

Name: Jen Hamilton

Integrated Marketing Communications (IMC) Analysis

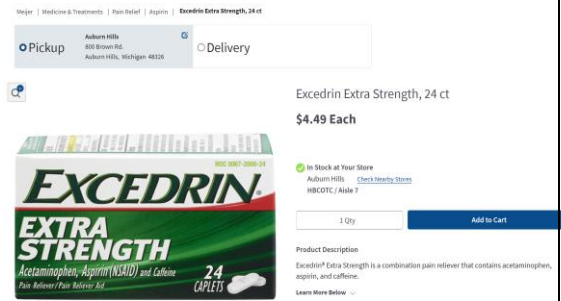
Excedrin vs. Tylenol

CAS 835 – Branding & Image Communication – Spring 2021

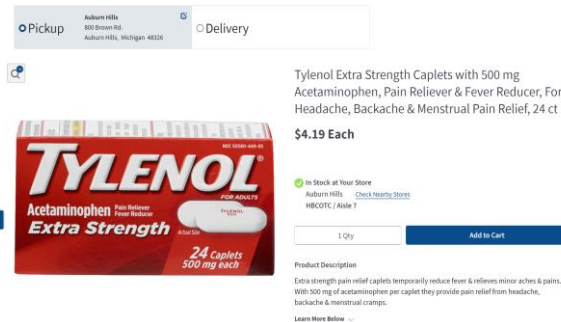
Question #1: Based on my research, both Excedrin and Tylenol have incorporated several integrated marketing communications that fall into the following categories: Advertising & Promotion, Interactive Marketing, and Event & Experiences. Below is a brief overview of each type of marketing communication and what key message is being conveyed by each communication vehicle.

Question #1 – Examples of Brand Marketing Communications	
Brand 1: Excedrin Extra Strength	Brand 2: Tylenol Extra Strength
<p>Advertising/Print: (Category – Advertising & Promotion)</p> <p>This is an example of a print ad that showcases the benefits of Excedrin Extra Strength compared to Tylenol for relieving headache pain.</p>	<p>Advertising/Print: (Category – Advertising & Promotion)</p> <p>This is an example of a print ad that showcases the benefits of Tylenol Extra Strength compared to Ibuprofen or naproxen, which can raise blood pressure.</p>
 <p>The advertisement features a green background with the headline "BETTER RELIEF BETTER THAN TYLENOL" in large, bold, white and yellow letters. Below the headline, it states "Excedrin is clinically proven to relieve headache pain better than Extra Strength Tylenol". A box of Excedrin Extra Strength is shown, with the text "EXCEDRIN EXTRA STRENGTH Acetaminophen, Aspirin (NSAID) and Caffeine Pain Reliever/Pain Reliever Aid". At the bottom, it says "Use as directed." and "*Excedrin Extra Strength compared to Extra Strength Tylenol Caplets".</p>	 <p>The advertisement has a red background with the headline "#1 Doctor Recommended Pain Relief Brand for those with High Blood Pressure." in white. A white graphic shows a Tylenol pill connected to a heartbeat line that ends in a heart symbol. Below this, it says "TYLENOL® won't raise your blood pressure or interfere with certain blood pressure medications like ibuprofen or naproxen can." At the bottom, there is a box of Tylenol Extra Strength and the Tylenol logo with the tagline "For what matters most™".</p>
<p>eCommerce: (Category – Advertising & Promotion)</p> <p>Here is an example of how Excedrin is available when ordering groceries online for pickup and delivery. This is especially convenient during the COVID-19 pandemic when consumers want to limit their interaction with the general public and still receive the necessary method of relief for migraines.</p>	<p>eCommerce: (Category – Advertising & Promotion)</p> <p>Here is an example of how Tylenol is also available when ordering groceries online for pickup and delivery. This is especially convenient during the COVID-19 pandemic when consumers want to limit their interaction with the general public and still receive the necessary method of relief for overall pain relief.</p>

For consumers that still want to venture out to the grocery store, this retailer even provides the exact location of this product at their store. In this case, Aisle 7.

