message and image feel intergrated.

#### PLEASE NOTE:

Imagery is for illustration purposes only  
and will need to be licenced locally





## Illustrated Type

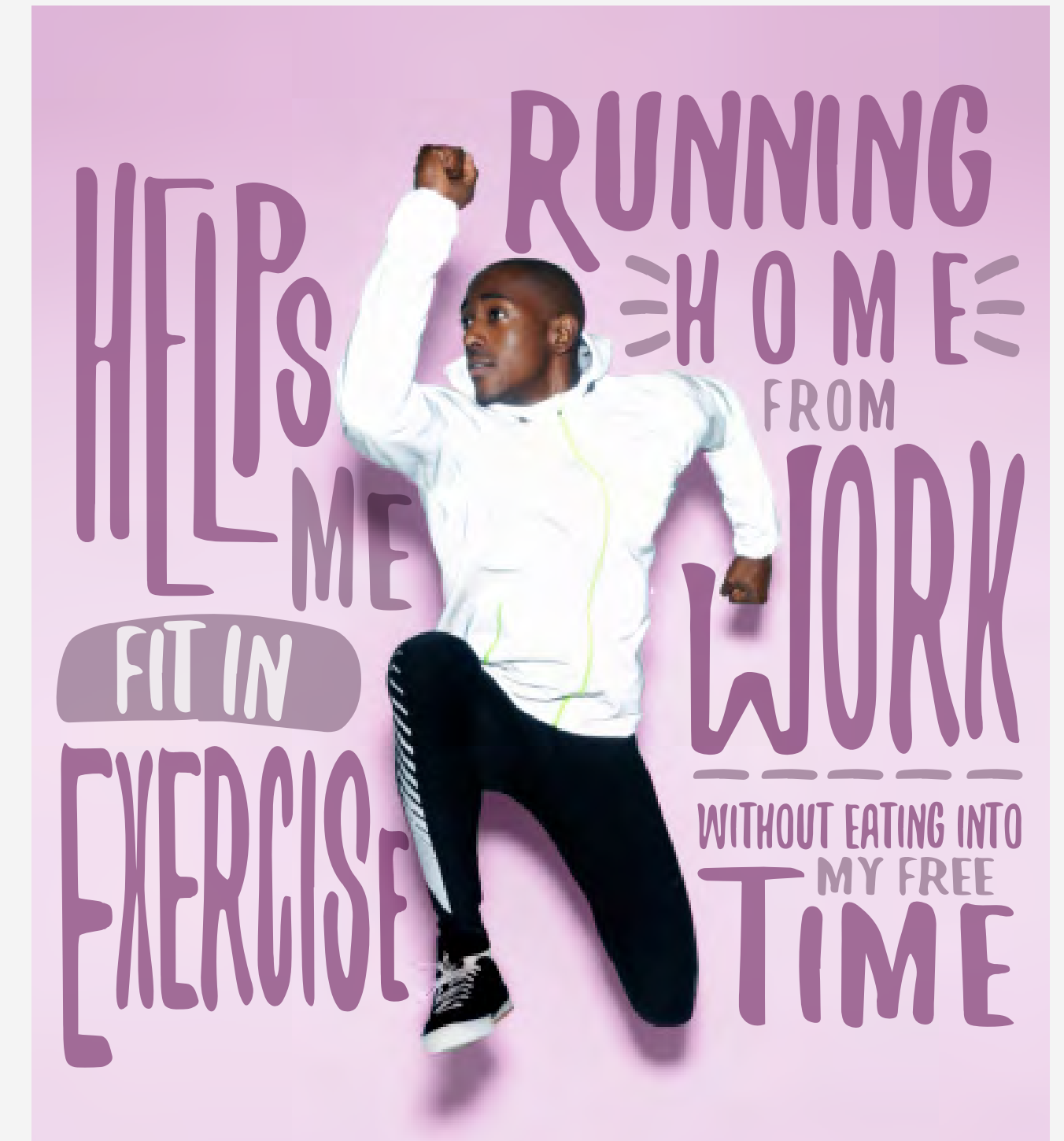
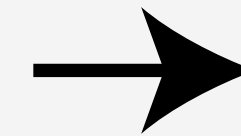
### Hand drawn Typefaces

- Where hand drawn type isn't possible there are a number of hand drawn typefaces for license
- The typeface will still have to be manipulated in order for the messaging to intergrate with the imagery

#### PLEASE NOTE:

Imagery is for illustration purposes only and will need to be licenced locally

RUNNING HOME FROM  
WORK HELPS ME FIT  
IN EXERCISE WITHOUT  
EATING INTO MY  
FREE TIME



Hand drawn typeface manipulated to fit around imagery



Toolkit Elements - Overview



Example of same message used across three different brands



Toolkit Elements - Overview

**watsons**

# #GETACTIVE

Feel upbeat, positive, energised every day

I KEEP  
OF  
ON  
IT'S how  
SUPPLE



A BOTTLE  
OMEGA3  
My DESK  
I STAY

Product name  
on two lines if needed  
Technical info  
THB  
315.00

Follow us on  

**GET ACTIVE**

# #GETACTIVE

Feel upbeat, positive, energised every day

I KEEP  
OF  
ON  
IT'S how  
SUPPLE



A BOTTLE  
OMEGA3  
My DESK  
I STAY

Better than  
**1/2**  
Price

**Superdrug** 

**GET ACTIVE**

# #GETACTIVE

Feel upbeat, positive, energised every day

I KEEP  
OF  
ON  
IT'S how  
SUPPLE



A BOTTLE  
OMEGA3  
My DESK  
I STAY

**20%  
KORTING**

**Kruidvat** 

**GET ACTIVE**

Example of same message used across three different brands



# Applications







Vogue Girl en Vogue Moods  
Kies uit de hoogste en deodorant.

**+ GRATIS**  
tasje t.w.v. €5,-  
bij 2 stuks

3 stuks **11,97** **5,98**

Prijsvoorbeelden:  
2 x deodorant Care 250 ml + tasje  
2 x No-Touch Roll-On Aloe Vera 250 ml

Sebamed zeepvrij wastablet  
150 gram

**1,00**  
KORTING

**3,99** **2,99**

Dettol gamma

**2+2 GRATIS**

2 x handzeep Mildness 150 ml +  
2 x No-Touch Roll-On Aloe Vera 250 ml

2 stuks **14,56** **7,28**

**EIGEN MERK**

**GOED GEVOEL**  
Garantie

✓ GOEDE PRIJS  
✓ GOEDE KWALITEIT  
✓ GOED GETEST

**NIEUW BIJ KRUIDVAT: PRO DYNAMICS**

**Pro Dynamics Isotone sportdrink**  
500 gram  
Sportdrink met een verfrissende citroensmaak met een combinatie van koolhydraten en mineralen. Dit zorgt ervoor dat het vloeit beter opgenomen wordt. Te gebruiken tijdens en na het sporten.

**Pro Dynamics Creatine poeder**  
400 gram  
Creatine helpt prestaties te verbeteren bij explosieve krachtinspanningen\*. Echt een product voor fanatieke sporters. Te gebruiken voor en na het sporten.

**Pro Dynamics proteïne-reep Cookies & Cream**  
45 gram  
Een multi-rijke reep met melkchocolade. Deze reep is heerlijk als tussen-doortje tijdens het sporten. Te gebruiken tijdens en na het sporten.

**Pro Dynamics energiereep Banaan**  
30 gram  
Een reep met bananensmaak en melkchocolade geeft extra energie. Te gebruiken tijdens het sporten.

Petrole Hahn shampoo  
250 ml  
Kies uit het hele gamma.  
€7,30/1.

**1+1 GRATIS**

Prijsvoorbeelden:  
2 x shampoo Anti-Roze Citrus 250 ml  
2 x shampoo Anti-Roze Citrus 250 ml

2 stuks **7,30** **3,69**

Fenjal gamma

**STAPELKORTING**  
**30% KORTING**  
**20% KORTING**

**2+2 GRATIS**

Prijsvoorbeelden:  
3 x bodygel 150 ml  
2 x bodygel 150 ml

3 stuks **20,97** **14,68**

Playboy en Adidas gamma

**2+2 GRATIS**

Prijsvoorbeelden:  
2 x Playboy deodorant VP 150 ml +  
2 x deodorant Eze Drive 250 ml

4 stuks **13,16** **6,58**

Nivea deodorant  
Kies uit het hele gamma deodorant voor mannen en vrouwen.

**2+1 GRATIS**

Prijsvoorbeelden:  
deodorant Protect & Care 150 ml + deodorant Men Fresh Active 150 ml + deodorant Pocketman Pearl & Beauty 100 ml

3 stuks **8,37** **5,61**

Blondépi ontkleuringsproducten  
Kies uit 4 varianten.

**35% KORTING**

Prijsvoorbeelden:  
ontkleuring voor geshit 2 x 75 ml

11,99 **7,60**

# #GETACTIVE

Feel upbeat, positive, energised every day

I KEEP OF ON IT'S HOW SUPPLE

A BOTTLE OMEGA3 MY DESK I STAY

**20% KORTING**

**Kruidvat**

**GET ACTIVE**  
Het is hier jouke om te it.  
Kijk hier.



# Beauty pit stop

Is the time taken by your beauty routine getting out of hand? Here's how to cut corners and save those precious minutes...

