

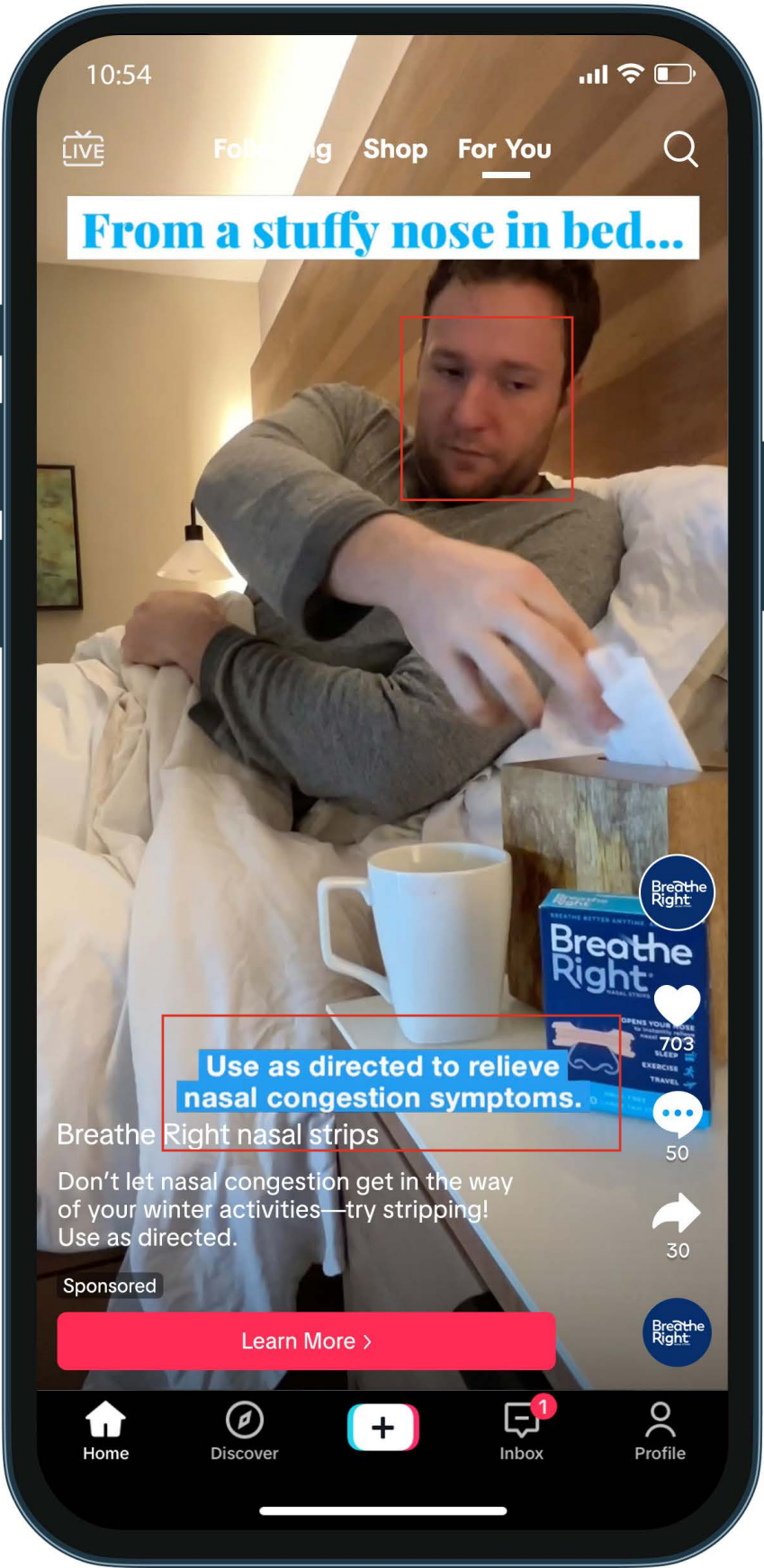


BREATHE RIGHT

Q1 SOCIAL

2025

PAID ADS



PAID | AD #1: SICK DAY RELIEF (9X16)

ART COPY

From a stuffy nose in bed...
....to nasal congestion relief.
Time to enjoy a wonderful winter day!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 100 Characters

Don't let nasal congestion get in the way of your winter activities—try stripping! Use as directed.

META (PAID)

HEADLINE | 24 Characters

Up to 12 hours of relief

DESCRIPTION | 23 Characters

Nasal congestion relief

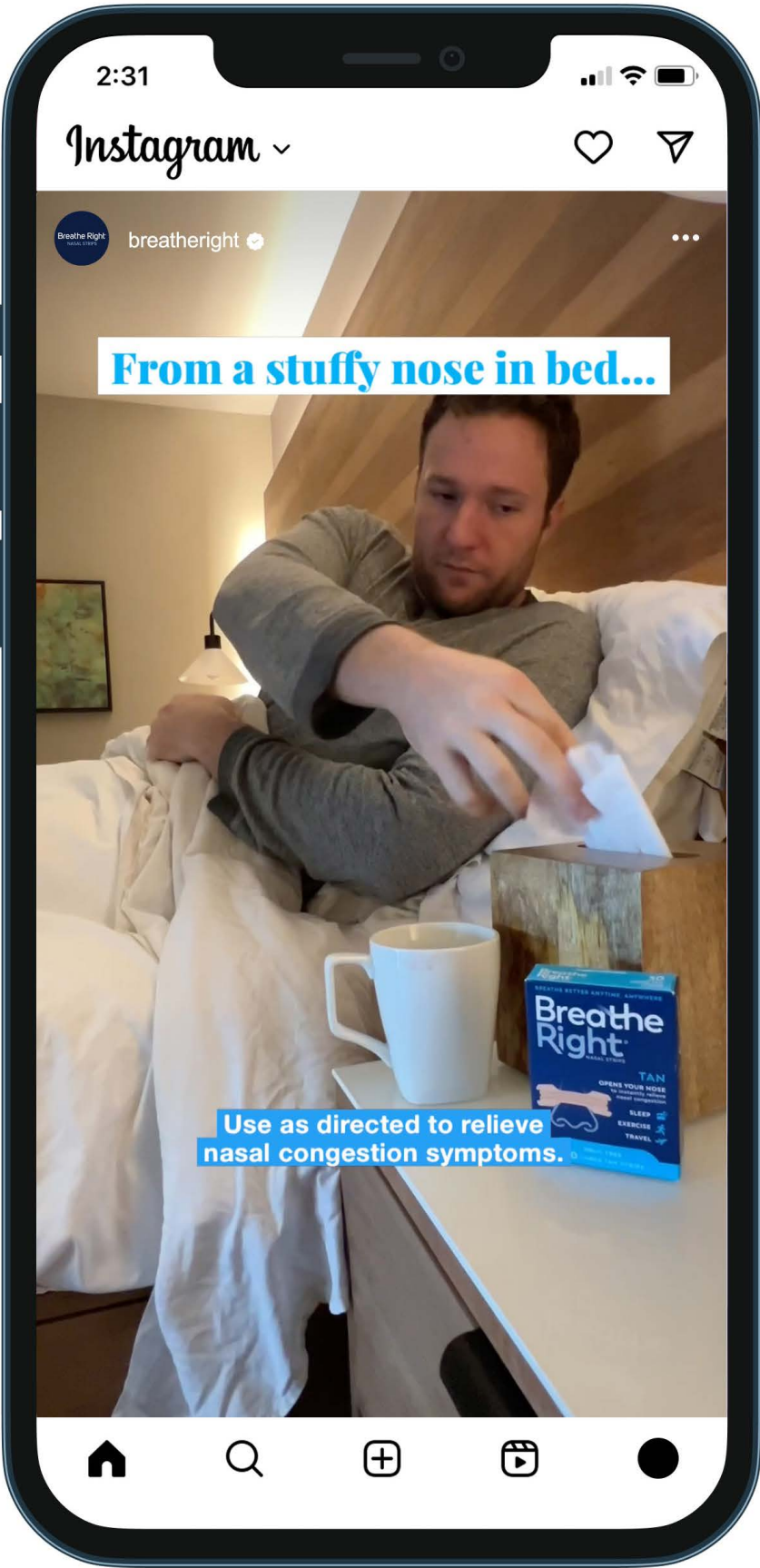
CAPTION | 119 Characters

Your ultimate sick-day sidekick is here to get you out of bed with instant nasal congestion relief! ❄️📌💙
Use as directed.