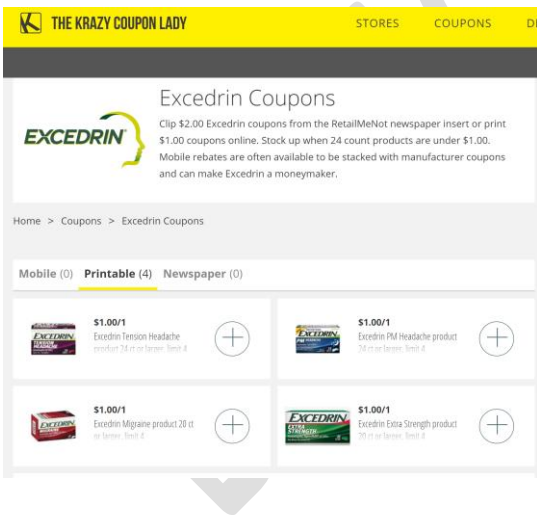


For consumers that still want to venture out to the grocery store, this retailer even provides the exact location of this product at their store. In this case, Aisle 7.



Online Deals/Coupons:
(Category – Advertising & Promotion)

Here is an example of a promotional discount for Excedrin Extra Strength through “The Crazy Coupon Lady,” which is a consumer-created website to direct others to specific stores to take advantage of these great deals.



Online Deals/Coupons:
(Category – Advertising & Promotion)

Here is an example of a promotional discount for Tylenol Extra Strength through “The Crazy Coupon Lady,” which is a consumer-created website to direct others to specific stores to take advantage of these great deals.



Point of Purchase:
(Category – Advertising & Promotion)

Here is an example of point of purchase in-store shelf advertising for the Excedrin brand.

Point of Purchase:
(Category – Advertising & Promotion)

Here is an example of point of purchase in-store shelf advertising for the Tylenol brand.

The shelf includes a thin banner in their signature green color that reads, “Excedrin Headache Relief.”

It is important to note that despite the fact that this brand’s products are located on the bottom shelf, due to the restrictive use and risk-inducing ingredients, they are sold out and only the store brand (generic) remains. This does not include Excedrin Migraine, which is still in stock.

Also, a reminder that the consumer is limited to 2 per item due to high demand.



The shelf includes a thin banner in their signature red color that reads, “Tylenol Acetaminophen.”

It is important to note that despite the fact that this brand’s products are located on the top 5 shelves, next to the store brand (generic.) There appears to be a reduction in supply for both brand name and generic.

Also, a reminder that the consumer is limited to 2 per item due to high demand.

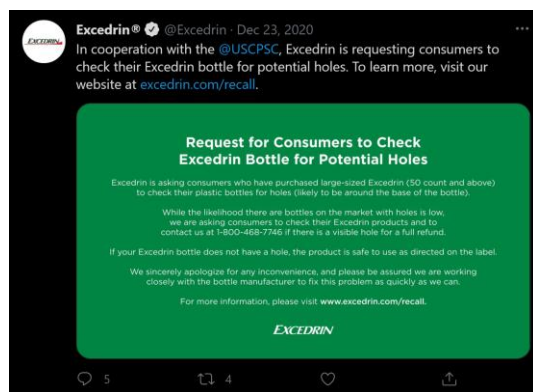


Social Media/Twitter:

(Category – Interactive Marketing)

Here is an example of how Excedrin is using social media to notify their consumers of a potential full refund if they purchased large-sized Excedrin with a hole in the bottom of the plastic bottle.

This is intended to show their commitment to customer experience.

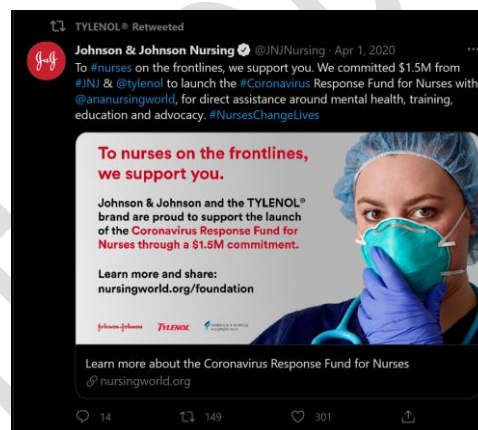


Social Media/Twitter:

(Category – Interactive Marketing)

Here is an example of how Tylenol, through efforts with their parent company Johnson & Johnson, are using social media to notify consumers of the launch of a Coronavirus Response Fund for Nurses at the beginning of the pandemic.