>>> HAIR IN A HURRY

★ Revitalise damaged locks with a brilliant new conditioning treatment. Massage into hair (avoiding roots), leave for 60 seconds, then rinse out. Hair = transformed! **Dove Hair Therapy Intensive Repair 60 Second Treatment Shot**, £1.49

★ Blow-drying can be a chore – but it doesn't have to be. A spritz of a clever spray on towel-dried hair will speed up blow-dry time while protecting against heat damage, too. Win. **got2b Mind Blowing Xpress Dry Styling Spray**, £3.99

★ Dot this blush stick onto the apples of your cheeks and gently blend out to create an instant healthy glow. **Collection Speedy Blush**, £3.99

★ Lengthen and volumise lashes in one quick sweep, thanks to clever tube technology, which coats each lash while keeping clumps at bay. **B. All Mascara**, £9.99

>>> ONE-MIN MANI

★ Forget waiting hours for your nails to dry and harden. Just one drop on each nail will have yours ready to go in seconds. And did we mention it nourishes cuticles, too? **Bourjois Instant Dry Nail Drops**, £5.99

superdrug.com/dare



**Top tip** Part your hair in a different direction for a quick and easy volume boost.

★ Pretty your talons on the go with these colourful, quick-setting nail paints. The flat brush dispenses the perfect amount of polish, and the quick-dry formula sets in under a minute. **Barry M Speedy Quick Dry Polishes in Pit Stop and Kiss Me Quick**, £3.99 each

>>> ONE-HOUR TAN

★ Wash off the guide colour of this zero-smell self-tanning mousse to reveal a golden glow that will continue to develop into a natural-looking tan over the next few hours. **NKD SKN by Vita Liberata Superfast Mousse**, £14.95

★ Just one hour – that's all it takes to bronze your bod with this long-lasting tan. Then keep respraying once a week for three weeks to achieve a more intense colour. **Rimmel Sunshimmer Self Tan Mousse**, £7.99