CTA

Learn More (<https://www.breatheright.com/>)

REVISED VIDEO



ORGANIC | AD #1: SICK DAY RELIEF (9X16 META IN-FEED POST)

ART COPY

From a stuffy nose in bed...
....to nasal congestion relief.
Time to enjoy a wonderful winter day!
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

With up to 12 hours of continuous nasal congestion relief, Breathe Right nasal strips are the perfect sick-day sidekick to get you out of bed and into your winter day activities! Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/>

FACEBOOK VIDEO TITLE:

Get outside with Breathe Right

ALL SIZES FOR: AD #1: SICK DAY RELIEF

PAID: 9x16
(TikTok & Meta)

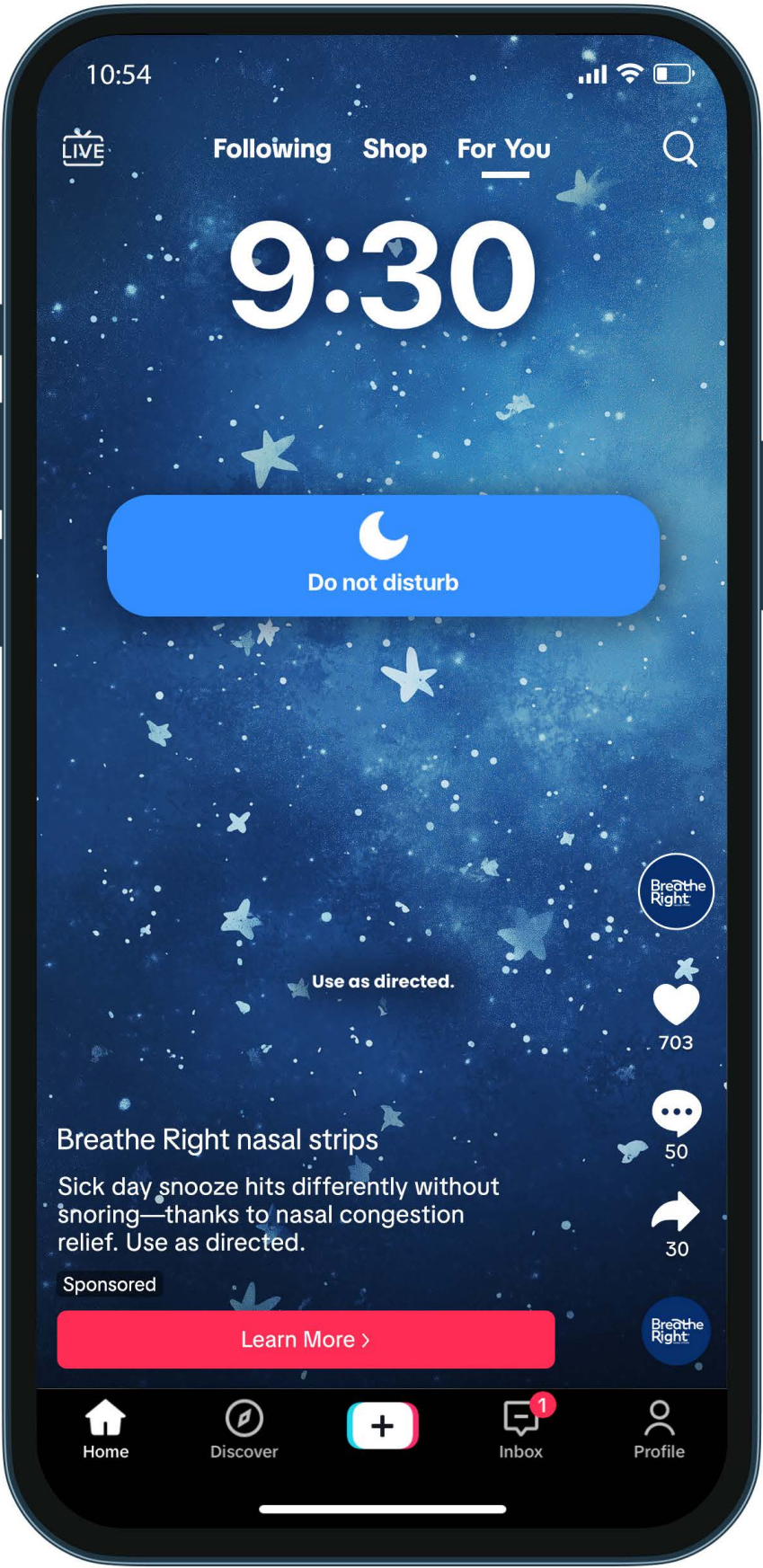


PAID: 4x5
(Meta)



ORGANIC: 9x16
(Meta In-Feed Post)





PAID | AD #2: SICK DAY RELIEF (9X16)

ART COPY

Do not disturb
For 1 hour
For 3 hours
Until I get some nasal congestion relief for a better night's sleep
Schedule
Use as directed.



See mockup of animation on the next page of PDF. This will be animated later.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 100 Characters

Sick day snooze hits differently without snoring—thanks to nasal congestion relief. Use as directed.

ALT | 97 Characters

Snore less and sleep more with nasal congestion relief from colds and allergies. Use as directed.

META (PAID)

HEADLINE | 24 Characters

Nasal congestion relief

DESCRIPTION | 24 Characters

Snooze more on sick days

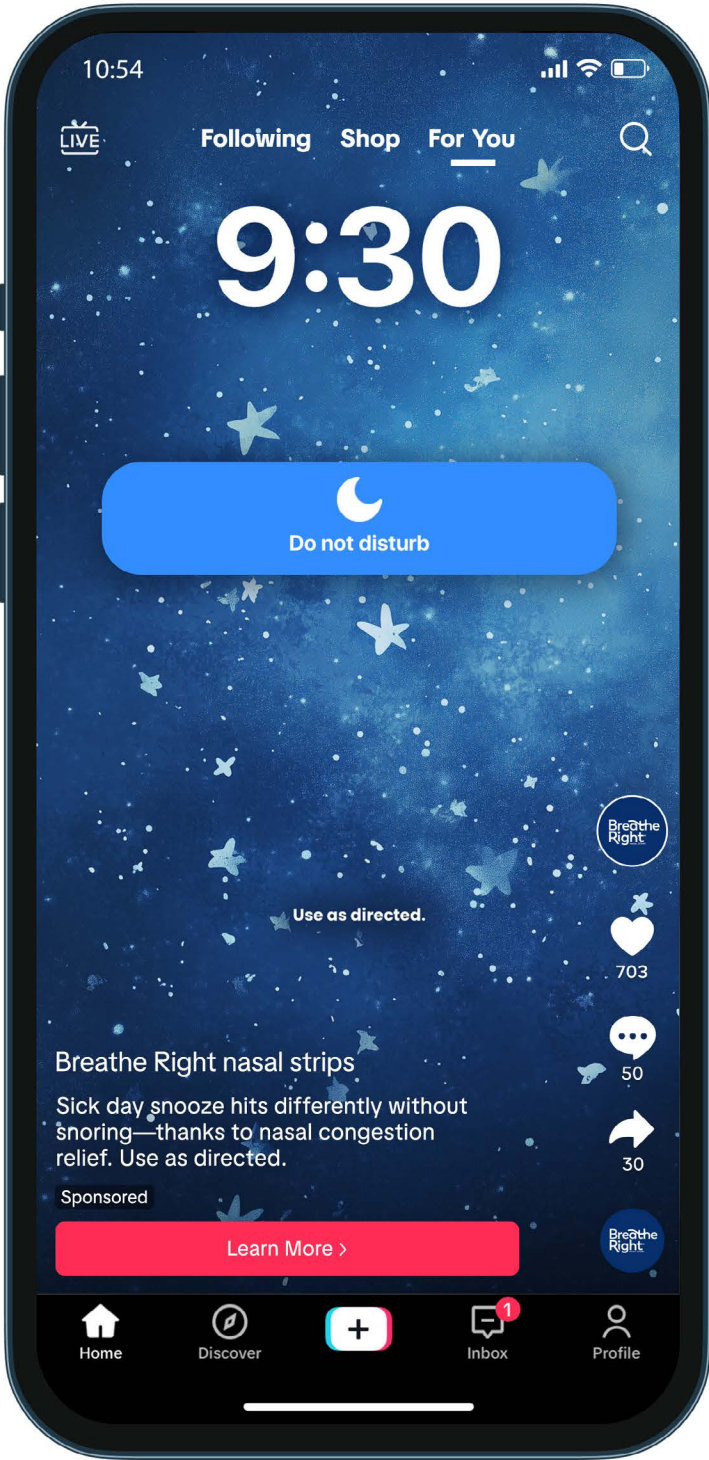
CAPTION | 125 Characters

Want to sleep better on your next sick day? Stack those pillows and strip for some nasal congestion relief. Use as directed.

