



Social Media

Social Media Strategy

Grow brand awareness through a broader demographic and wider usage occasion platform

Images, video and proposed copy will be made available for translation and adaptation that covers all the major communication pillars

Breathe Right Social Media Communication Pillars

WHAT

To provide clarity on the product proposition of the Breathe Right® Nasal Strips & available SKUs

HOW

Provide clarity on 'How' the product works

WHY

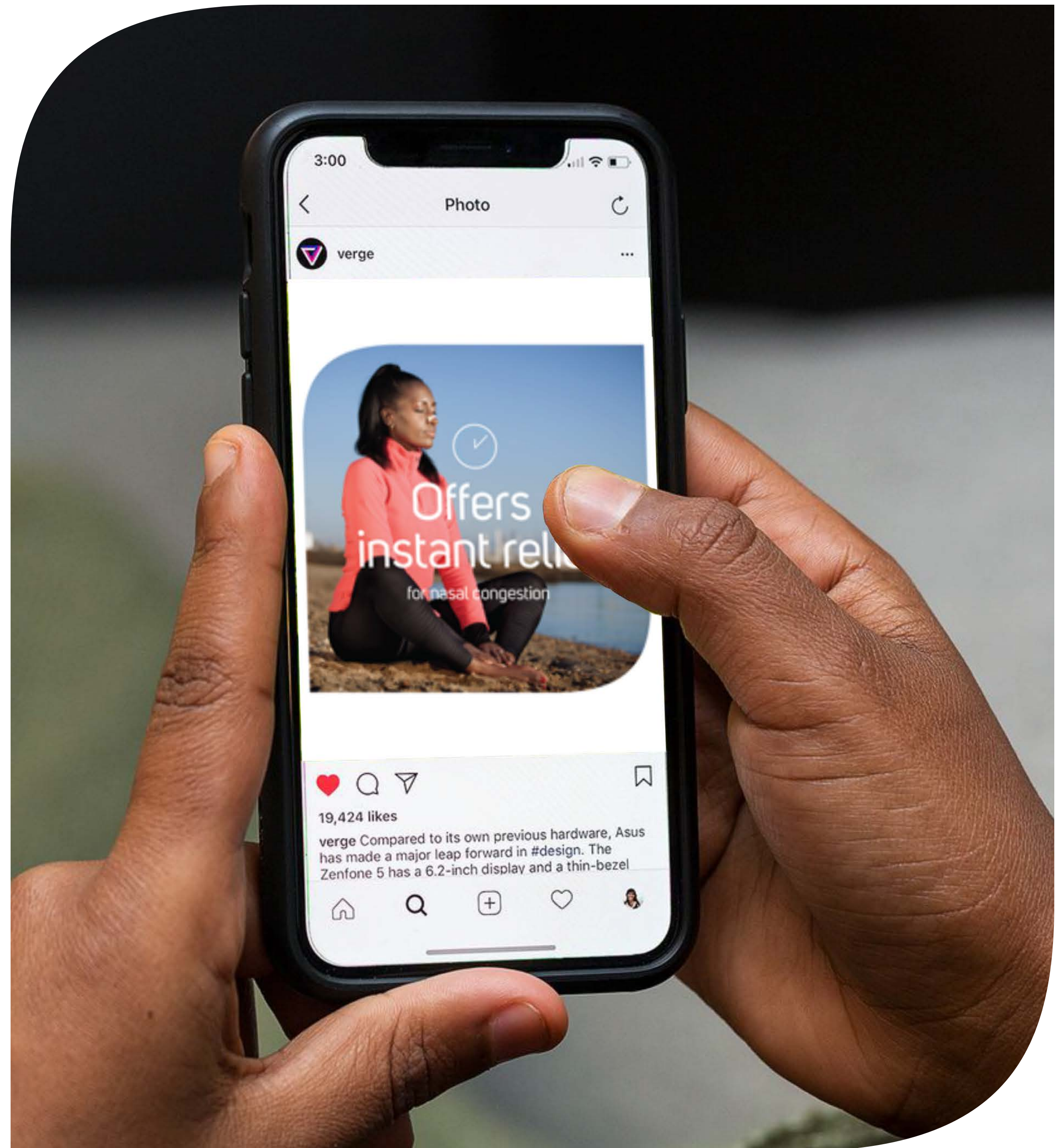
Reasons to believe, benefits

WHEN

Usage occasions

CAMPAIGN / EVENTS

Periodic promotional activity or event announcements



Social Media Content Pillars

Education

Brand Awareness & Product Proposition

WHAT

To provide clarity on the product proposition of the Breathe Right® Nasal Strips

- Opens the nose to breathe more easily
- Take in air more easily and breathe better
- Campaign: Get More Air