**Top tip** Apply with a **Soak Tanning Mitt**, £3.49, in a circular motion to ensure an even, streak-free finish.

# #GETACTIVE

Feel upbeat, positive, energised every day

I KEEP  
OF  
ON  
IT'S HOW  
SUPPLE

A BOTTLE  
OMEGA 3  
MY DESK  
I STAY

HEART 90  
HEALTH CAPSULES  
OMEGA 3 FISH OIL  
HIGH STRENGTH  
1000 mg

Better than  
1/2  
Price

GET  
ACTIVE  
Tell us how you're doing it  
@superdrug

Superdrug



POSM - Store window







Section 3 - Applications



Promotional gondola end, shelf talkers and shelf wobblers

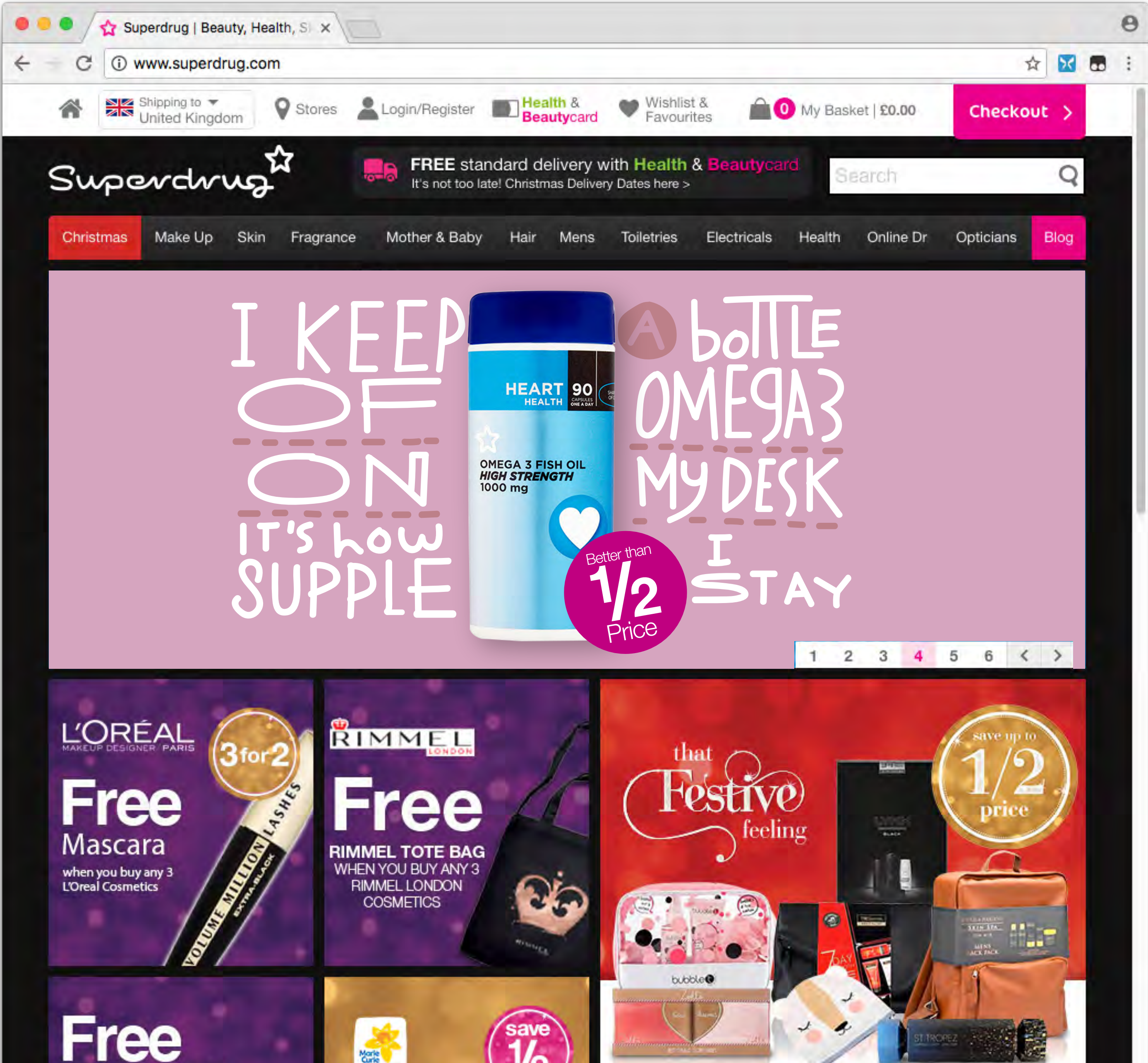




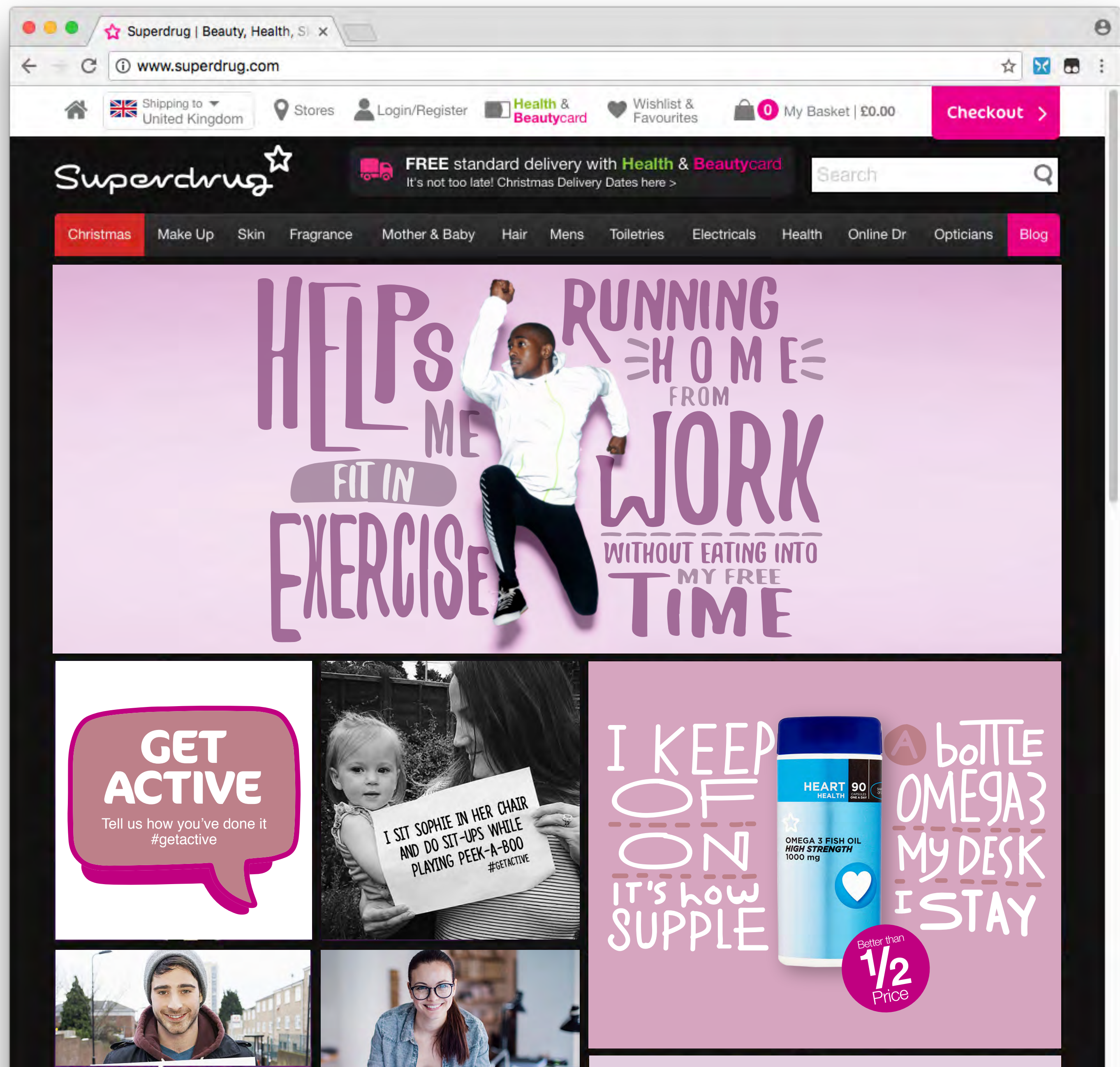
POSM - Cashier desk





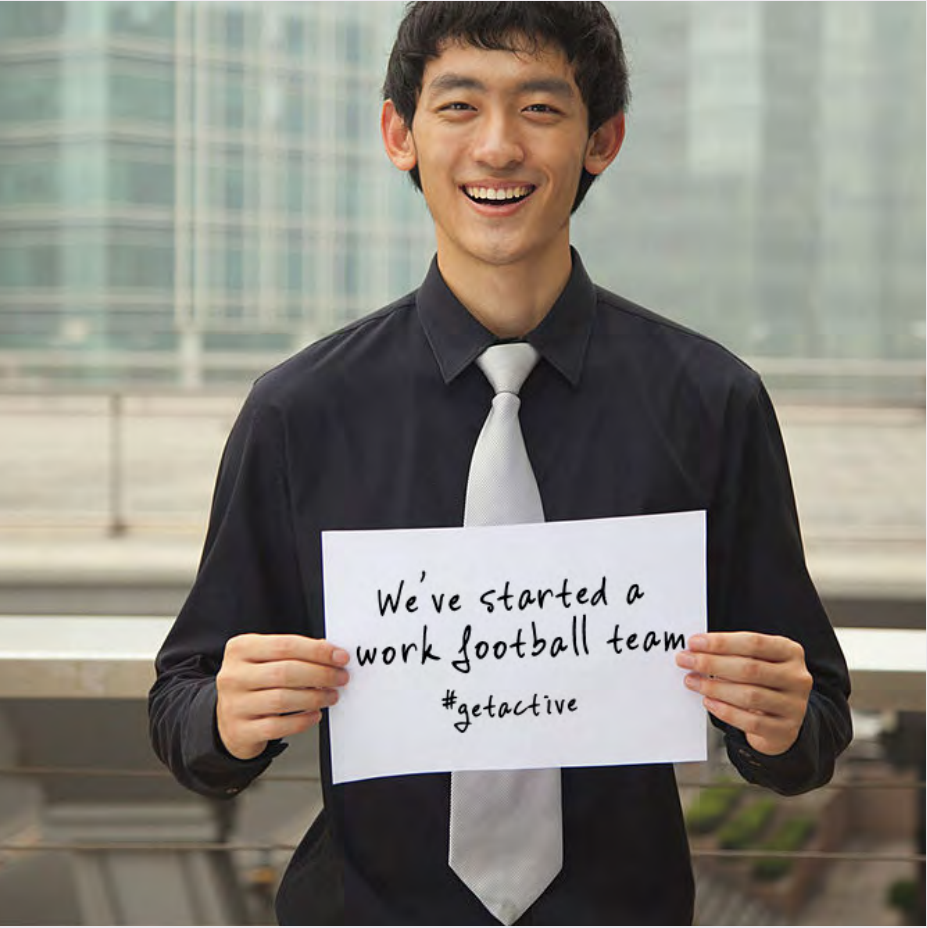
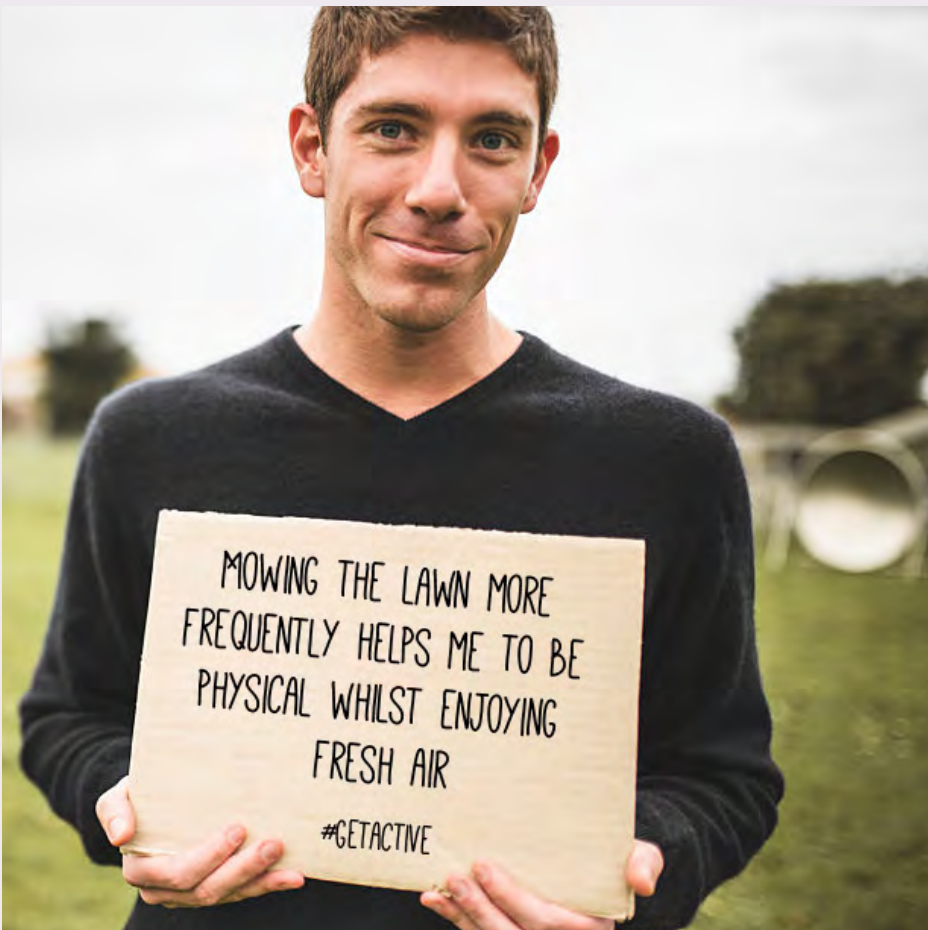
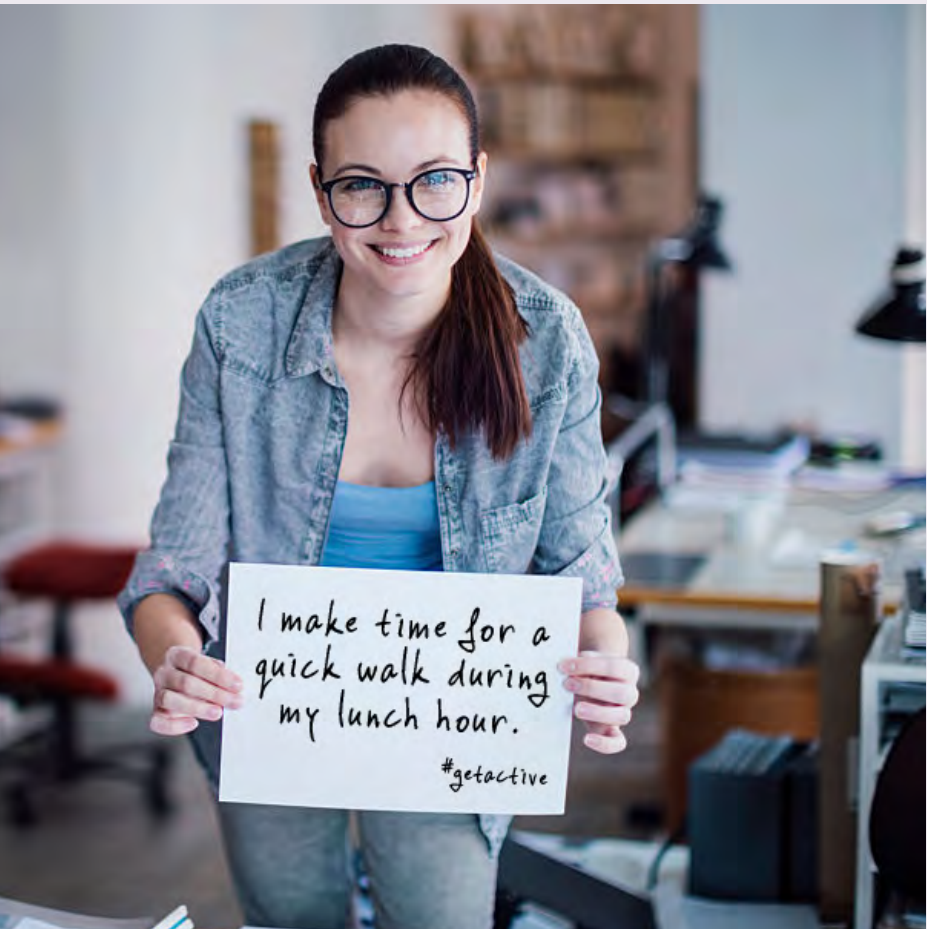








Digital - Customer Engagement





facebook

Sign Up

Email or Phone

Password

Log In

Forgotten account?

Superdrug

@Superdrug

Home

About

Zoella Beauty Store List!

Events

Instagram

Twitter

Pinterest

COLAB Store List

Zoella Beauty Q + A!

Videos

Photos

Tanya Burr Q and A!

Posts

Tanya Burr Store List!

YouTube

Likes

Welcome

#NailsofNovember

Notes

Create a Page

Like

Message

Share

More

Shop Now

Superdrug

7 December at 05:49 · 🌐

939 Views

Like

Comment

Share

Helen Robertson, Charlotte Mellor, Elaine Stevenson and 4 others like this.

Photos

See all

Shopping/Retail

at Croydon, United Kingdom

Search for posts on this Page

To shop visit [www.superdrug.com](http://www.superdrug.com)

For customer service call 03456 710 709 or email [help@superdrug.com](mailto:help@superdrug.com).

Want to work with us? Visit [www.superdrug.jobs](http://www.superdrug.jobs)

402,785 people like this

About

See All

118 Beddington Lane

Croydon, United Kingdom

0345 671 0709

[www.Superdrug.com/](http://www.Superdrug.com/)

PEOPLE

>

402,785 likes

Section 3 - Applications

28



shop at  watsons.com.hk



123,346,789pts

Personal Care

Health

Beauty

Pharmacy

Baby

Lifestyle

Hot Deals

I'VE STARTED CYCLING

EVERYWHERE

TAKING

INSTEAD OF THE BUS



I KEEP OF ON IT'S how SUPPLE



A BOTTLE OMEGA3 MY DESK I STAY

30% OFF



discover more

#getactive

Feel upbeat,  
positive, energised  
every day

#getactive



GET ACTIVE

Tell us how you've done it  
#getactive









Starter pack sent to loyalty customers filled with a pocket guide and other relevant free gifts.



# World Health day



## **World Health Day 7th April 2017**

The theme of the 2017 World Health Day campaign is depression.

We'd like to incorporate the theme within the campaign by launching with positive affirmations about mindfulness that tie in with the #getactive theme. These will be typography only executions, positivity projected through words.



# **World Health Organization**



World Health Day 2017  
- Messaging & Typography

Typographic positive affirmations  
about mindfulness that tie in with the  
#getactive theme.

YOU'LL NEVER  
CHANGE YOUR  
LIFE  
UNTIL YOU  
CHANGE  
SOMETHING YOU DO  
DAILY

#GETACTIVE



TODAY  
**I** WILL  
MYSELF  
ENOUGH  
EXERCISE



#GETACTIVE

WAKE UP  
with  
determination



#GETACTIVE

YOU'LL NEVER  
CHANGE YOUR  
LIFE  
UNTIL YOU  
CHANGE  
SOMETHING YOU DO  
DAILY

#GETACTIVE

OPPORTUNITY  
WITH  
THOSE DANCES  
WHO ARE  
ALREADY  
ON THE  
DANCEFLOOR

#GETACTIVE

OK  
let's DO  
this!