CTA

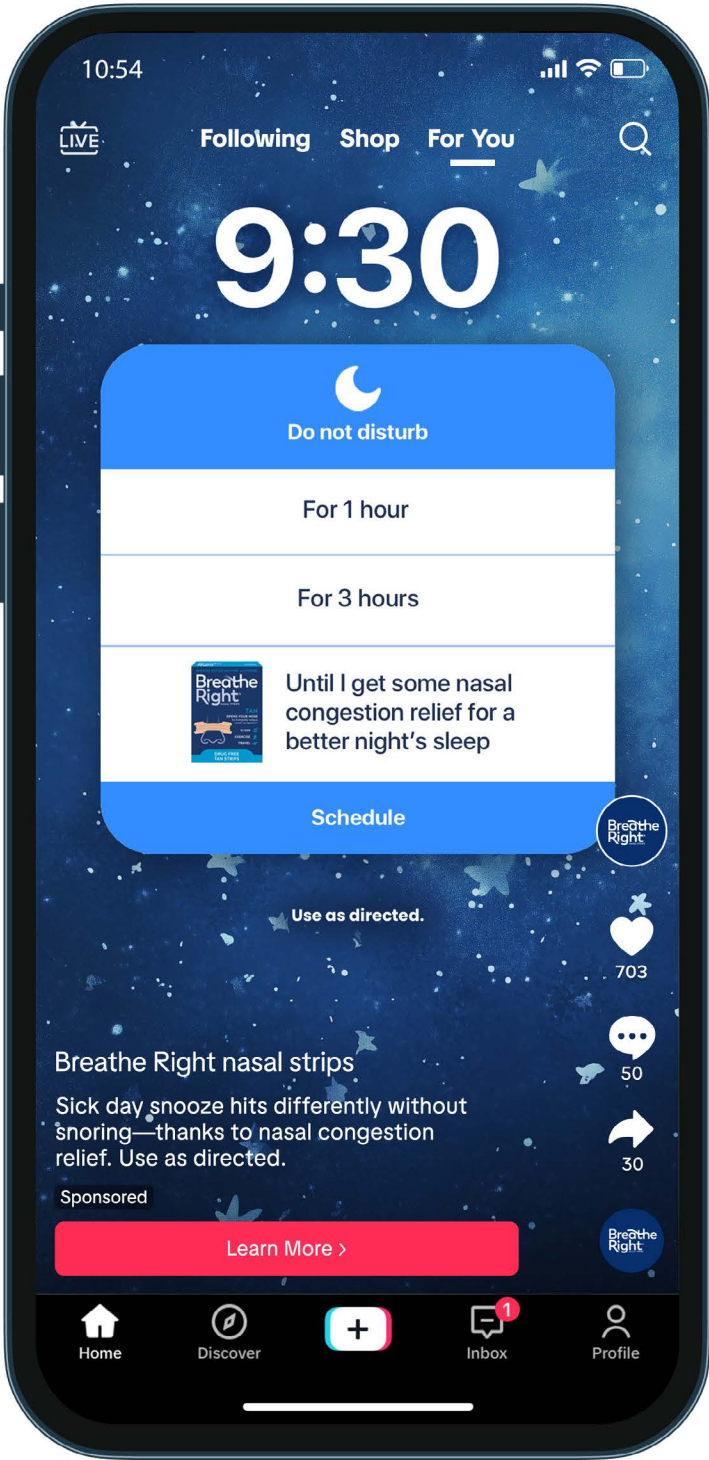
Learn More (<https://www.breatheright.com/>)

Video Frame 1



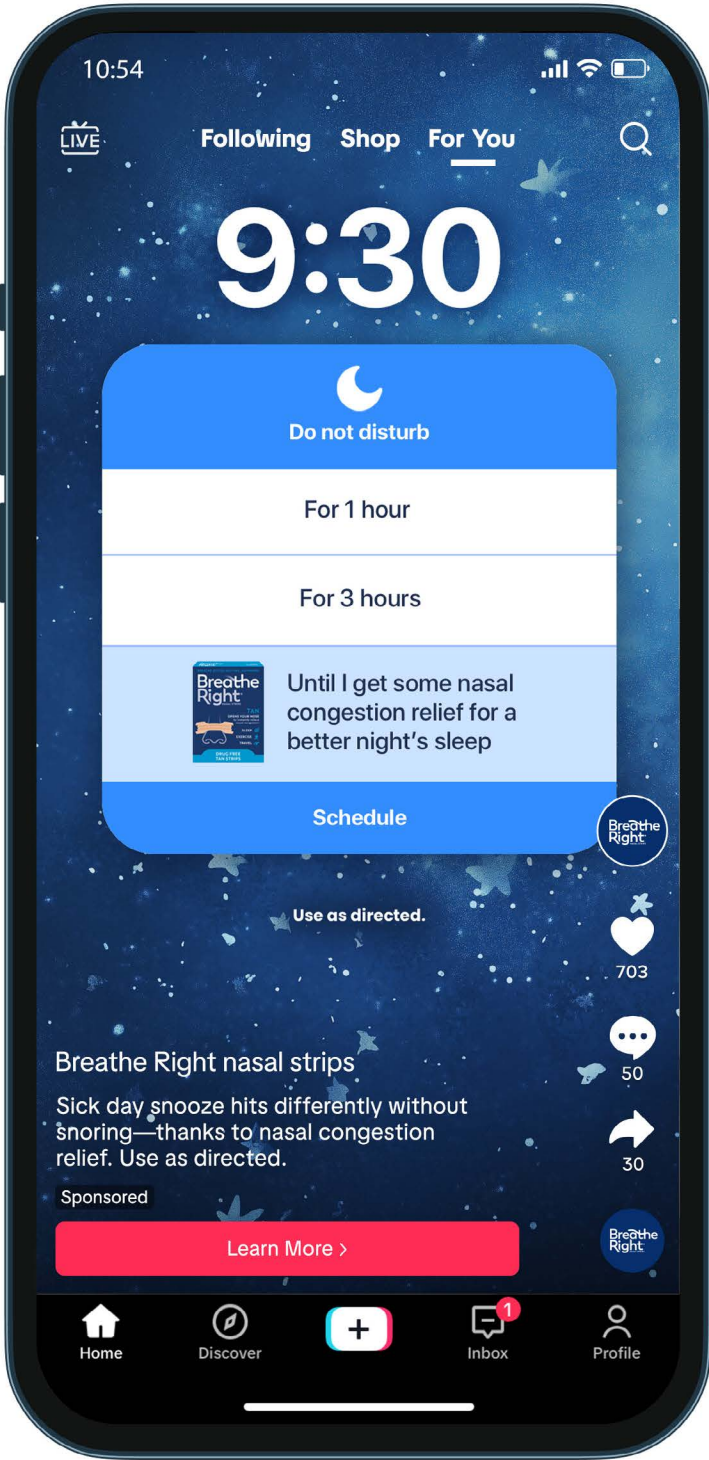
Open on phone screen.
DND box pops in.

Video Frame 2



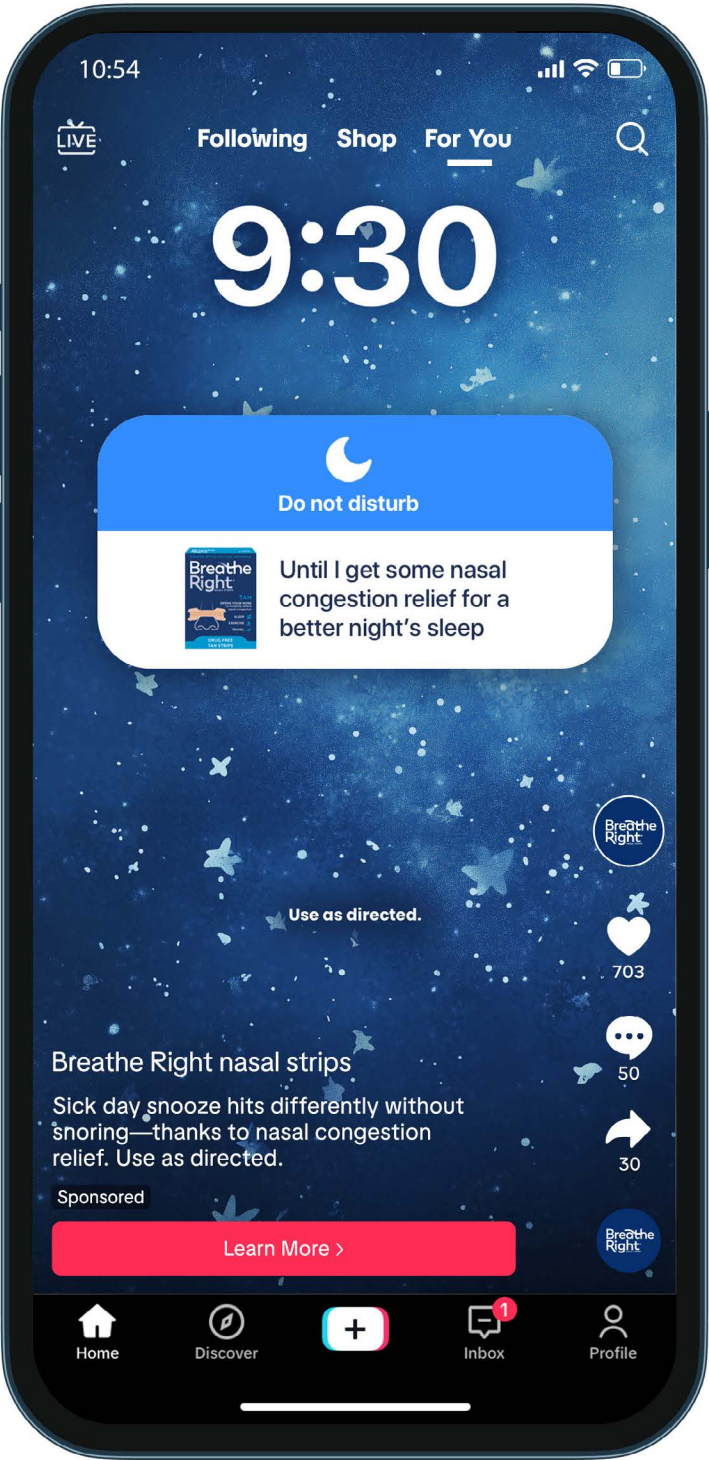
DND box expands to show all
options.

