



www.anadin.co.uk

Since its launch in 1932, Anadin has become, and remains, an iconic British brand, well loved and trusted by the nation. Seen as 'experts in pain', Anadin delivers substantial consumer confidence. Its product range is regarded as an effective and trustworthy method of pain relief. 'For people who just get on with it', Anadin products are designed for better relief of consumer's pain, so that they can get on with their lives.

### Offerings and Values

Anadin understands that most people have hectic and enjoyable lifestyles, and don't want to be interrupted by pain. That's why it has built on years of expertise to create a range of effective and trusted products, designed to let people get on with their lives.

Anadin is the only brand in the UK whose product range covers the three principal analgesics: paracetamol, ibuprofen and aspirin. The brand also offers an extensive choice of products and formats to meet consumer's pain relief needs.

The most popular Anadin product is Anadin Extra. Its triple action formula contains aspirin, paracetamol and caffeine and is designed to provide fast, effective relief from

all types of pain, from headaches to muscle aches. For even faster pain relief, Anadin Extra Soluble tablets dissolve in water.

Anadin Ultra hits tough pain such as chronic back, joint or muscle ache, hard. Its capsules contain the most concentrated form of liquid ibuprofen available.

Anadin Ibuprofen is a sugarcoated tablet designed to target the site of pain.

Anadin Paracetamol is gentle on the stomach and suitable for all the family, including children over six years. This is particularly effective for fevers associated with colds and flu.

The range also includes Anadin Original, with dual action (aspirin and caffeine) tablets coated and shaped for easy swallowing.

### Innovation and Promotions

Anadin has been at the forefront of the pain relief market since its launch in 1932. A history of innovative product launches has maintained its position as a leading pain killer brand and today Anadin has the number one selling over the counter (OTC) pack with Anadin Extra 16s (Source: IRI October 2005) and is the second biggest branded analgesic in the UK, with sales worth £44.5 million (Source: IRI December 2005).

2005 saw the launch of a new campaign for Anadin Extra, consisting of TV and radio advertising and an integrated press campaign.

An emotional stance was taken to target consumers and reinforce Anadin as the brand 'For people who just get on with it'.



The Anadin Extra advert features a woman who, while juggling her children, husband and mother, suddenly gets an attack of pain and stops to take an Anadin Extra so she can get on with her life.

The Triple Action Formula is also highlighted and emphasis is put on the different ingredients and what they do (aspirin targets the point of pain, paracetamol blocks the pain messages to the brain, while caffeine accelerates pain relief).

An £8 million media spend to drive awareness and volume of purchases is planned throughout 2006, with consumers being exposed to Anadin advertising all year. Meanwhile, all Anadin packaging has been re-designed and will be re-launched in August 2006. The new packaging is designed to deliver a clear message about what each Anadin sub-brand can offer the consumer, while still carrying the trademark yellow and the Anadin logo.

In line with the re-launch of the Anadin products in new packaging, the Anadin website (www.anadin.co.uk) has also been revamped to reflect the brand's new look and the design of the new packaging. The new website will play the role of a 'pain expert' for the consumer, answering pain-related questions, and strengthening the core brand message: 'For people who just get on with it'. It will also educate users

about the Anadin range, suitability and healthy lifestyles.

Anadin is also helping the trade by supporting pharmacists and pharmacy counter assistants, by educating them on analgesics and pain, with the aid of an educational campaign called 'Ask Anadin'. 'Ask Anadin' is aimed at answering all their pain related questions, so in turn they can advise their customers.

### Market Context

Today's busy lifestyles, coupled with an explosion in consumer information about health, are driving factors behind the rise in self-medication and the consequent growth of OTC medicines.

In December 2005, the total analgesics market was worth £345.4 million and UK shoppers consumed over 15 million pills a day to treat their pain (Source: IRI December 2005).

Analgesics remain the most effective remedy for pain. A wide range of analgesics is available OTC, differentiated not only by their active ingredients but also by their formats.

### Achievements and Future Prospects

Anadin is Britain's most trusted pain killer brand, explaining why Anadin Extra 16s is the UK's bestselling OTC pack in terms of volume and value (Source: IRI October 2005).

### Things you didn't know

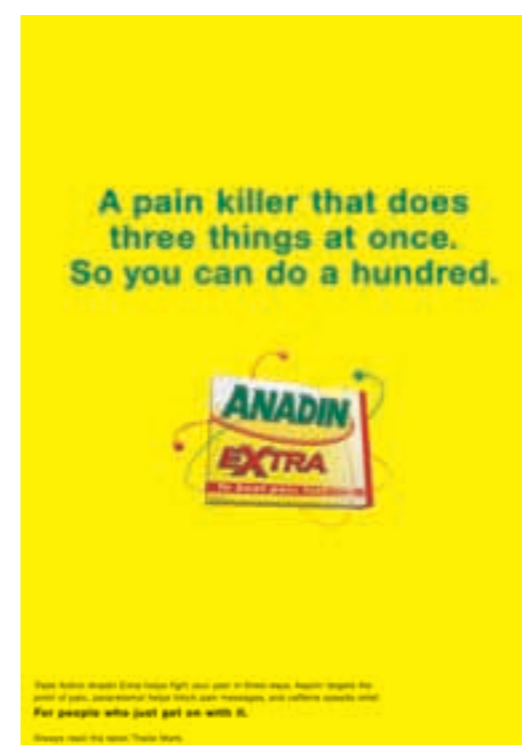
In 1995, Tamzin Outhwaite appeared as a teacher in one of Anadin's TV adverts.

Anadin was formulated by an American dentist in 1918.

More than 25 million Anadin packs were sold last year. If stacked on top of each other, they would reach over five and a half times the height of Mount Everest.

In 2007, Anadin will celebrate its 75th birthday.

Over the years, the brand has led industry innovation and incorporated all the major 'general sales list' ingredients (paracetamol, ibuprofen and aspirin) into its portfolio, enabling it to offer a range of targeted and effective solutions to combat pain. The brand has a solid base of core, loyal users with increasing frequency and weight of purchase. In 2005 the Anadin brand achieved £44.5 million in value sales and sold 25,300,868 packs (Source: IRI December 2005).



**1918**  
Anacin launches in the US.

**1932**  
Anacin launches as Anadin in the UK.

**1962**  
Anadin becomes the UK proprietary analgesic brand leader.

**1981**  
Anadin Soluble analgesic tablets are launched.

**1983**  
Anadin Extra launches.

**1984**  
Anadin blister packs launch.

**1987**  
The Anadin brand is re-designed.

**1992**  
Anadin Extra Soluble tablets launch.

**1997**  
Anadin Ibuprofen tablets are launched.

**1999**  
Anadin Ultra launches.

**2001**  
The Anadin website goes live.

**2006**  
Anadin packaging is re-designed.