#GETACTIVE

I AM  
BRAVE  
FEARLESS  
& BOLD  
& STRONG

#GETACTIVE

GOOD things  
are  
going to  
HAPPEN



#GetActive

CELEBRATE  
WHAT  
YOUR BODY  
CAN DO

#GETACTIVE

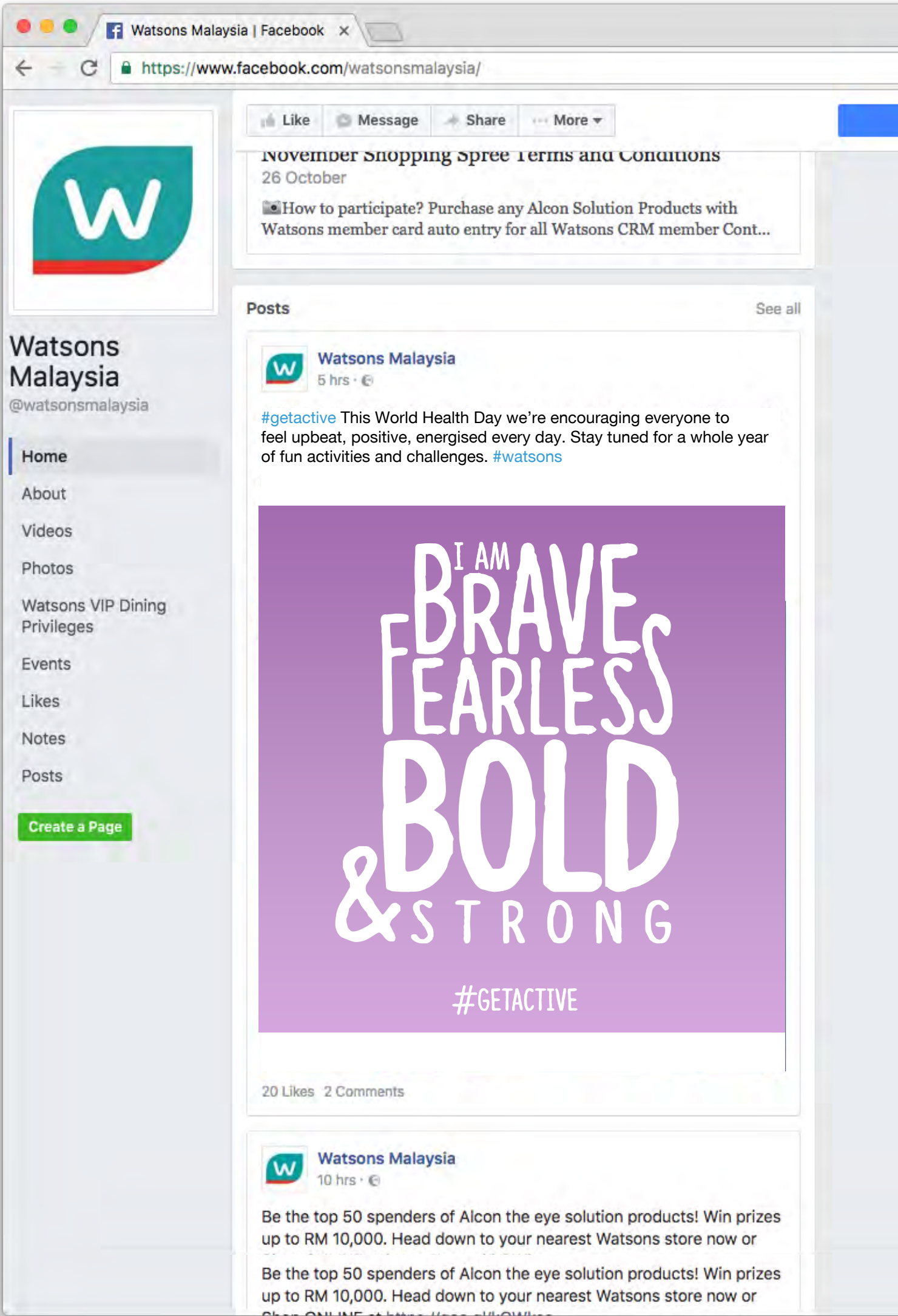
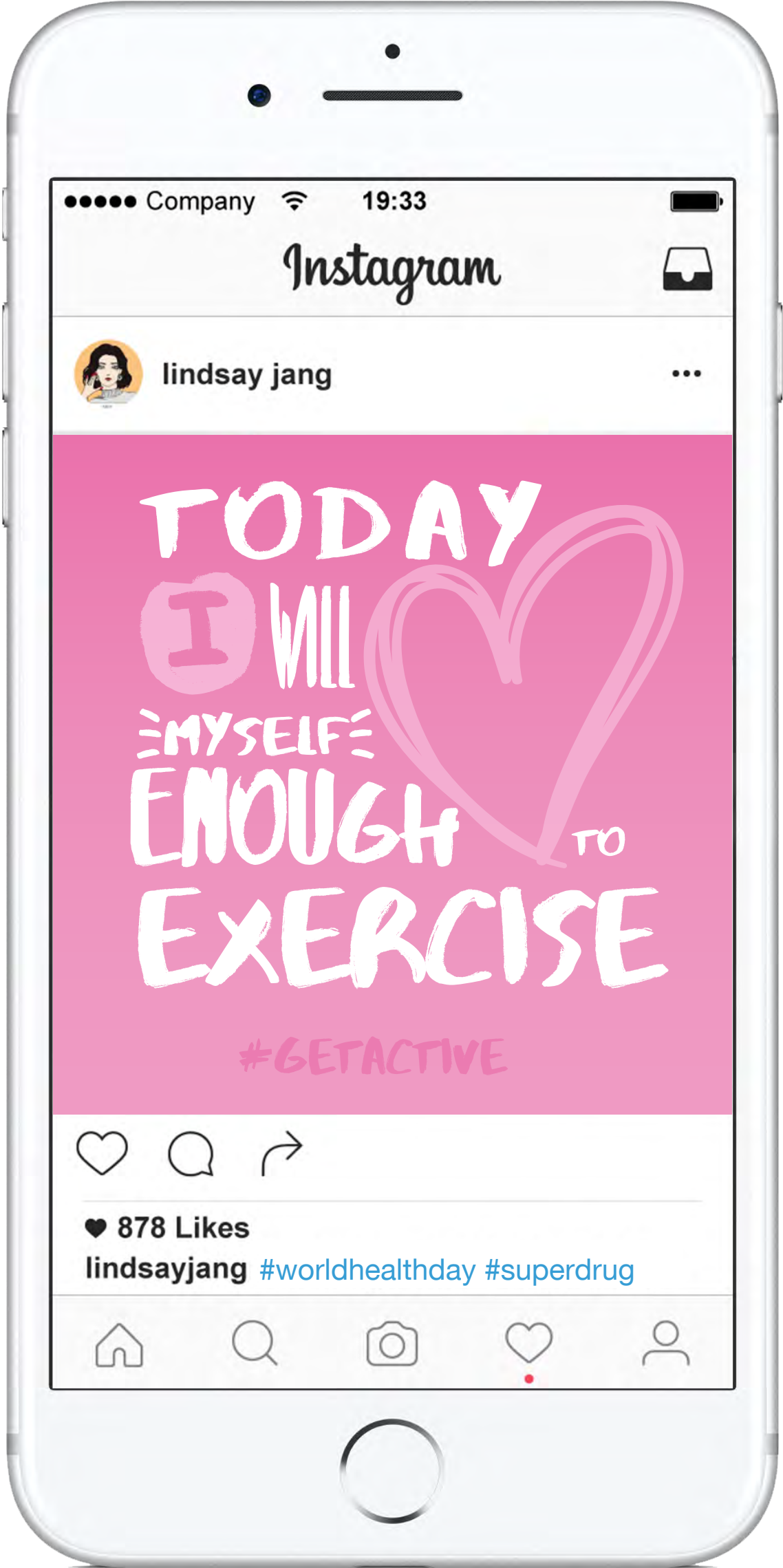






World Health Day 2017 - Social Media Posts

People can repost our positive affirmations on World Health Day or send to someone they think it would benefit to encourage their friends and family to #getactive.





# Activations



# Awareness

## Indroduction of #getactive

- Daily planner film, YouTube, facebook, instore
- Print and OOH

# Consideration

## Generate talkability

- PR Stunt/Installation (VW the Fun game style)
- Selected influencers start to share 10sec edits of the film using #getactive
- Consumers share tips using #getactive

# Participation

## Invitation to join a movement

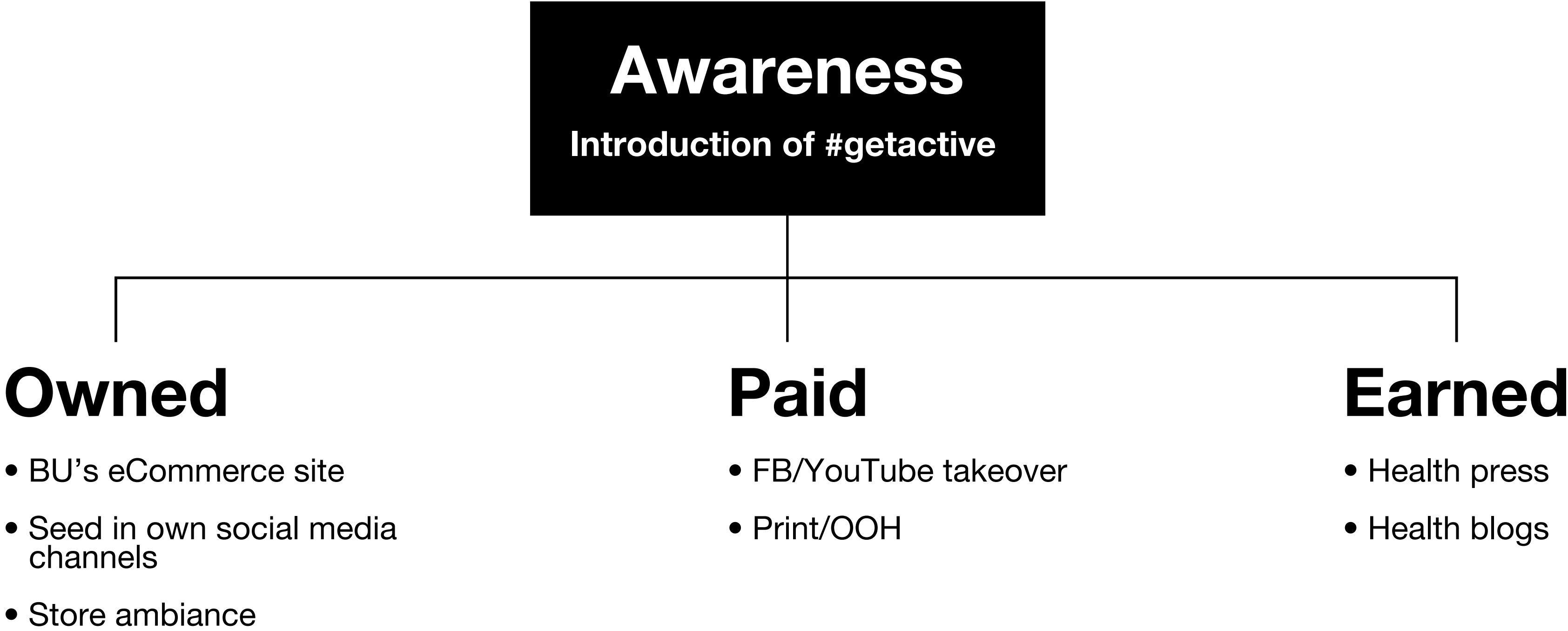
- Launch of #getactive challenge movement inviting people to share their clever ways to keep active.
- Influencers start to ask their followers to share their tips and be feature in their channels
- Promote #getactive associated with a cause.  
e.g If we can join xxx thousand people at Statue Square doing for Tai Chi ASW will donate xx million to a Health Institution of choice #getactive