HOW

Provide clarity on 'How' the product works

- Flexible spring-like bands gently lift and open the nostrils to increase the nasal airflow making it easier to breathe

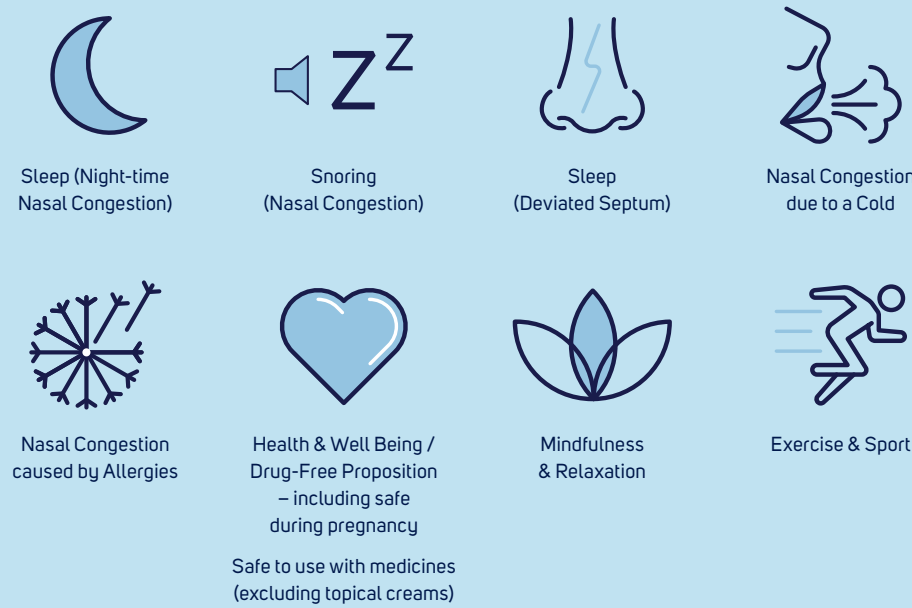
WHY

Reasons to believe, benefits

- More air wherever you are
- Helps relieve nasal congestion
- Who wouldn't want more air?
- USPs

WHEN

Usage occasions



Promotion

Sales and product launches

CAMPAIGN & EVENTS

Periodic promotional activity or event announcements

New Product launches

Social Media Management

It is the responsibility of our Distributors Markets to run their own Social Media Accounts. We recommend budget for this is considered within your business plans.

Approach to posting on social media

All content provided has been ALR approved. No spontaneous posts are allowed. Only copy that has been approved by ALR can be posted on Breathe Right social media accounts. For new copy the ALR approval process will need to be followed.

Approach to targeting

If you are using media spend, then you can make the money go further by being specific about the audience you reach. For particular campaigns two key audience groups could be defined:

- Audience 1 (Generic) - 20-65+, M&F, Your Market/Country
- Audience 2 (Health/Wellness/Fitness) - 20-65+, M&F, selected fitness/health interests. Your Market/Country