Tylenol retweeted the Johnson & Johnson Nursing tweet, which they were tagged in.



Contest:

(Category – Events & Experience)

This is an example of an experience called “Excedrin Take Two,” which advised consumers to share their personal story of a moment missed or impacted by a migraine. The contest ensured that “five winners – 2 grand prize and 3 runner ups” would be given a chance to experience a “Take Two” of their missed opportunity, courtesy of the brand.



Scholarship:

(Category – Events & Experience)

This is an example of an experience called “TYLENOL® Future Care Scholarship.” The intent of this scholarship is to help “promising individuals achieve excellence in medicine, ensuring the well-being of you and your family.”

Recipients of the scholarship are on the path to helping others in their careers.

<https://www.tylenol.com/news/scholarship>



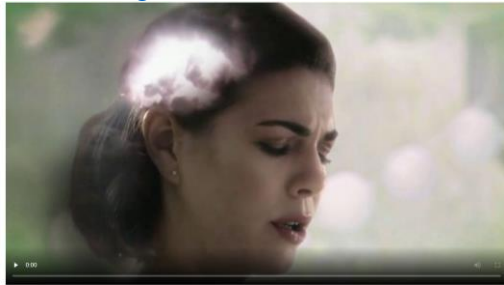
<https://www.prnewswire.com/news-releases/desperate-for-a-do-over-new-take-two-campaign-by-excedrin-offers-migraine-sufferers-a-second-chance-to-re-live-milestone-moments-marred-by-migraines-300931513.html>

TV Commercial:

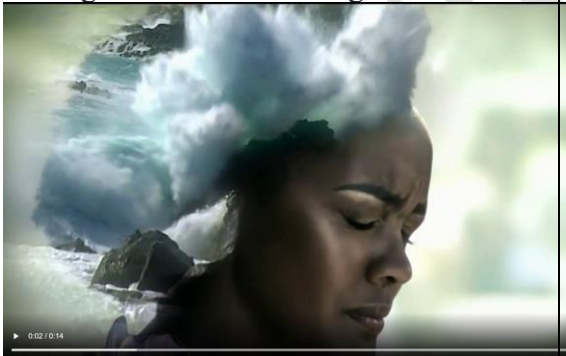
(Category – Advertising & Promotion)

This is an example of an Excedrin Extra Strength television ad called “Storm.” The ad copy reads, “Excedrin sees your intense, piercing headache, even if no one else can.”

<https://www.ispot.tv/ad/dKTP/excedrin-extra-strength-storm>



Another television ad with a similar message is called “Wedding.”



The ad copy reads, “Excedrin can see your relentless, pounding headache, even if no one else can.”

<https://www.ispot.tv/ad/dKDq/excedrin-extra-strength-wedding>

These ads remind you that if you have a headache, Excedrin is intended to get you back to living your life because they “focus on headaches.”

TV Commercial:

(Category – Advertising & Promotion)

This is an example of a Tylenol Extra Strength television ad called “Joint Pain and High Blood Pressure: Yoga Ball.”

<https://www.ispot.tv/ad/tbCX/tylenol-joint-pain-yoga-ball>



This ad reminds consumer that Tylenol “won’t raise blood pressure the way that Advil, Aleve, or Motrin sometimes can.”

In the case of the ‘Stay Home’ commercial that premiered at the beginning of the COVID-19 pandemic.

<https://www.ispot.tv/ad/nYo1/tylenol-stay-home>



Consumers were reminded to stay home to support healthcare professionals during this difficult time.

--	--

Question #2: After analyzing print and digital media, I have provided examples of how the marketing communications options selected are designed to contribute to brand equity.