# Conversation

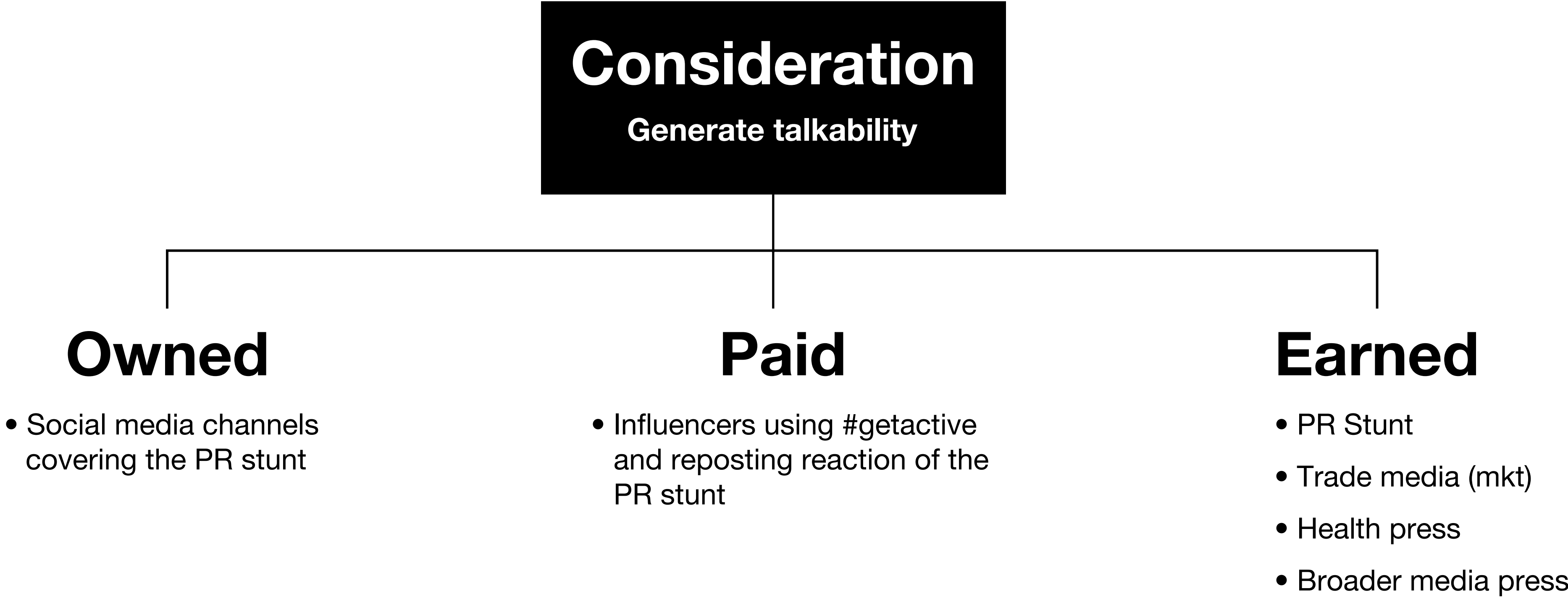
## Purchase and reward

- Link the use of #getactive for exclusive discounts in ASW Health retailers
- Exclusive 'money can't buy' rewards for the most active consumers

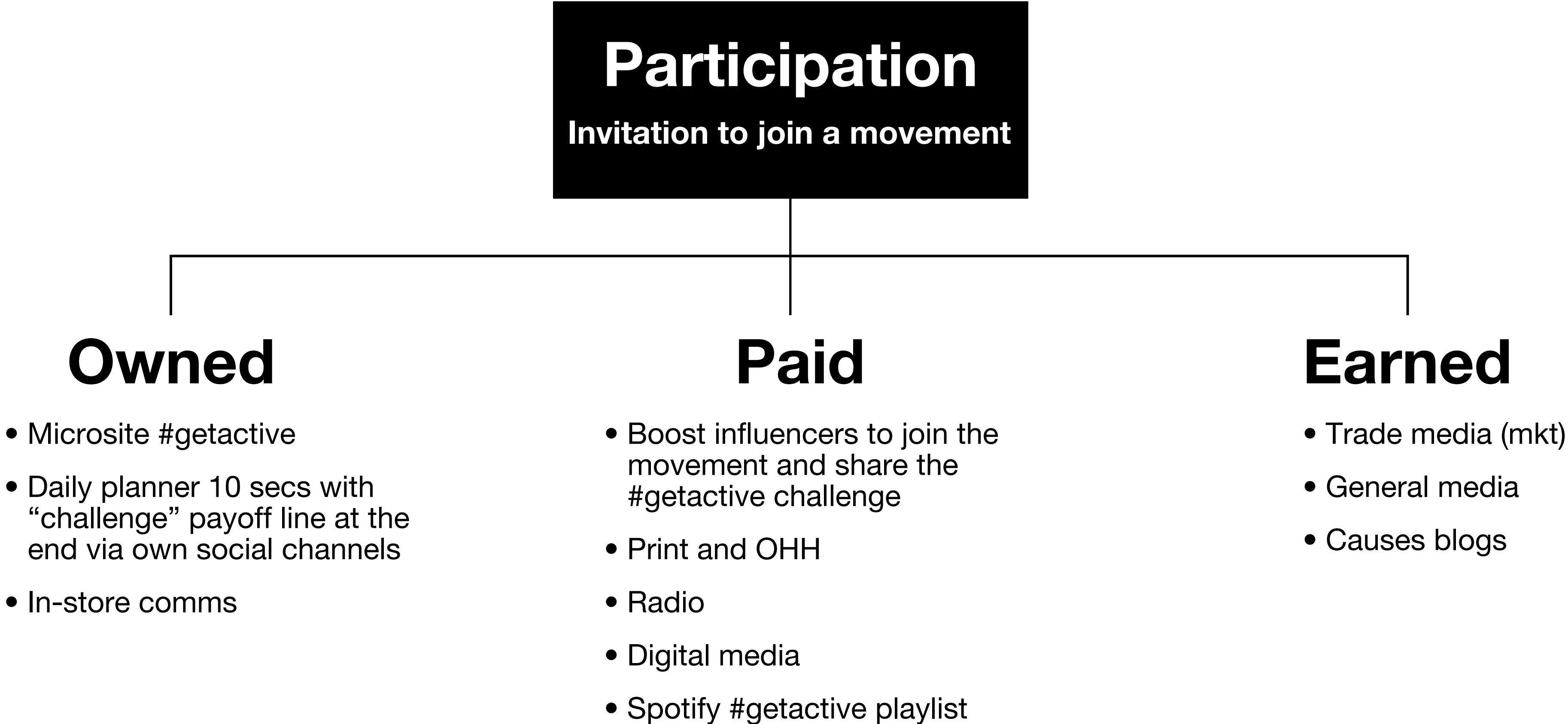




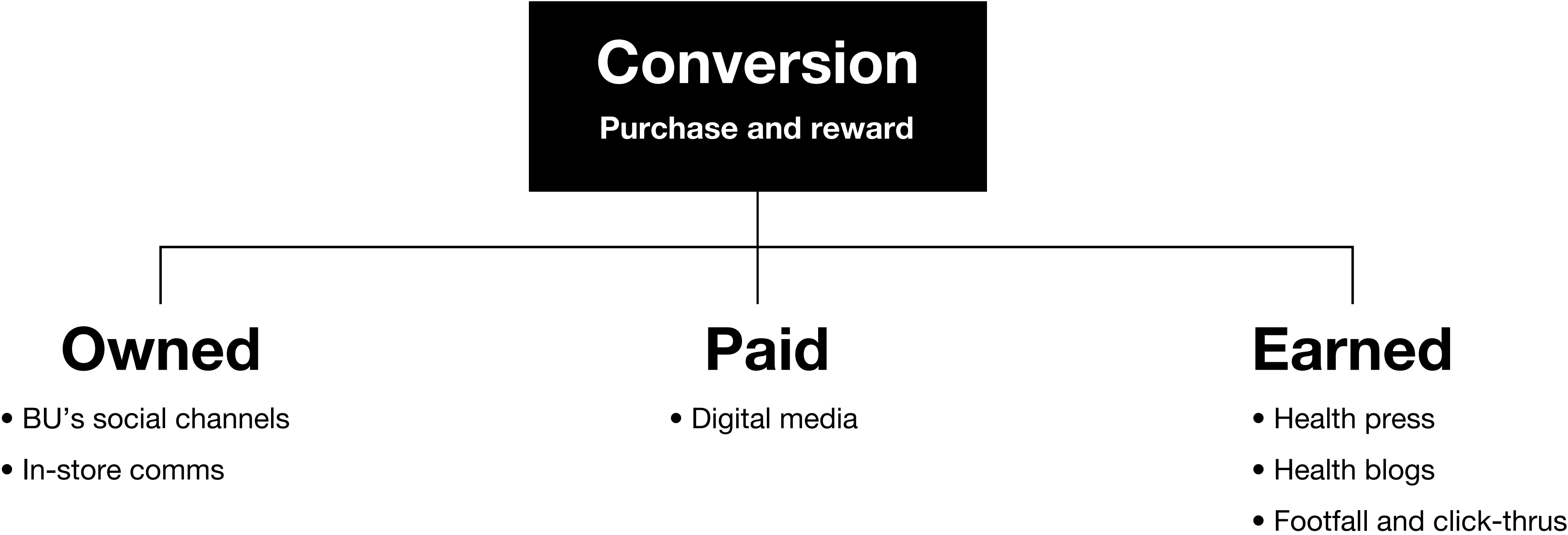














## #TeamMe Awareness

### #TeamMe Healthcare Campaign

Superdrug launched #TeamMe on World Health Day in April 2016, to support a leading public health message to help people make positive, healthy changes to their lifestyle.