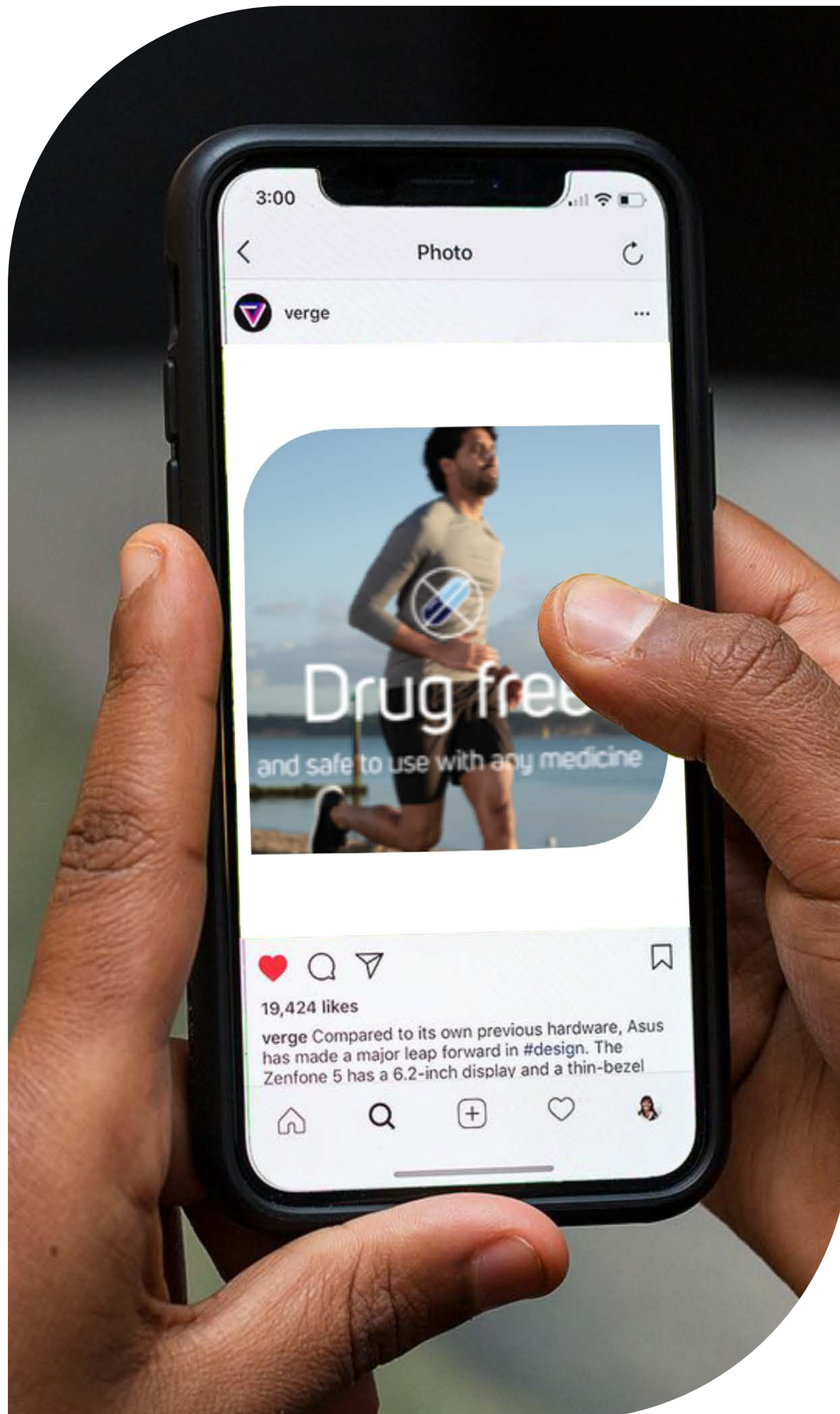
Approach to Media Spend

Putting media spend behind posts means you can reach more people and increase post engagement. We recommend splitting your media spend across two difference Objectives: 80/20.

- 80% Reach objective – which will mean your post is seen by more people
- 20% Engagement objective – which means you will receive more engagements on your post (likes, comments, shares)

Approach to Community management

It is quite likely that when you start posting on social channels that you will see an increase in comments and messages being received. These might be general questions, where to find the product for example. You might also receive occasional negative comments/bad reviews from an unhappy customer! Our Customer Services SOP protocols must be applied when responding to any customer comments. It is important to respond to each comment/message with care and refer to slide 5 & 9 for help on answering comments/messages when needed.



Community Management

Comments & Messages

When you start posting on Facebook and Instagram you will see an increase in comments and messages on the page. These might be general questions, or you might get some negative comments.

What ever the style of comment, always use approved FAQ response in the post response, or as a private message. For complaints & adverse events always send a follow up private message. In the private message always ask for the Batch Number & Expiry Date and contact information (email etc).