Video Frame 3

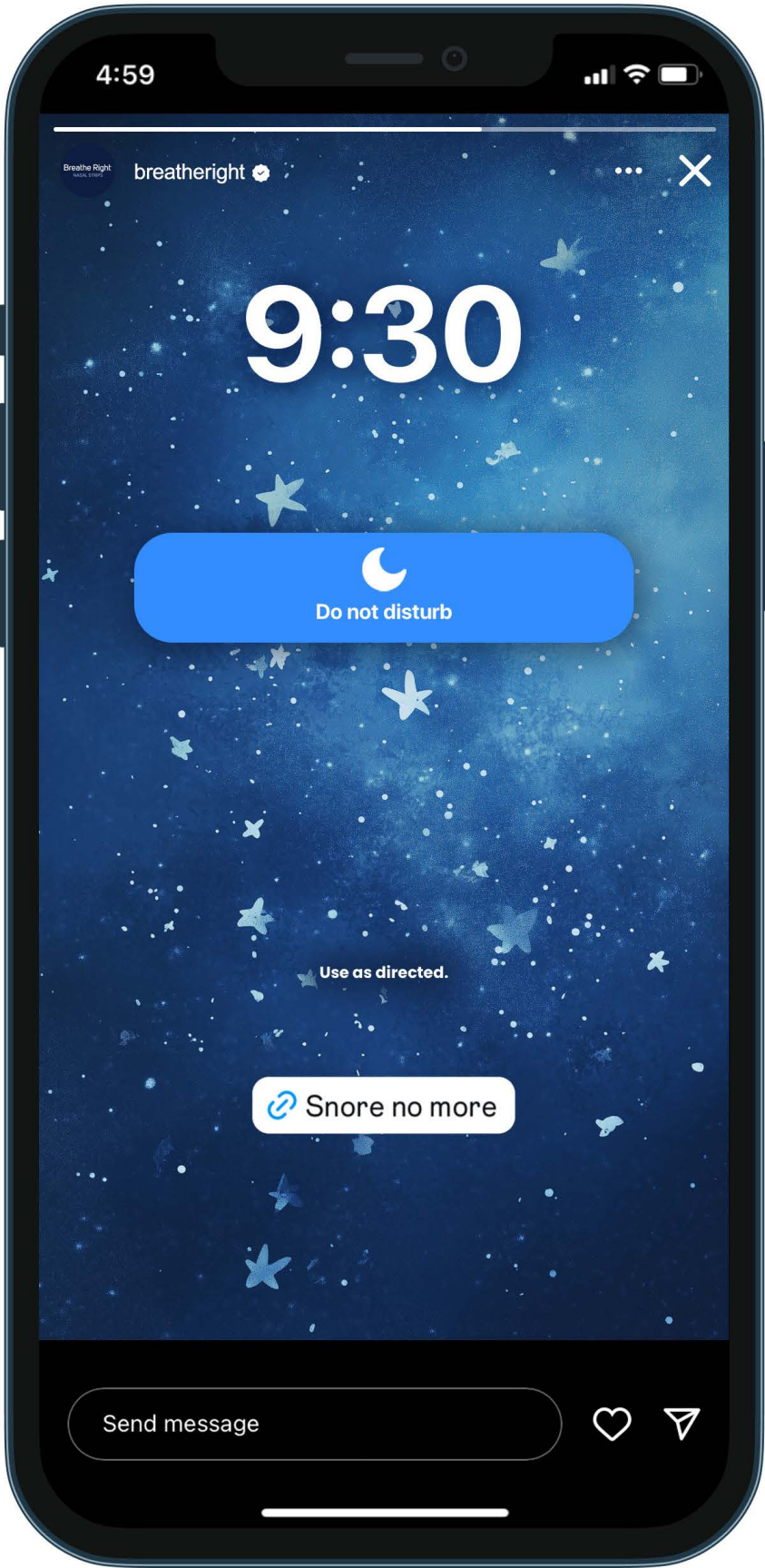


Last option highlights

Video Frame 4



DND closes to show only selected
option.



ORGANIC | AD #2: SICK DAY RELIEF (9X16 META STORY)

ART COPY

Do not disturb
For 1 hour
For 3 hours
Until I get some nasal congestion relief for a better night's sleep
Schedule
Use as directed.

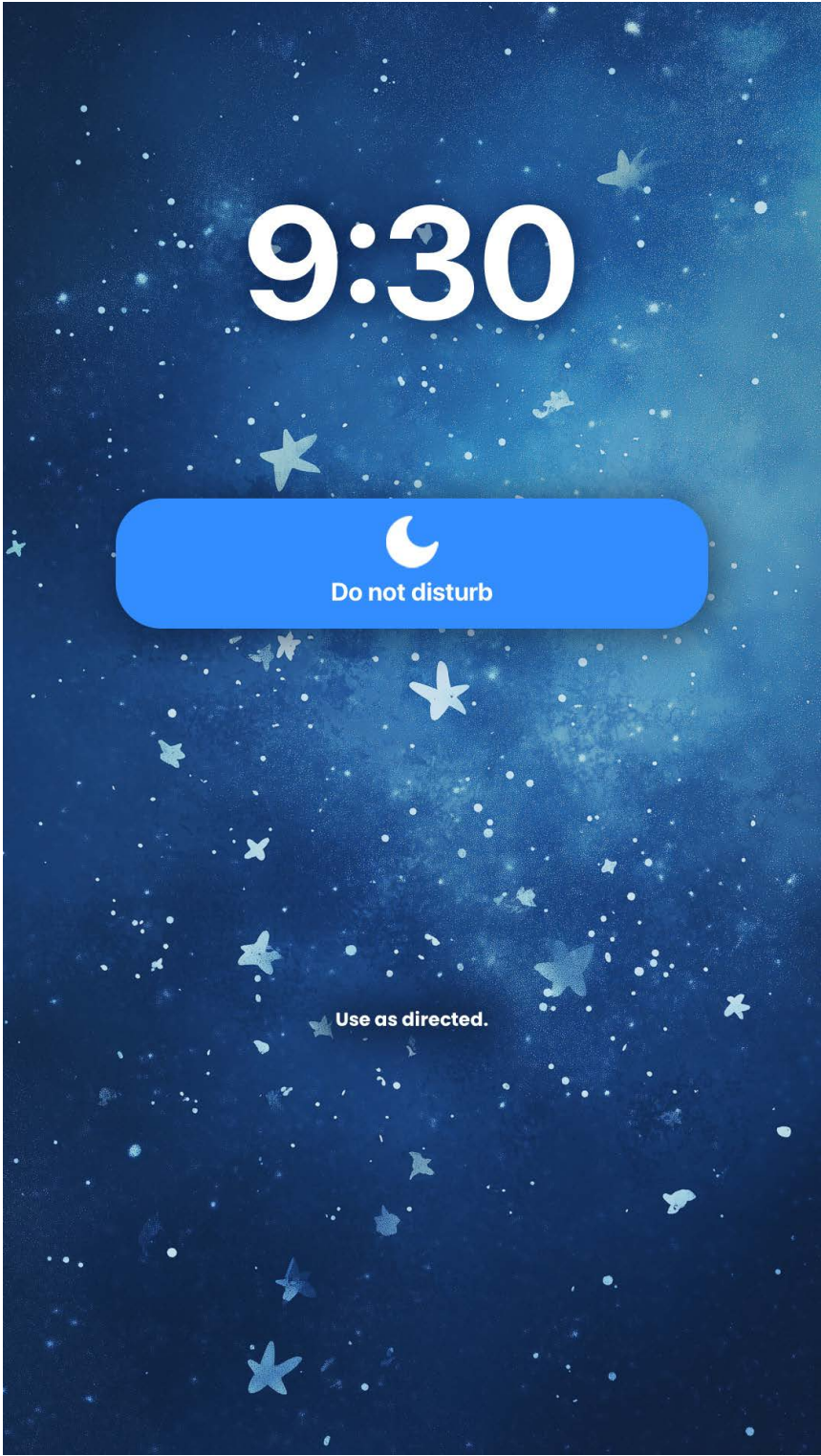
LINK STICKER

Snore no more
<https://www.breatheright.com/>

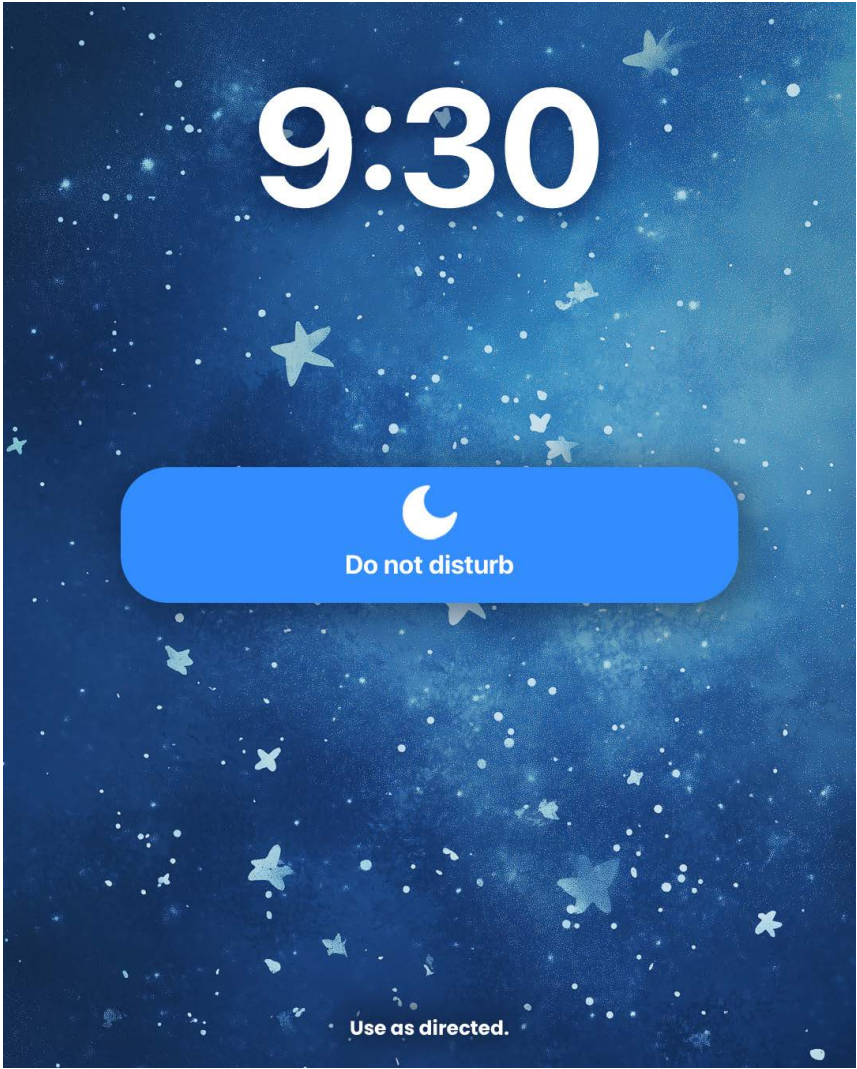
NOTE: Meta link sticker will need to be recreated before posting