#TeamMe was a team for all the regular people out there wanting to achieve their own personal health goals.

The campaign was fronted by six members of the public, who Superdrug supported to set and achieve their own goals; whether they wanted to hit the gym, quit smoking or change their diet. And they didn't have to take the journey alone as swimmer Rebecca Adlington and Paralympian Stefanie Reid were ambassadors for the campaign – plus they got support from Superdrug pharmacists to help them stick to their resolutions.



Microsite

<http://www.superdrug.com/teamme>

#TeamMe Video Introduction

<https://www.youtube.com/watch?v=VdM1gu3aqoA>



# Video Content

## Awareness Phase

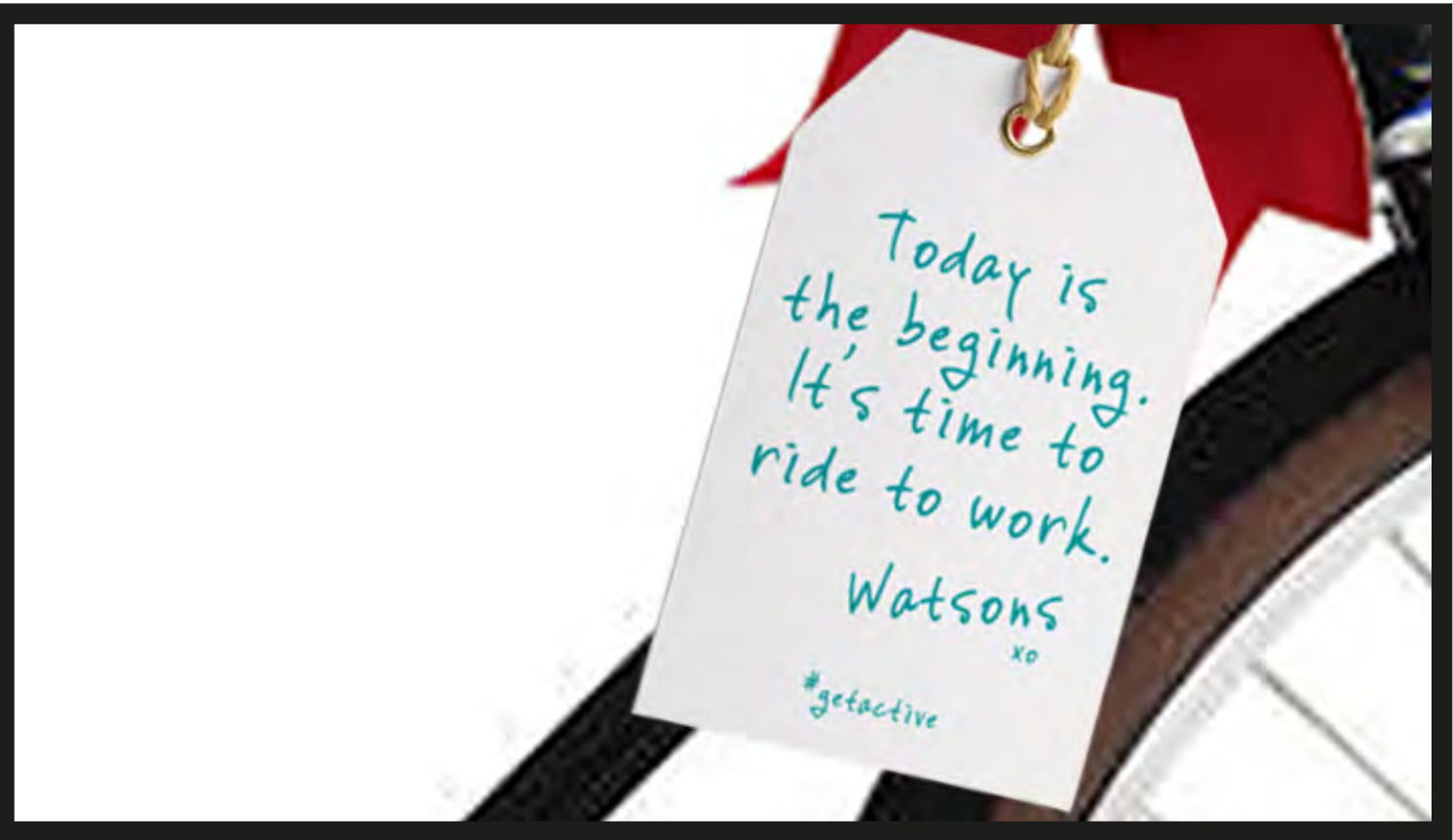
### Surprise Cyclist

As part of the launch, a piece of video content will be produced showing the journey of an unsuspecting recipient of a bicycle.

Watsons will plant the bicycle outside the apartment/house of an unexpected recipient who plans on getting active and riding to work but hasn't yet made the leap.



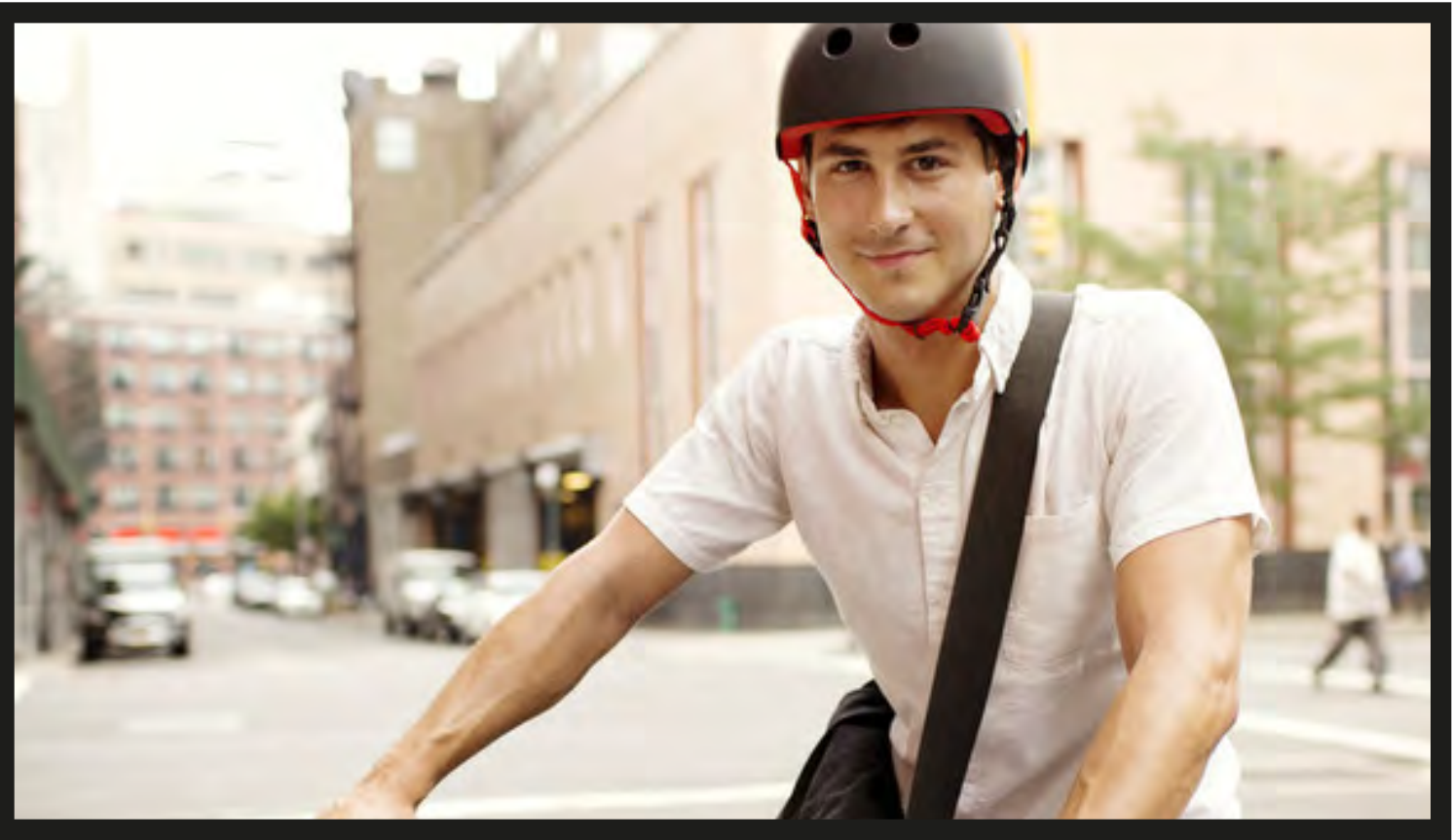
Bicycle placed outside apartment door, wrapped with a bow and a card attached.



The card reads “Today is the beginning. It’s timeto ride to work.” signed Watsons, #getactive



‘Hidden’ follow footage of commute to work



Interview with the cyclist outside workplace at the end of the commute.