Question #2 – Contribution to Brand Equity	
Brand 1: Excedrin Extra Strength	Brand 2: Tylenol Extra Strength
<p>Create Brand Awareness: The Excedrin IMC examples that I found focus heavily on their expertise, which is headaches. Outside of the traditional types of advertising, including print and TV, they use social media and other online efforts to showcase their commitment to helping you get back to living again.</p> <p>This includes the promotion called “Excedrin Take Two,” which allows you to experience that moment that you missed due to a migraine.</p> <p>They really own the tagline “Headache Expert,” especially at the supermarket with the “Excedrin Headache Relief” banner ad.</p>	<p>Create Brand Awareness: The Tylenol IMC examples that I found focus heavily on their ability to relief overall pain, safer than their competitors due to the fact that the ingredients will not raise your blood pressure. They are not afraid to call out Advil, Aleve, and Motrin for their ability to sometimes raise blood pressure.</p> <p>They also tie back a lot of their efforts directly to the medical field. For example, the Tylenol Future Care Scholarship for individuals pursuing a career in caring for others. In addition, their strong support for the Coronavirus Relief Fund for Nurses at the beginning of the COVID-19 pandemic.</p> <p>They put a lot of focus on the inclusion of acetaminophen, especially at the supermarket with the “Tylenol Acetaminophen” banner ad.</p>
<p>Linking POP/POD: After careful review of portfolio assignment 1, Excedrin focuses on the following points of parity: provides fast relief, contains acetaminophen, and price positioning (for online deals and point of purchase). In all of their ads, they talk about “fast” pain relief. When you locate their product online or on the shelf at the supermarket, you can</p>	<p>Linking POP/POD: After careful review of portfolio 1, Tylenol focuses on the following points of parity: provides fast relief, contains acetaminophen, and price positioning. Just like Excedrin, they talk about “fast” pain relief. When you locate their product online or on the shelf at the supermarket, you can clearly see “acetaminophen” on their packaging.</p>

<p>clearly see “acetaminophen” on their packaging. Lastly, the price is around \$4 for a 24-count bottle. This places them in line with their competitors from a pricing standpoint.</p> <p>With respect to point of difference, they call out their focus on headaches/migraines in all of their ads, which sets them apart from their competitors. They even callout in their print ad that Excedrin is positioned to be more effective than Tylenol for headache relief.</p> <p>However, they do not include in these ads that this brand contains caffeine and NSAID. You would only be notified of these inclusions if you were familiar with the brand or if you read the packaging, which clearly states the inclusion of both caffeine and NSAID on the front.</p>	<p>Lastly, the price is around \$4 for a 24-count bottle. This places them in line with their competitors from a pricing standpoint.</p> <p>With respect to point of difference, they call out their focus on overall pain relief (i.e., joint pain) and how it is a safer alternative for consumers to avoid risk of high blood pressure.</p> <p>However, they do not include in these ads that this brand is also a fever reducer. You would only be notified if you were familiar with the brand or if you read the packaging, which clearly states that this product is intended to reduce fever symptoms.</p>
<p>Elicit Positive Brand Judgments/Feelings: Excedrin is only positioned at a slightly higher price than Tylenol. They are credible due to their proven ability to relief headache/migraine symptoms for countless consumers across the country.</p> <p>Personally, I have experienced relief from using Excedrin over the years. However, they have recently lost my brand loyalty. The inclusion of caffeine has actually made my migraine symptoms worse and last for days.</p> <p>I would recommend them to a friend, but I would remind them of the inclusion of this important ingredient and let them decide for themselves. This is an experience product, and everyone is going to have a different experience. I would also remind them</p>	<p>Elicit Positive Brand Judgments/Feelings: Tylenol is positioned at a slightly lower price than Excedrin. They are also credible due to their proven ability to provide pain relief without increasing blood pressure or causing stomach bleeding, unlike Excedrin. Tylenol is a quality product that has been around since the 1800s and is backed by their parent company, Johnson & Johnson.</p> <p>Personally, I have experienced relief from using Tylenol and they continue to remain in my medicine cabinet. I experienced severe back and leg pain, and my symptoms went away overnight without any adverse reactions. I would highly recommend them to a friend. Just like Excedrin, I would let my friends decide for themselves if Tylenol is right for them.</p>