You don't have to "seek/look for" posts, but if you find posts or you are the host (inviting comments/posts) then you should capture complaints and adverse events posted onto your page/site – the same as you would for a phone call or snail mail post.

On slide 9 you will find some answers to some questions you might receive, as well as contact information for any comments/questions you don't know/have the reply to.

Community Management Checklist

IMPORTANT!

Below is a checklist of things you need to check/action daily, weekly and monthly.

DAILY

- Reply to any messages
- Check brand mentions / hashtags on Instagram
- Check any current relevant trending topics
- Engage appropriately with active followers / fans

WEEKLY

- Schedule posts – 1x per week per platform
- If using media spend, boost posts and monitor spend

MONTHLY

- Review results of media spend
- Report on previous month using Facebook analytics or reporting tool
- Consider any adjustments to scheduling, topics / themes for the following month

Approach to Audience Targeting

When boosting posts, there will always be two audience types to choose from, Generic & Health/Wellness/Fitness. Depending on the type of post you are boosting, if its fitness or wellness related you should use the Health/Wellness/Fitness audience type, for any other post you should always use the generic audience type.

Please ensure you change the location depending on which country you are in/you want to target.

GENERIC / BROAD

Location: **Your Country or Market**

Age: **20-65+**

HEALTH / WELLNESS / FITNESS

Location: **Your Country or Market**

Age: **20-65+**

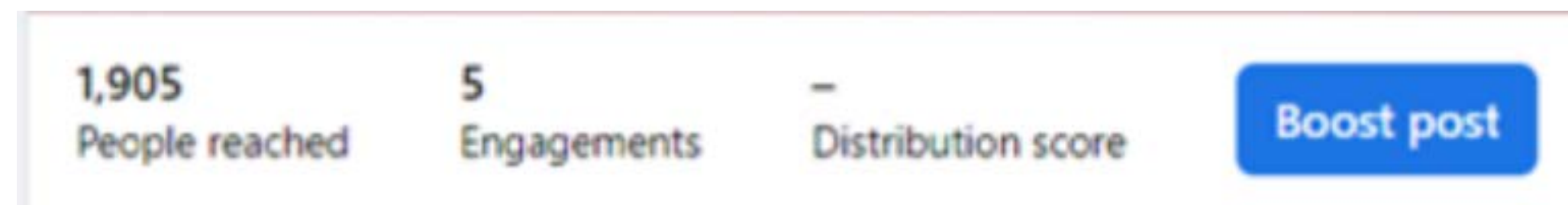
People who match: **Interests: Health & wellness, Personal care, Physical fitness, Physical exercise, Weight training, Strength training, Bodybuilding, CrossFit, Muscle, Protein, Running, Jogging, Marathons, Half marathon, Running club, Runner's World, London Marathon, Pure Gym, Men's Fitness, Fitness and wellness, Cycling, Football, Motorsport or Cycle sport**

Approach to Boosting Posts

Whether you have a post which is already performing well from an engagement perspective, or you are looking to reach more people, boosting a post will help you reach a larger audience and get your message/offer/competition out to more people. Below is a small guide on how to boost a post as well as recommended spend.

Step 1: Go to your Breathe Right Instagram or Facebook page and find the post you want to boost.

Step 2: Below the post you will see a 'Boost Post' button in blue. Select this and you will be taken to a new page.



Step 3: the first step to boosting is to select your audience, depending on what the post is you should either select 'Generic' or 'Health/Wellness' in the 'Your Custom Audiences' drop-down menu. Refer to 'Audience Type' slide for more info.

Step 4: You will then be able to select the amount of spend you want behind the post and the length of your campaign. Facebook will also estimate the reach / engagement depending on the amount of spend you have.

Step 5: After you have done all of the above steps, you can then choose the placements (what platform you want to boost your boost to/from), whether that be Facebook, Instagram or both.

Once a payment method has been added to your account, hit Boost! You will need to keep full detailed copies of any boost investment receipts for invoicing within your agreed promotion budget spend with FCB.

Approach to Scheduling & Boosting Posts

When posting content on the Breathe Right pages, we suggest posting a minimum of 1 post per week. These posts can be scheduled in using Facebook Creator Studio / Publishing tools.

Please ensure all posts are scheduled in for day-time publishing using the graph below for direction on times.