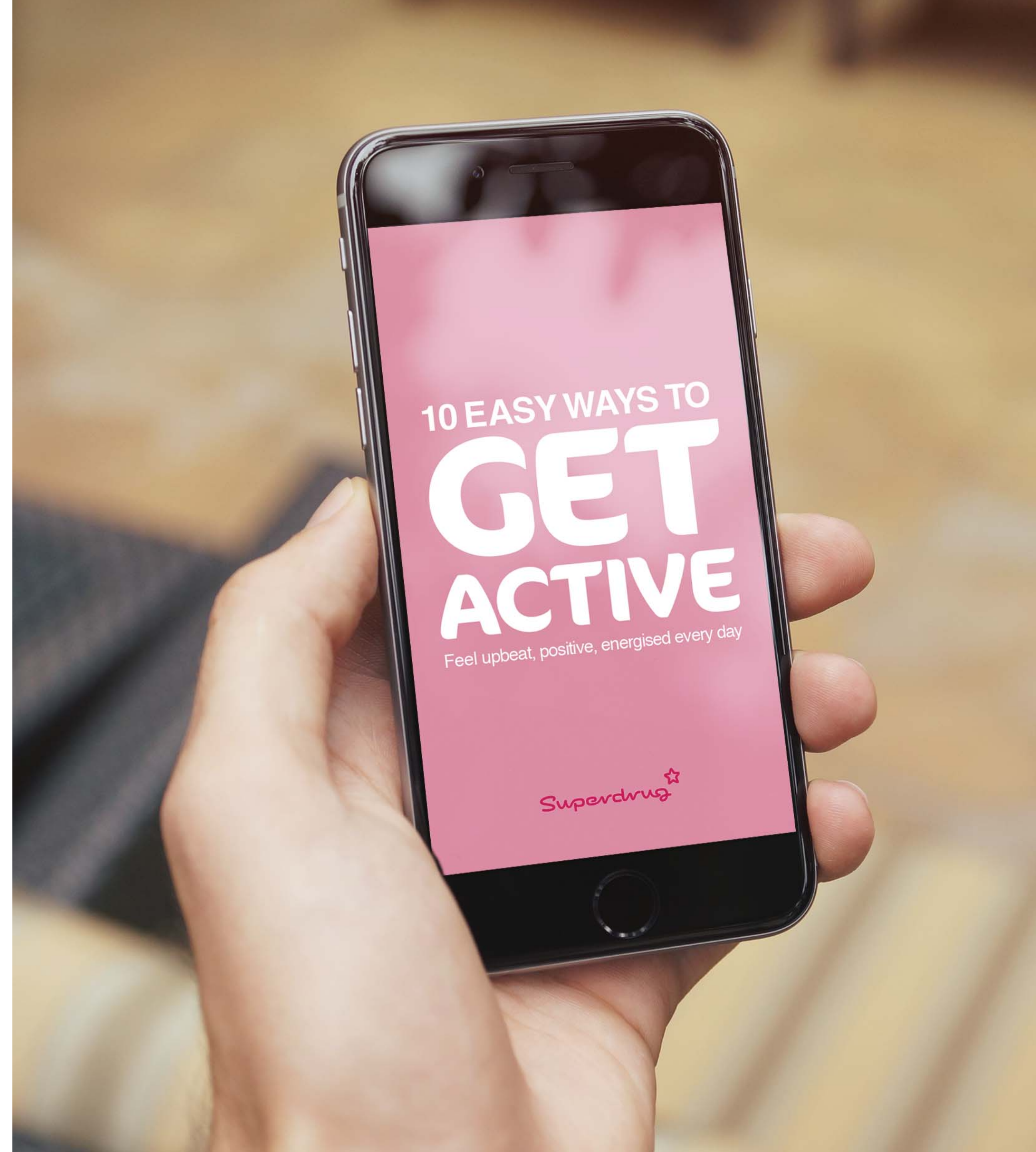


## Video Content

We propose to create a bank of short-form (ie 10 second) animated content, around the idea of ‘little steps throughout the day’.

These short segments can be scattered across different digital media, or amalgamated to form longer content – such as 30-second video or a printed flipbook.

**\*\*Storyboard of the short-films is available in a separate toolkit, BUs are encouraged to do adaptation based on the English master copy provided.**





# Activations

## Consideration Phase

### #GetActive Arcade

To encourage people to get active we will set up arcade style boxing machines in metro stations and in-store and encourage people to try out their punch to earn discount credits.

Just like an arcade machine, each punch will be measured and will spit out tickets as a reward. Customers can use these as discount coupons instore. Alternatively they could be added to a Money Back/Reward card.

Promotional staff will be on site to bring people in and explain the #getactive initiative to them.





## Activations

### Consideration Phase

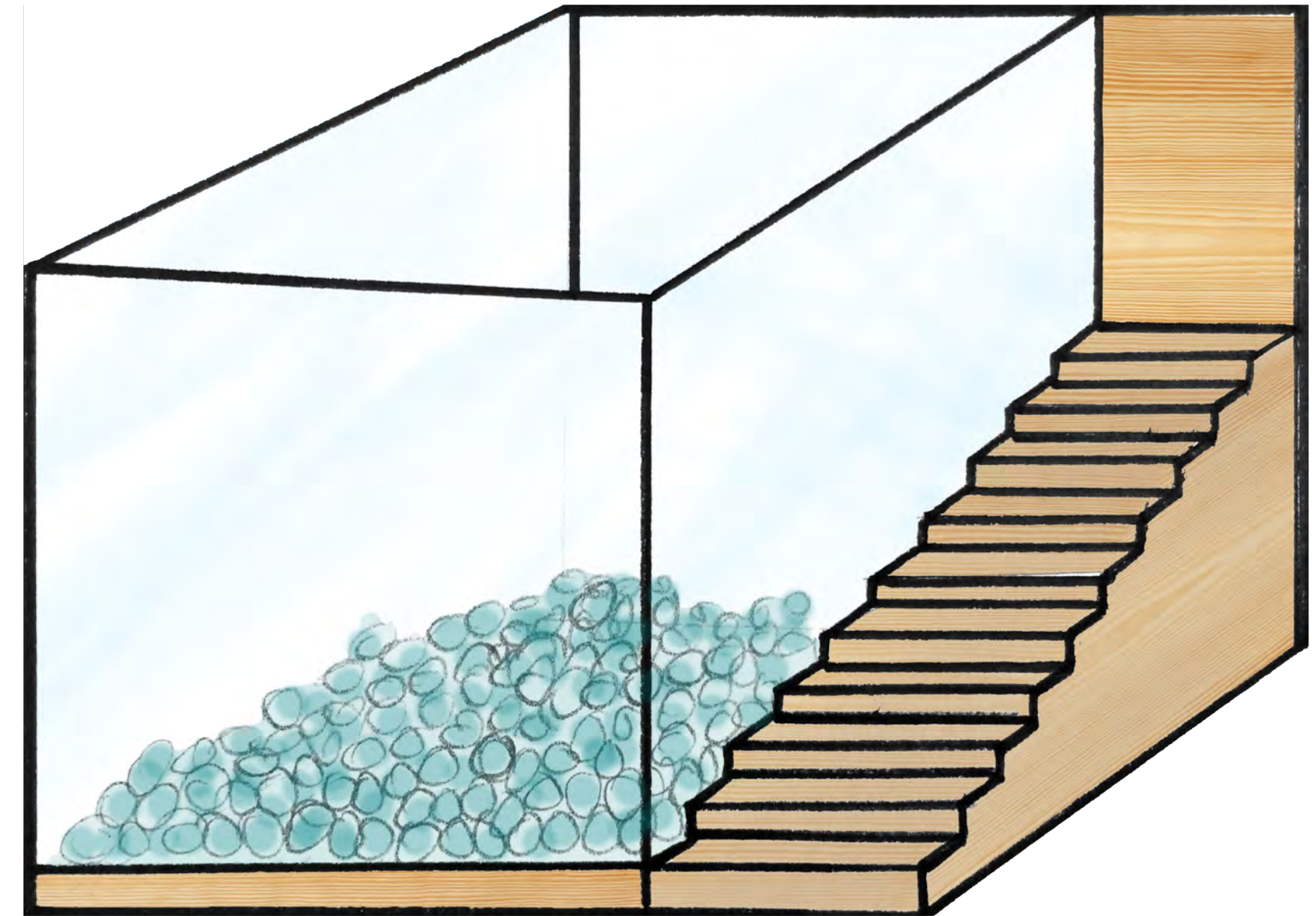
#### 100,000 Repititions

To create buzz and spread the #getactive message, 100,000 100g balls and a large empty perspex box will be placed in a busy inner-city location.

Over the course of a week, passers-by will be asked by promotional staff to take some of the balls and walk them up the steps and drop them into the box. Signage and comms. around the activation will focus on “every little bit helps.”

For every ball moved form the pile into the box, \$1 will be donated to the Heart Foundation\*. The idea would be thoroughly PR'd and pushed to media outlets as well as through owned and charity social channels.