ALL SIZES FOR: AD #2: SICK DAY RELIEF

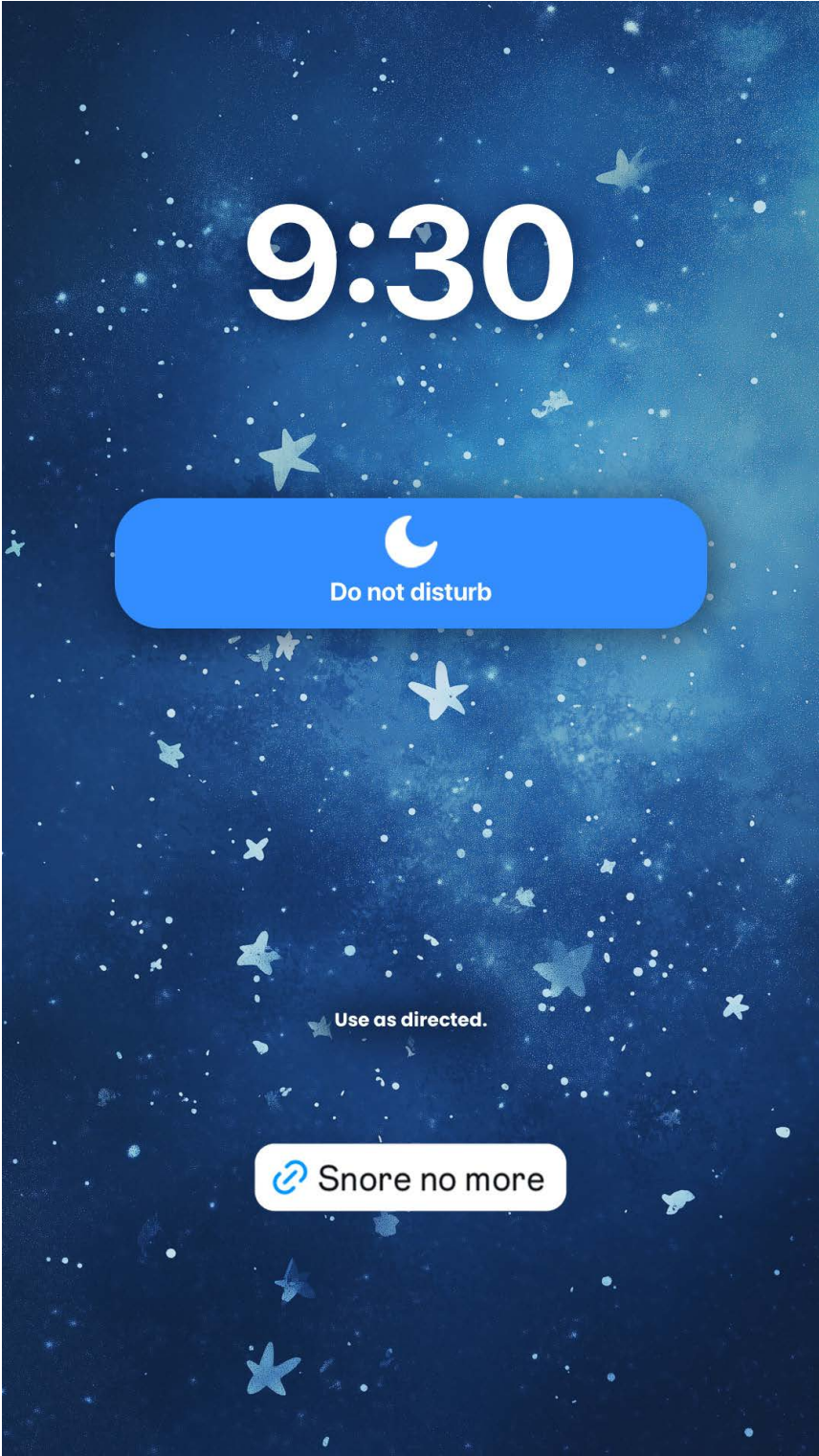
PAID: 9x16
(TikTok & Meta)

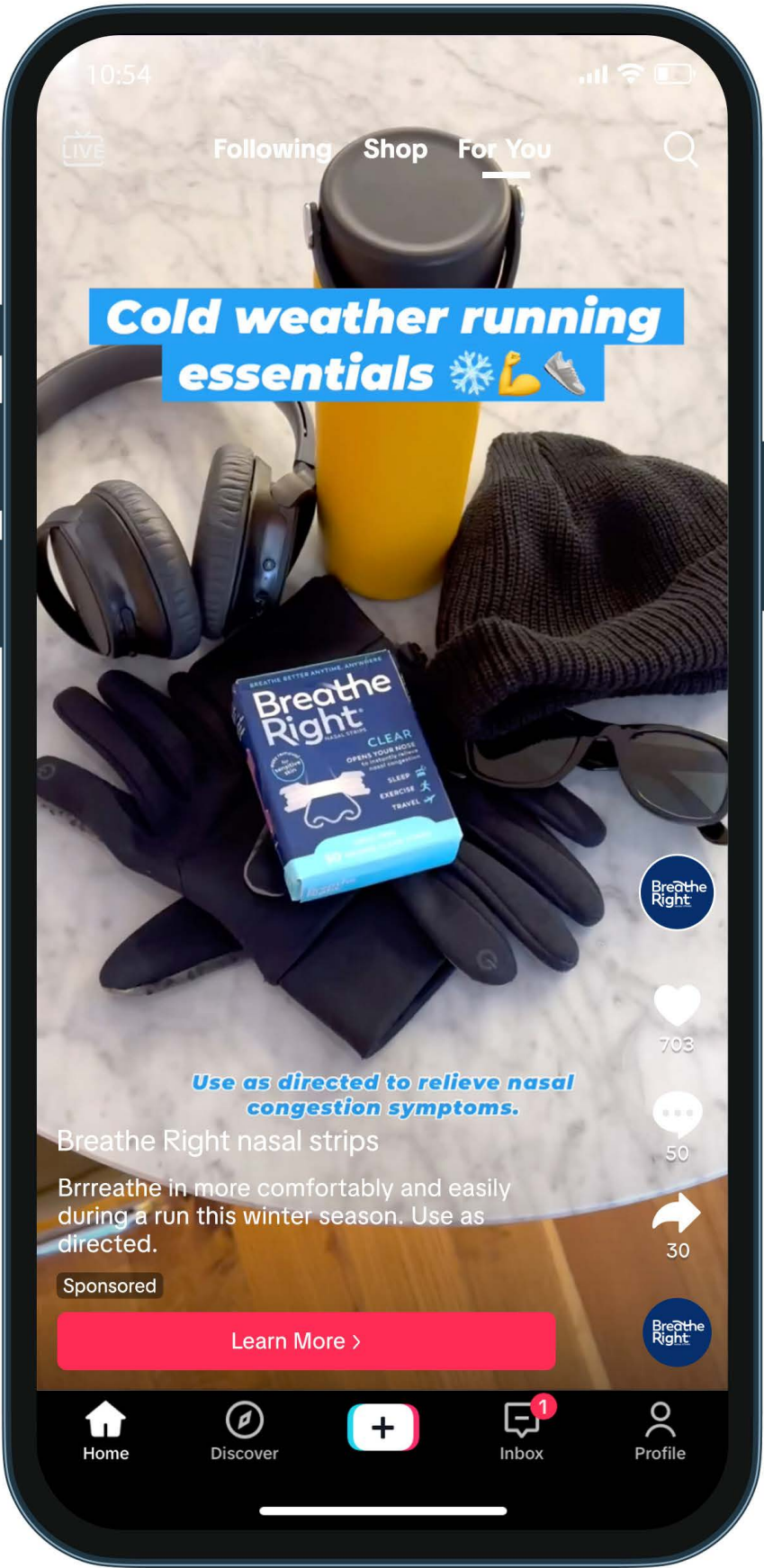


PAID: 4x5
(Meta)



ORGANIC: 9x16
(Meta In-Feed Post)





PAID | AD #3: RUNNING (9X16)

ART COPY

Cold weather running essentials ❄️🏃
Instant nasal congestion relief on the go!
Use as directed to relieve nasal congestion symptoms.