Monday	9 A.M. to 12 P.M.
Tuesday	9 A.M. to 2 P.M.
Wednesday	9 A.M. to 2 P.M.
Thursday	11 A.M. to 12 P.M.
Friday	9 A.M. to 2 P.M.
Saturday	8 A.M. to 11 A.M.
Sunday	9 A.M. to 11 A.M.

Approach to Community Enquiries

PRODUCT COMPLAINTS

Q: My Breathe Right Nasal Strip that I bought in Town are faulty.

A: Thank you for letting us know. We have sent you a private message.

In the private message always ask for the Batch Number & Expiry Date and contact information (email etc). You can ask for other info such as the store details.

USAGE ENQUIRIES & FAQs

Q: Can I use it whilst riding my bike?

A: Absolutely you can! It's a great way to improve airflow through the nose!

CONTACTS

If you need any help when answering comments/ messages or you are unsure of the answer, please contact our Customer Services Department.

Contact

CS@ceuta-international.com

RETAILER ENQUIRIES

Q: Where can I buy Breathe Right Nasal Strips?

A: You can find Breathe Right Nasal Strips in the following stores and online... (LIST RETAILERS)

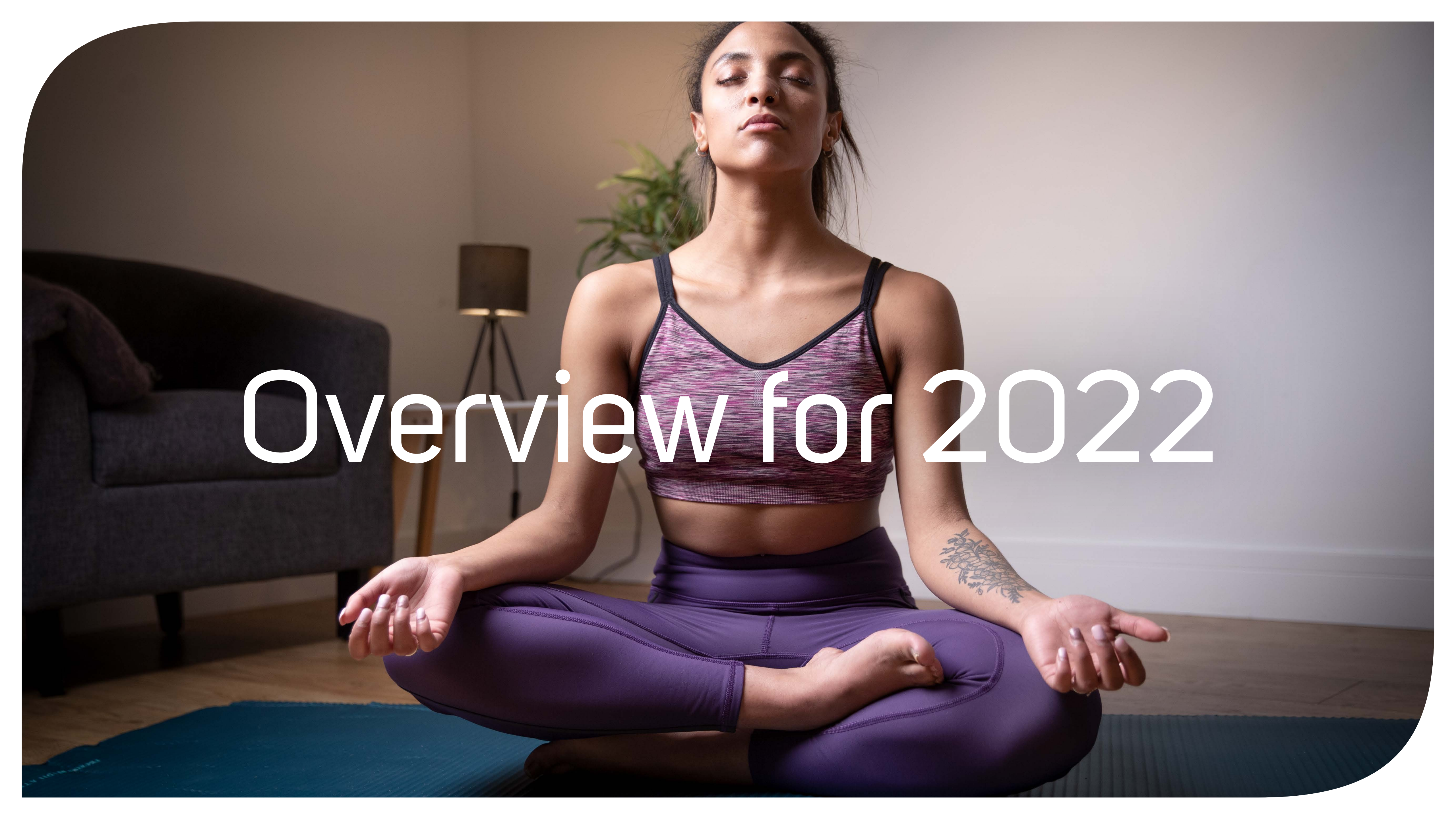
ADVERSE EVENTS

Q: My Breathe Right Nasal Strip doesn't stick to my nose. [This is a PV issue rather than a complaint]

A: Thank you for letting us know. We have sent you a private message.

In the private message always ask for the Batch Number & Expiry Date and contact information (email etc). Also include the relevant FAQ info such as "We have two / three types of strips each with different levels of adhesive. But it's also important to make sure your nose is clean from any grease before applying the strip. Here is a How To Apply guide you might find useful: (attach relevant copy)

Overview for 2022

A woman with dark hair and a nose ring is sitting in a meditative lotus position on a blue mat. She is wearing a purple patterned sports bra and purple leggings. Her eyes are closed, and her hands are resting on her knees with palms facing up. A tattoo of a floral design is visible on her left forearm. The background shows a modern living room with a grey sofa, a potted plant, and a lamp.

Social Media Management – UK Approach

When all content is ready and ALR approved, this is the approach we will follow for UK. Other markets will be able to access the assets as required.