<p>to take as directed to avoid adverse symptoms such as stomach bleeding (which is included on their packaging.)</p>	<p>This is also an experience product, and everyone is going to have a different experience.</p>
<p>Facilitate a Stronger Consumer-Brand Connection and Brand Resonance:</p> <p>For the sake of this assignment, I followed and liked Excedrin to get a better understanding of their intended audience and messaging. I think that they do a good job of reminding consumers that their products are intended to satisfy a specific need ... pain relief. If you visit their website, you will see that the products have one thing in common ... headache relief. The products are specific to the headache type, including migraines, tension headaches, and PM headaches.</p> <p>Although I do not purchase their products anyone, I do identify with their customer base as a migraine sufferer.</p>	<p>Facilitate a Stronger Consumer-Brand Connection and Brand Resonance:</p> <p>I would consider myself brand loyal to Tylenol due to the safety of their ingredients and their ability to provide overall relief, regardless of my pain symptoms. With that in mind, I think their product is a better value for the money.</p> <p>Although I do not identify with the customer base that needs to be concerned about an increase in blood pressure, I do find myself noticing new “aches and pains” as I age, and Tylenol is always there for me.</p> <p>I am a Care Club member which rewards me for my loyalty through redeeming points for gift cards and more!</p> <p>https://mycareclubrewards.com/tylenol/</p>

Question #3: I have provided an analysis using the 6 C’s tool to determine the collective impact of each brand’s respective IMC.

Question #3 – Collective Impact of Integrated Marketing Campaign	
Brand 1: Excedrin Extra Strength	Brand 2: Tylenol Extra Strength
<p>Coverage – The coverage for Excedrin to the target audience does appear to have good reach and overlap. Consumers are likely to locate promotional deals for Excedrin Extra Strength, follow the brand online to read stories about reducing headache days, and even participate in contests like “Excedrin Take Two” and share their experience of “moments lost.”</p>	<p>Coverage - The coverage for Tylenol customers does not overlap as well due to their heavy focus on the medical field and not as strongly on the general public. For example, the “Coronavirus Relief Fund for Nurses” and the “Tylenol Future Care Scholarship” are intended for a specific audience. However, their ad about reminding consumers to stay</p>

	home in support of the efforts in the medical field to keep us safe and healthy ties back to brand quality and awareness.
Contribution – The Excedrin IMC mix does a good job of building brand awareness through their use of the following communications methods: social media, print, tv, and contests.	Contribution – The Tylenol IMC mix does a good job of building brand awareness through similar communications methods: social media, print, tv, and scholarships.
Commonality – Excedrin is commonly known for headache relief and has maintained that status for over 60 years. The “Headache Relief Expert” legacy remains in current ads and social media posts, in efforts to appeal to headache/migraine sufferers. This is communicated in all of their IMC examples.	Commonality – Tylenol is commonly known for overall pain relief and has maintained that status for almost 150 years. The pain relief legacy is maintained in current ads and social media posts to appeal to pain sufferers of all ages.
Complementary – Coupons and eCommerce allow consumers the opportunity to try the product whether through in-store pickup or delivery. Social media is also a reminder of the brand’s commitment to their customers, even during safety recalls.	Complementary – Coupons and eCommerce allows consumers the opportunity to try the product whether through in-store pickup or delivery. Social media is also a reminder of their commitment to giving back to the medical field, especially during the COVID-19 pandemic.
Conformability – Some consumers may have felt moved to purchase the product by some of the TV ads due to their demonstration of how a “headache” or “migraine” feels, while others may have just been reminded of the purpose of Excedrin Extra Strength. Using traditional and digital efforts allow them to extend their reach to migraine sufferers in different age brackets.	Conformability – Similar to Excedrin, some consumers may have felt moved by some of the TV ads due to their reminder of reducing the risk of increased blood pressure during use of this product. However, some may have just been reminded of Tylenol and their legacy for overall pain relief. Using traditional and digital efforts allow them to extend their reach to pain sufferers in different age brackets.
Cost – Excedrin is part of GlaxoSmithKline, Plc. They spent	Cost - Tylenol is part of Johnson & Johnson. They spent under \$100

under \$100 million on advertising in digital in the last year. However, without specific research into the effectiveness of the IMC, it is difficult to determine the ROI.

million on advertising in digital, print, and national TV in the last year. However, without specific research into the effectiveness of the IMC, it is difficult to determine the ROI.