VO

Getting ready for the cold weather and running with nasal congestion is no joke. I've got my gloves, beanie and water, can't forget my sunglasses or my headphones, and of course, my Clear Breathe Right nasal strips. Instant nasal congestion relief, on the go and barely noticeable. Ahhh...I'm breathing more easily already!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 90 Characters

Brrreathe in more comfortably and easily during a run this winter season. Use as directed.

ALT | 97 Characters

Open your nose to comfortably breathe in that crisp air on your cold weather run. Use as directed.

META (PAID)

HEADLINE | 19 Characters

Breathe in the brrr

DESCRIPTION | 16 Characters

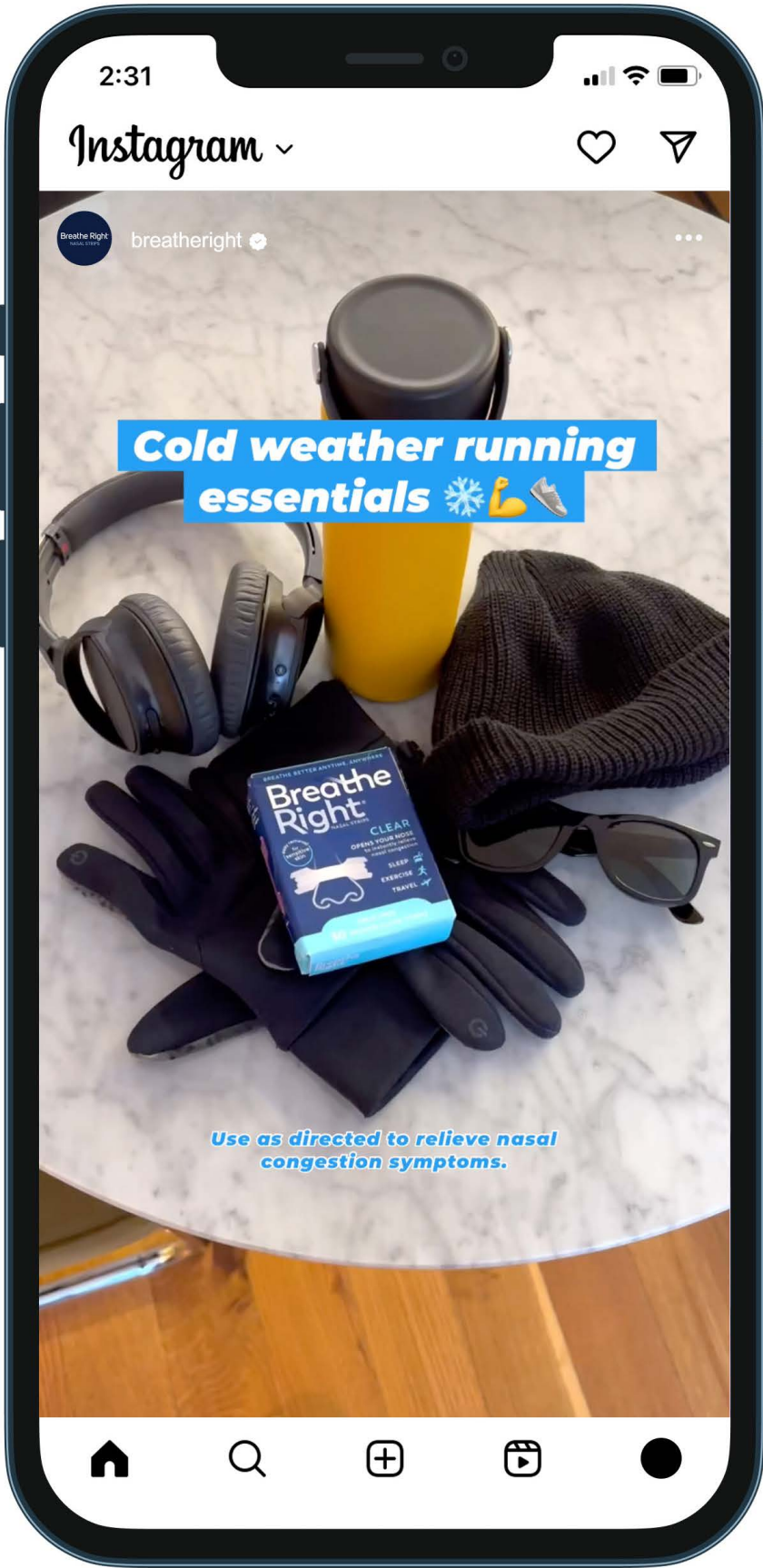
Opens your nose

CAPTION | 121 Characters

If running in the cold is your thing, just add a strip to help you breathe more comfortably and easily. Use as directed.

CTA

Learn More (<https://www.breatheright.com/>)



ORGANIC | AD #3: RUNNING (9X16 META IN-FEED POST)

ART COPY

Cold weather running essentials ❄️💪👟
Instant nasal congestion relief on the go!
Use as directed to relieve nasal congestion symptoms.

VO

Getting ready for the cold weather and running with nasal congestion is no joke. I've got my gloves, beanie and water, can't forget my sunglasses or my headphones, and of course, my Clear Breathe Right nasal strips. Instant nasal congestion relief, on the go and barely noticeable. Ahhh...I'm breathing more easily already!

META (ORGANIC)

CAPTION

Heading out for your cold weather run but have a stuffy nose? No sweat, just add a Breathe Right nasal strip for instant nasal congestion relief! Brrreathe in that crisp cool air by opening your nose to help you breathe more comfortably and easily. ❄️👟💪 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/>

FACEBOOK VIDEO TITLE:

Brrreathe more comfortably

ALL SIZES FOR: AD #3: RUNNING

PAID: 9x16
(TikTok & Meta)

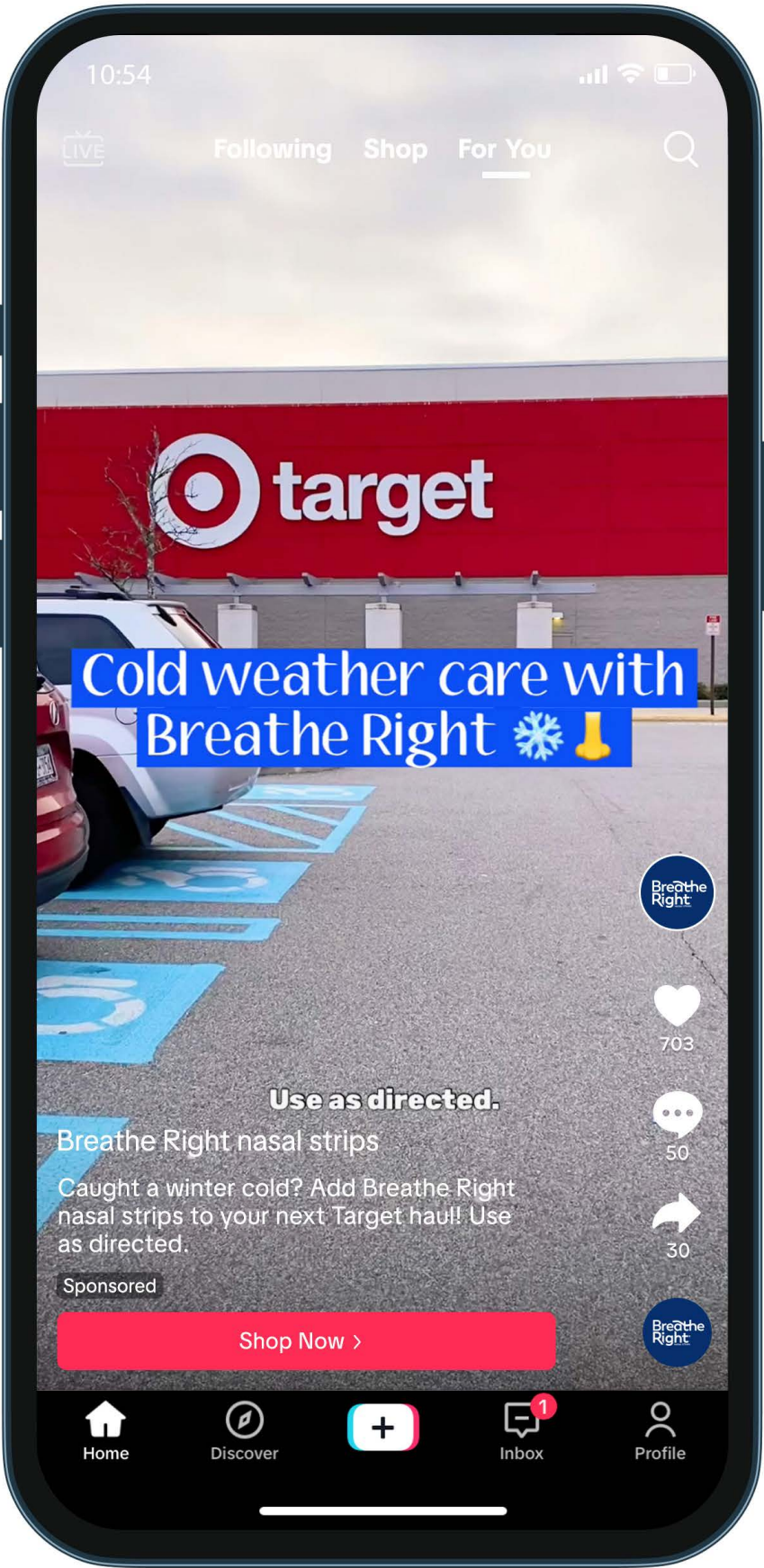


PAID: 4x5
(Meta)



ORGANIC: 9x16
(Meta In-Feed Post)





PAID | AD #4: RETAILER SPECIFIC (9X16)

ART COPY

Cold weather care with Breathe Right ❄️📌
Use as directed.