Platforms



Target Audience

Wider Age Group
& Multi-Racial Mix

Loyal older audience, but seeking a younger audience



Frequency

1x post per week per platform

Content Themes / Pillars

What

Provide clarity on the product proposition of the Breathe Right® Nasal Strips

How

'How' the product works

Benefits

Benefits of the product - e.g. relieves nasal congestion

When

Specific Usage Occasions

Promos

Periodic promotional activity or event announcements

Social Media 2022

Plan of some suggested posts content (choose x4 per month, choose according to seasonality, Do not run same Usage Ads on consecutive months)

[illegible]

Social Media 2022

Plan of some suggested posts content (choose x4 per month, choose according to seasonality, Do not run same Usage Ads on consecutive months)

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
WHAT	WHAT = Brand Awareness Campaign = 'Get More Air'	WHAT = Brand Awareness Campaign = 'Get More Air'	WHAT = Brand Awareness Campaign = 'Get More Air'	WHAT = Brand Awareness Campaign = 'Get More Air'	WHAT = Brand Awareness Campaign = 'Get More Air'	WHAT = Brand Awareness Campaign = 'Get More Air'
HOW	HOW - How it works	Product Shots & SKU info	Breathing animation video	HOW - How it works	Product Shots & SKU info	Breathing animation video
WHY	WHY – Generic Benefit USP	WHY – Generic Benefit USP	WHY – Generic Benefit USP	WHY – Generic Benefit USP	WHY – Generic Benefit USP	WHY – Generic Benefit USP
WHEN	Usage Occasion Night-time Nasal Congestion Usage Occasion Sports & Exercise Usage Occasion Deviated Septum	Usage Occasion Snoring Usage Occasion Health & Well Being Usage Occasion Allergy	Usage Occasion Deviated Septum Usage Occasion Night-time Nasal Congestion	Usage Occasion Health & Well Being Usage Occasion Sports & Exercise	Usage Occasion Night-time Nasal Congestion Usage Occasion Snoring Usage Occasion Colds - To coincide with Winter seasonality	Usage Occasion Health & Well Being Usage Occasion Sports & Exercise
PROMOTION / EVENT	Jorge Martin MotoGP UK	Where to Buy / Promotion / Event	Where to Buy / Promotion / Event	Where to Buy / Promotion / Event	Where to Buy / Promotion / Event	Where to Buy / Promotion / Event