References:

Excedrin (2020, December 23) “*Request for Consumers to Check Excedrin Bottle for Potential Holes.*” Twitter post. <http://www.twitter.com/excedrin/>

Excedrin (2019). “Excedrin Extra Strength TV Commercial, 'Storm'” *GlaxoSmithKline*. Retrieved from <https://www.ispot.tv/ad/dKTP/excedrin-extra-strength-storm>

Excedrin (2019). “Excedrin Extra Strength TV Commercial, 'Wedding'” *GlaxoSmithKline*. Retrieved from <https://www.ispot.tv/ad/dKDq/excedrin-extra-strength-wedding>

GlaxoSmithKline. *Fast. Trusted. Headache Relief. It's What We Do.* Excedrin. Retrieved on March 13, 2021. <https://www.excedrin.com/>

Johnson & Johnson. *For What Matters Most.* Tylenol. Retrieved on March 13, 2021. <https://www.tylenol.com/>

Johnson & Johnson Nursing (2020, April 1) “*Johnson & Johnson and the Tylenol brand are proud to support the launch of the Coronavirus Respond Fund for Nurses through a \$1.5M commitment.*” Twitter post. <https://twitter.com/JJNursing>

Krazy Coupon Lady, LLC (2021, March 12). “*Clip \$2.00 Excedrin coupons from the RetailMeNot newspaper insert or print \$1.00 coupons online.*” Retrieved from <https://thekrazycouponlady.com/coupons/excedrin>

Krazy Coupon Lady, LLC (2021, January 25). “Tylenol Extra Strength, Only \$1 at Walmart – Save 50%.” Retrieved from <https://thekrazycouponlady.com/coupons/tylenol>

MediaRadar (2021). *Excedrin Advertiser Profile*. Retrieved from <https://advertisers.mediaradar.com/excedrin-advertising-profile>

MediaRadar (2021). *Tylenol Advertiser Profile*. Retrieved from <https://advertisers.mediaradar.com/tylenol-advertising-profile>

Meijer (2021, March 12). *Excedrin Extra Strength, 24 ct*. Retrieved from <https://www.meijer.com/shop/en/medicine-treatments/pain-relief/aspirin/excedrin-extra-strength-24-ct/p/30067200024>

Meijer (2021, March 12). *Tylenol Extra Strength Caplets with 500 mg Acetaminophen, Pain Reliever & Fever Reducer, For Headache, Backache & Menstrual Pain Relief, 24 ct*. Retrieved from <https://www.meijer.com/shop/en/medicine-treatments/pain-relief/acetaminophen/tylenol-extra-strength-caplets-with-500-mg-acetaminophen-pain-reliever-fever-reducer-for-headache-backache-menstrual-pain-relief-24-ct/p/30045044905#:~:text=In%20Stock%20at%20Your%20Store&text=Extra%20strength%20pain%20relief%20caplets,headache%2C%20backache%20%26%20menstrual%20cramps>

PR Newswire (2019, October 7). “Desperate For A Do-Over? New "Take Two" Campaign By Excedrin® Offers Migraine Sufferers A Second Chance To Re-Live Milestone Moments Marred By Migraines” GSK Consumer Healthcare. Retrieved from <https://www.prnewswire.com/news-releases/desperate-for-a-do-over-new-take-two-campaign-by-excedrin-offers-migraine-sufferers-a-second-chance-to-re-live-milestone-moments-marred-by-migraines-300931513.html>

Southern Living Magazine (2020, March). "Tylenol - #1 Doctor Recommended Pain Relief Brand for those with High Blood Pressure." *Meredith Home Group*, 55 (2), 45.

Tylenol (2021). "My Care Club Rewards." *Johnson & Johnson Consumer Inc.* Retrieved from <https://mycareclubrewards.com/tylenol/>

Tylenol (2021). "Tylenol Extra Strength TV Commercial, 'Joint Pain and High Blood Pressure: Yoga Ball'" *Johnson & Johnson Consumer Inc.* Retrieved from <https://www.ispot.tv/ad/tbCX/tylenol-joint-pain-yoga-ball>

Tylenol (2019). "Tylenol Future Cares Scholarship." *Johnson & Johnson Consumer Inc.* Retrieve from: <https://www.tylenol.com/news/scholarship>

Tylenol (2020). "Tylenol TV Commercial, 'Stay Home'" *Johnson & Johnson Consumer Inc.* Retrieved from <https://www.ispot.tv/ad/nYo1/tylenol-stay-home>