VO

Come with me as I take a trip to my local winter wonderland, I mean Target, to grab my cold weather self-care essentials...looking at you Breathe Right! During the winter months my priority is nasal congestion relief from those never ending colds. Good thing Target has got all of my winter routine faves including my extra trusty Breathe Right nasal strips. Better breathing starts now!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 95 Characters

Caught a winter cold? Add Breathe Right nasal strips to your next Target haul! Use as directed.

META (PAID)

HEADLINE | 27 Characters

Buy Breathe Right at Target

DESCRIPTION | 24 Characters

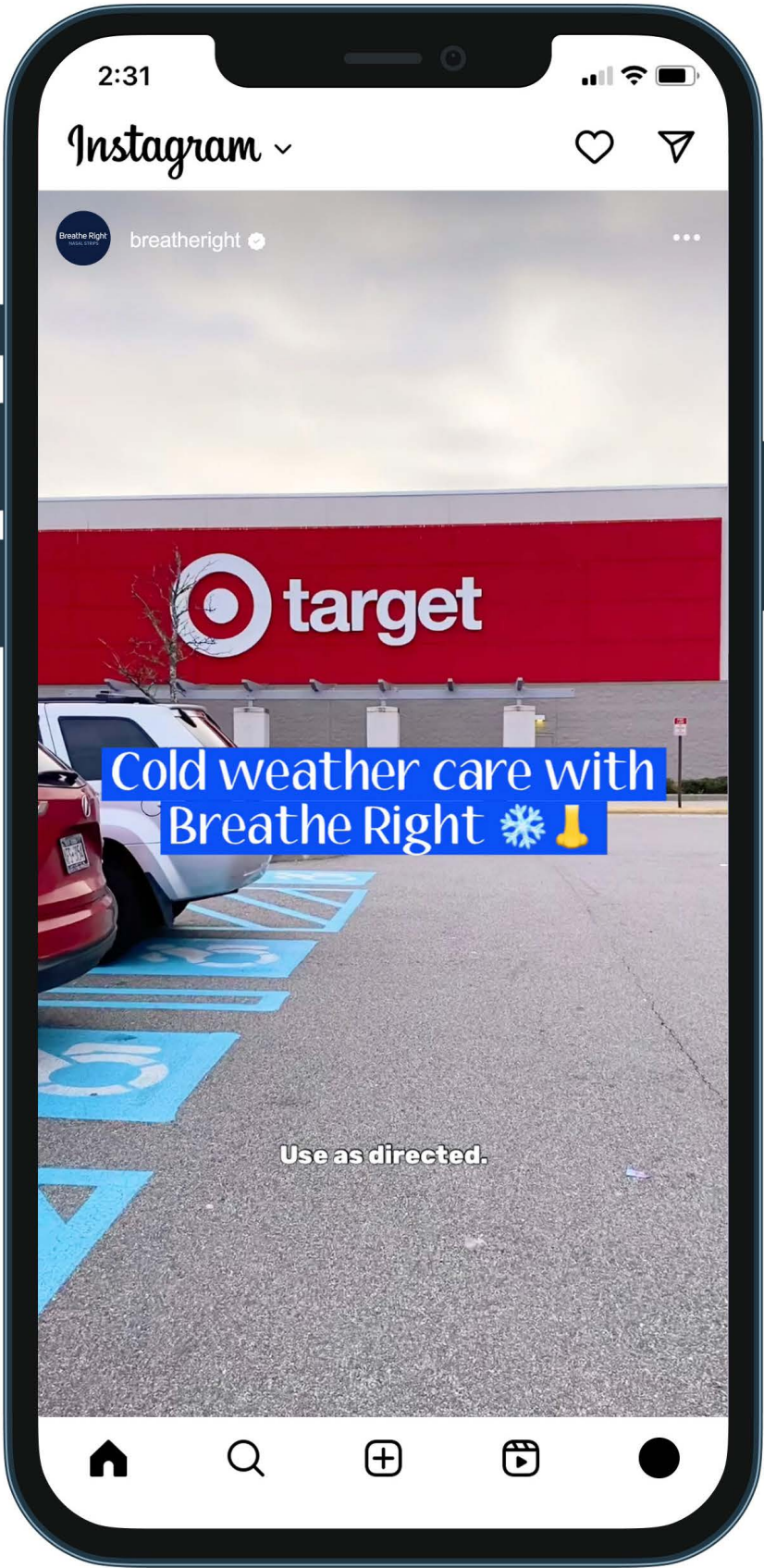
Nasal congestion relief

CAPTION | 123 Characters

Fight off your winter woes (and stuffy nose) at Target! Pick up Breathe Right for nasal congestion relief. Use as directed.

CTA

Shop Now (<https://www.breatheright.com/find-a-store/>)



ORGANIC | AD #4: RETAILER SPECIFIC (9X16 META IN-FEED POST)

ART COPY

Cold weather care with Breathe Right ❄️📌
Use as directed.

VO

Come with me as I take a trip to my local winter wonderland, I mean Target, to grab my cold weather self-care essentials...looking at you Breathe Right! During the winter months my priority is nasal congestion relief from those never ending colds. Good thing Target has got all of my winter routine faves including my extra trusty Breathe Right nasal strips. Better breathing starts now!

META (ORGANIC)

CAPTION

Cold weather self care is going for (another) Target run. Cold weather self care is also getting Breathe Right nasal strips for instant nasal congestion relief while on your 5th Target run of the week. 😊❄️ Use as directed.
#StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/find-a-store/>

FACEBOOK VIDEO TITLE:

Shop Breathe Right at Target

ALL SIZES FOR: AD #4: RETAILER SPECIFIC

PAID: 9x16
(TikTok & Meta)

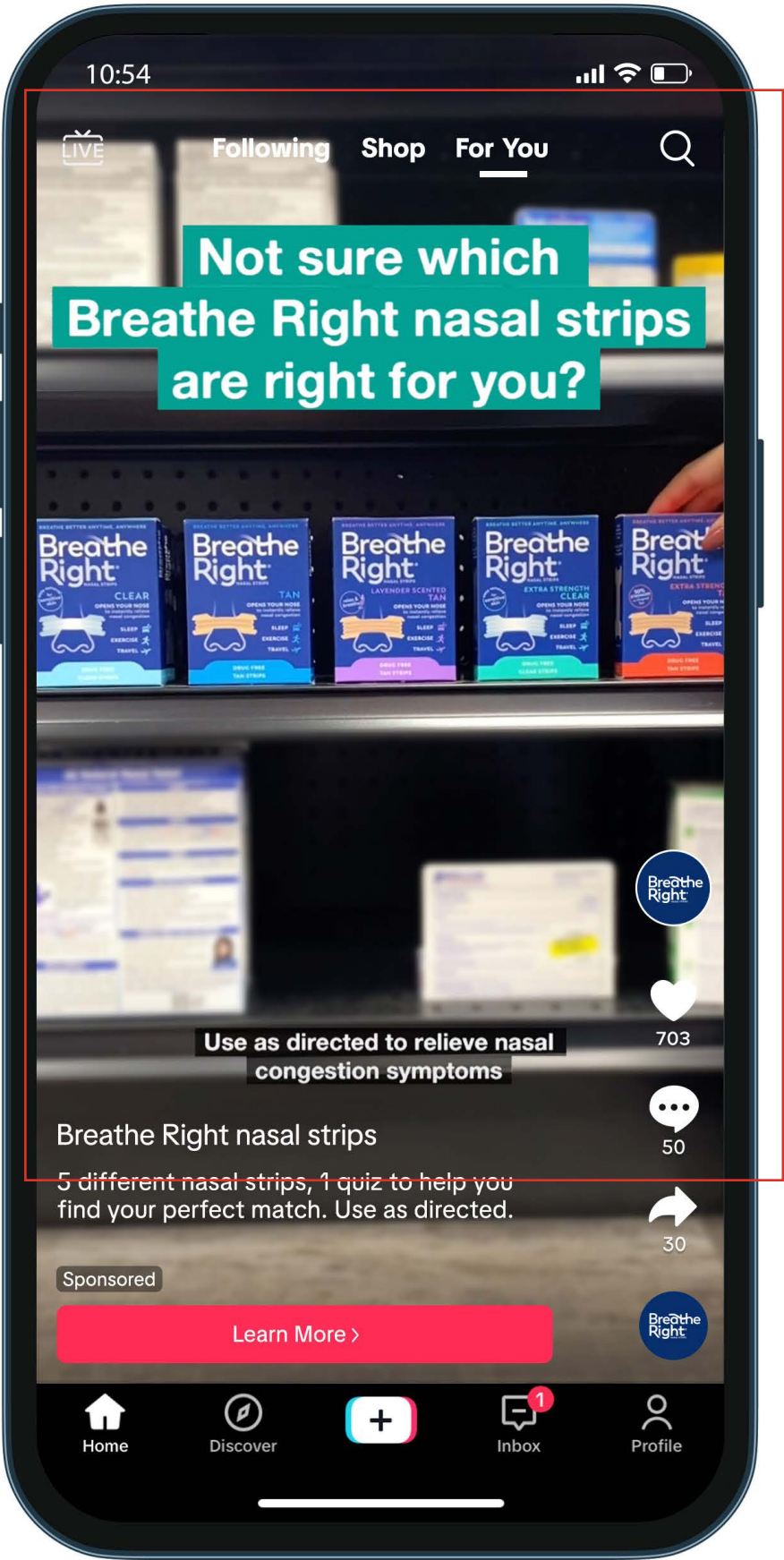


PAID: 4x5
(Meta)



ORGANIC: 9x16
(Meta In-Feed Post)





PAID | AD #5: DIAGNOSTIC TOOL (9X16)

ART COPY

Not sure which Breathe Right nasal strips are right for you?
Take our quiz at the link below!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 87 Characters

5 different nasal strips, 1 quiz to help you find your perfect match. Use as directed.