\*or similar foundation/charity





# Activations

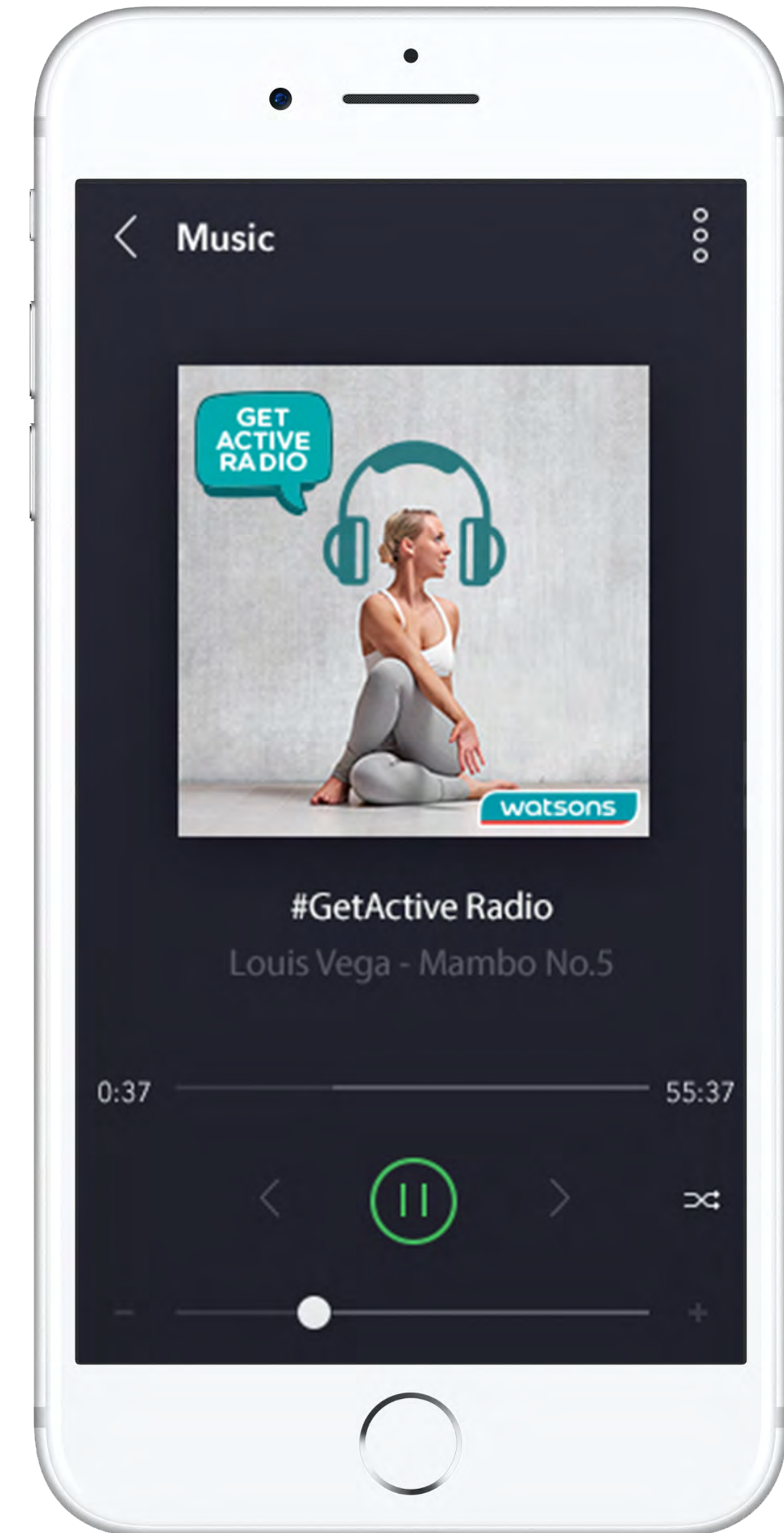
## Participation Phase



### #GetActive Radio

To further reinforce the #getactive message we will create a series of branded Workout Mixes so participants can get in zone to run, cycle or pump some iron.

Each playlist will be curated by local-market fitness and music influencers and will be published on Spotify and shared locally through owned social channels as well as the influencers own channels.





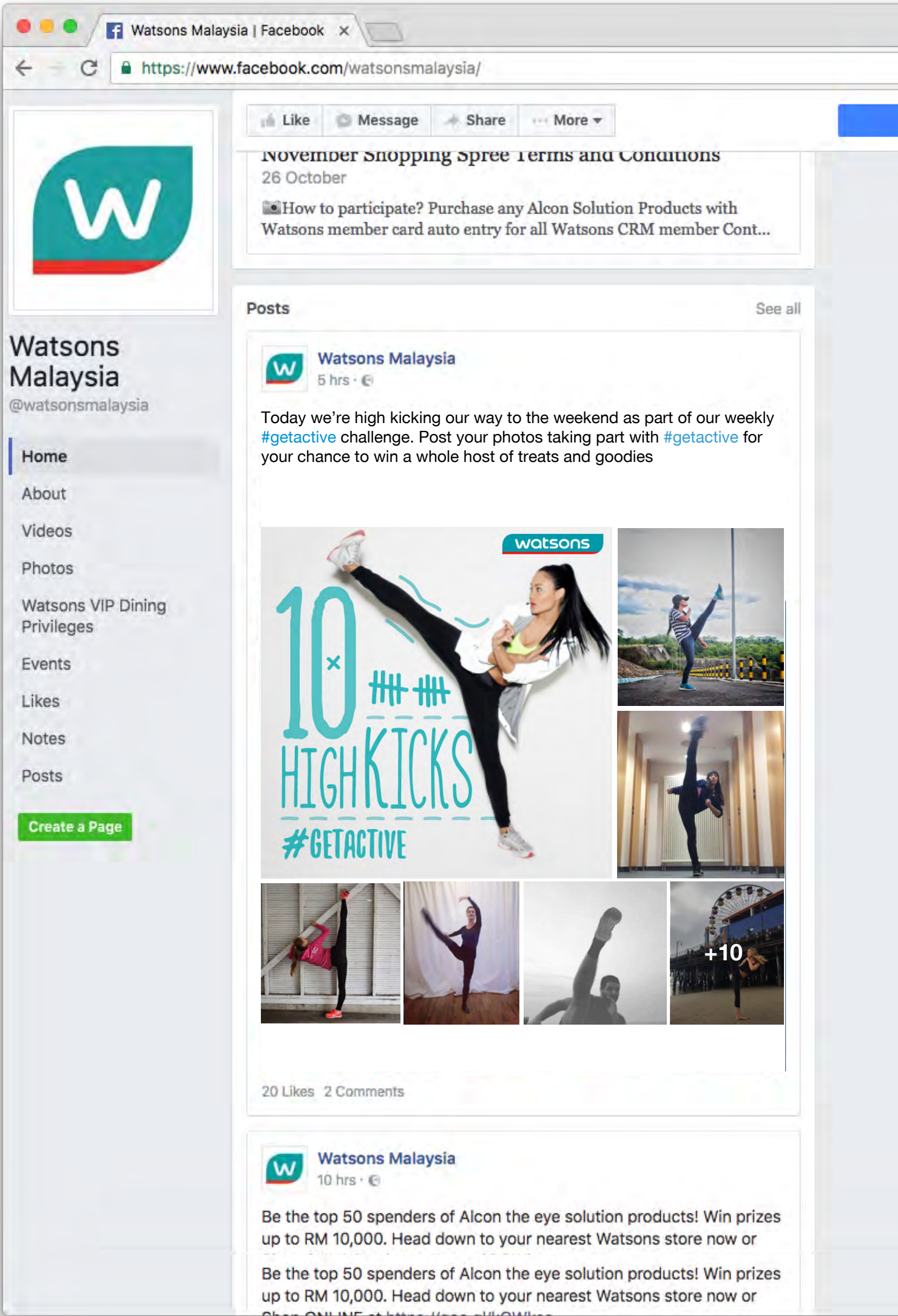
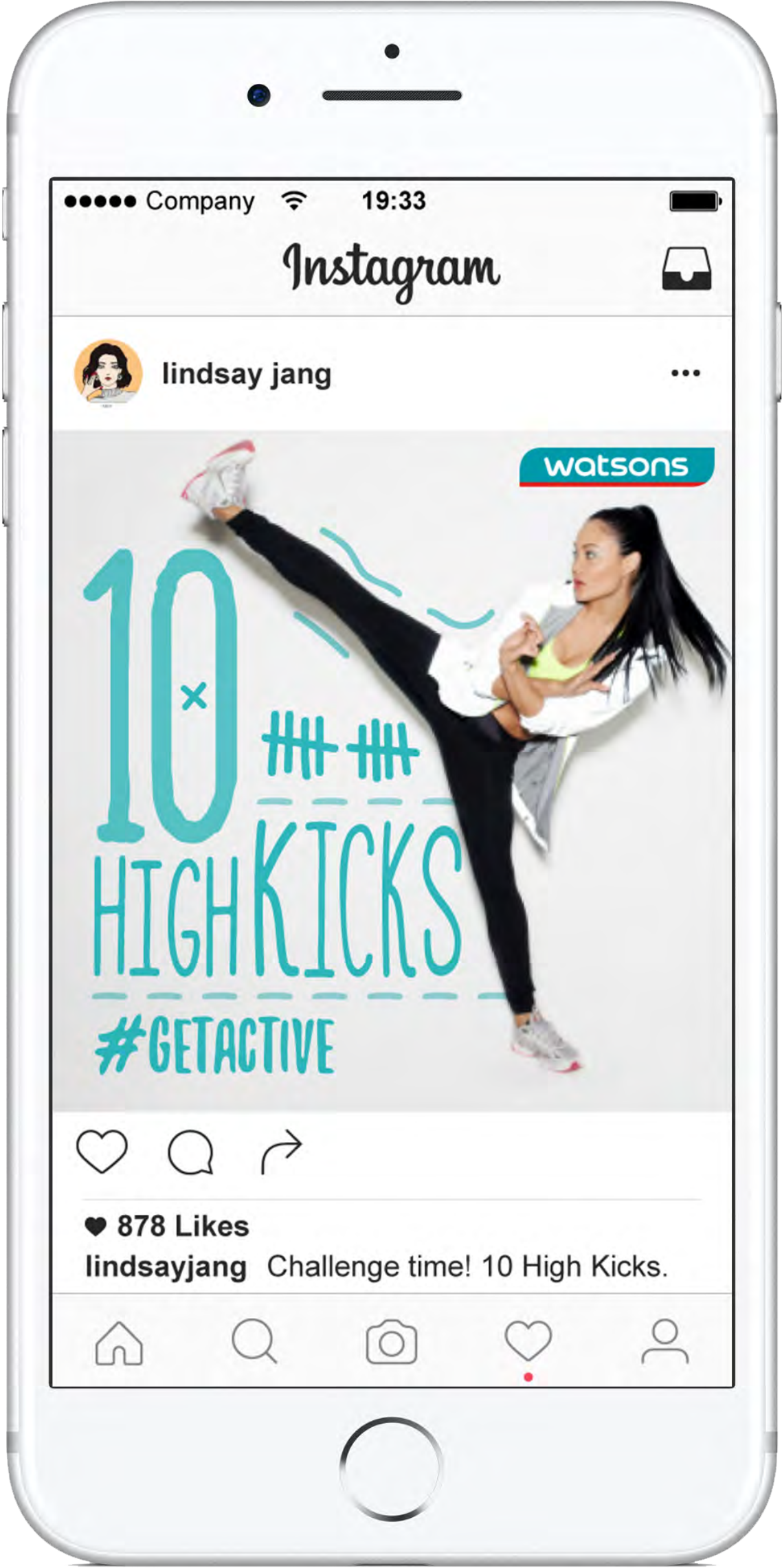
# Activations

## Participation Phase


### #GetActive Challenge

Each day, for the duration of the campaign, a #getactive exercise challenge will be uploaded Instagram and Facebook to encourage and inspire people to get up and get active.

The posts, will be uploaded by local-market fitness and wellbeing influencers to broaden it’s reach. The challenge’s life could be extended via a microsite or booklet available in stores.







## Activations

Participation Phase

### Experiential

Free dance and exercise classes held in public spaces, malls and parks.



## Activations

### Participation Phase



## Sponsorship

Teaming up with local gyms, healthy eating restaurants and larger scale events such as marathons or charity runs



# Activations

Conversion Phase

Vitality



## #GetActive Rewards

Partnering with a product like Fitbit or Apple watch to give members rewards for getting active. Using the watch to earn points to reach #getactive targets and receive free products and gift vouchers.



Partnering with Fitbit or Apple watch to give members rewards for getting active



When members reach #getactive targets they receive free health products and gift vouchers



# Thank you



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