META (PAID)

HEADLINE | 23 Characters

Find your perfect strip

DESCRIPTION | 25 Characters

Take our nasal strip quiz

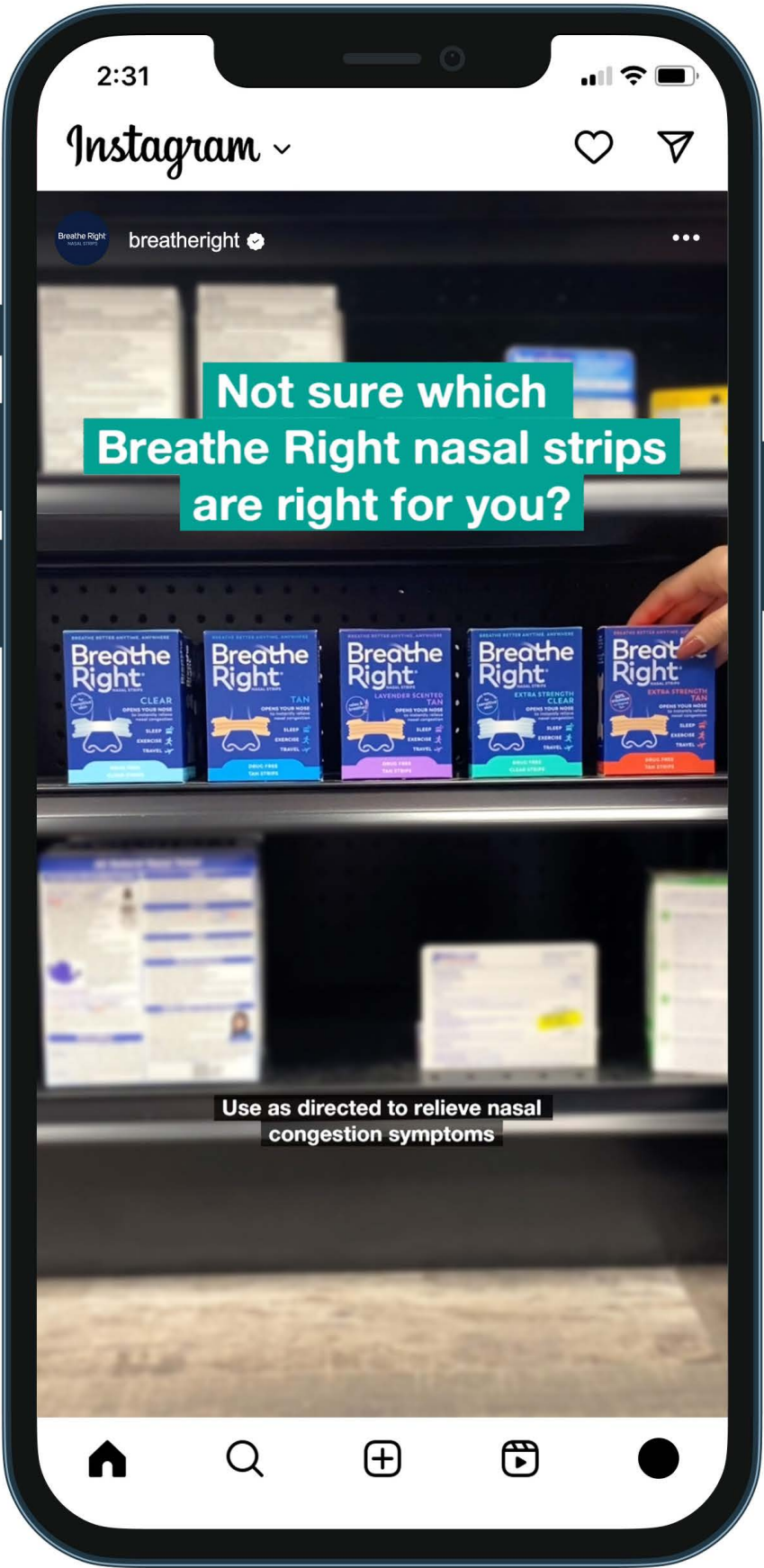
CAPTION | 111 Characters

Decisions are hard. But with our 1 minute quiz, we can help you find your perfect nasal strip! Use as directed.

CTA

Learn More (<https://www.breatheright.com/find-your-perfect-strip/>)





ORGANIC | AD #5: DIAGNOSTIC TOOL (9X16 META IN-FEED POST)

ART COPY

Not sure which Breathe Right nasal strips are right for you?
Take our quiz at the link below!
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

More options, more to love. With five different nasal strips, each with their own strength, it can be hard to know which strip is best for you. That's why we created our 1-minute quiz! To help you make a strip match made in heaven (or on your nose!) 📌💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

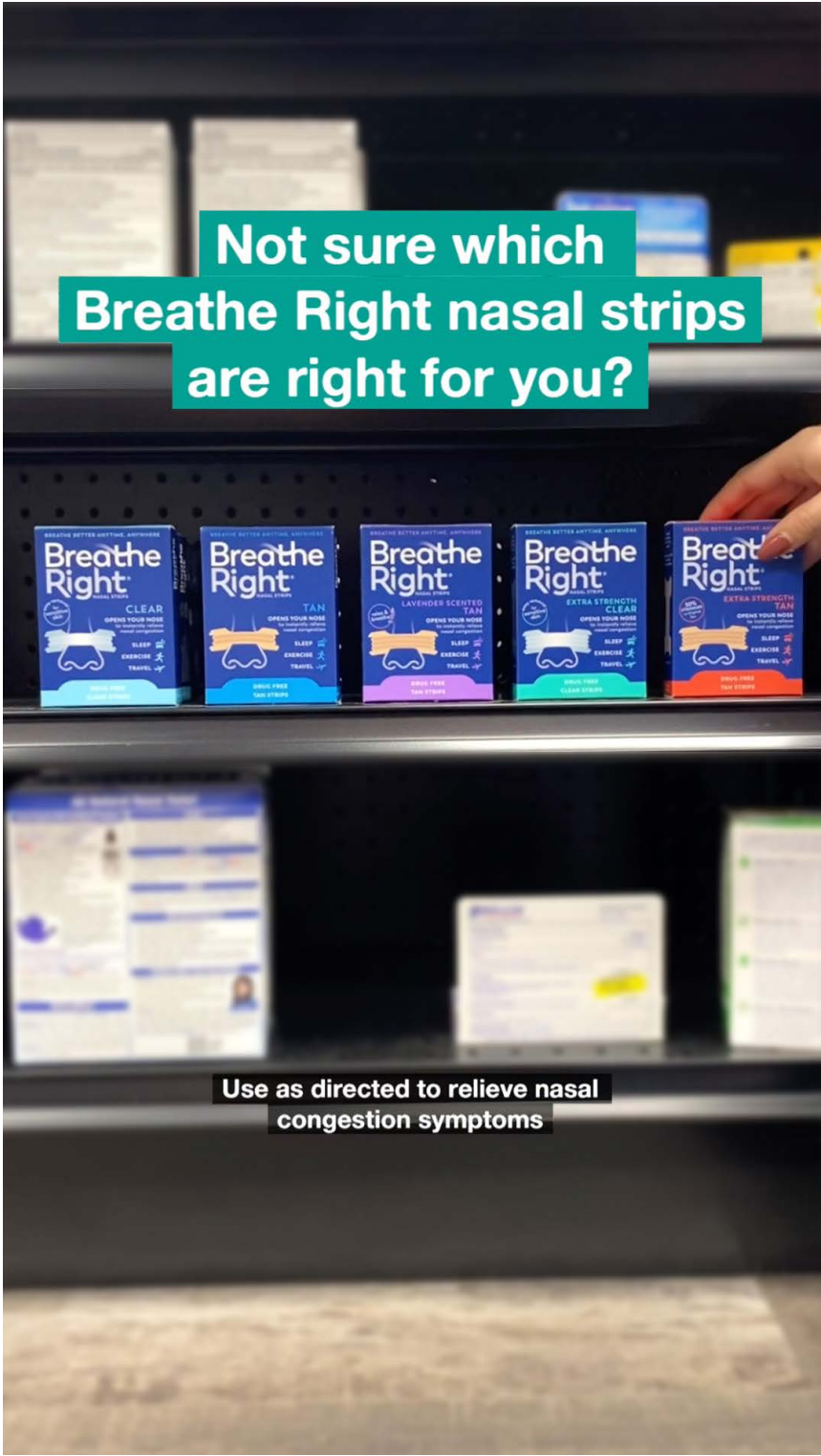
<https://www.breatheright.com/find-your-perfect-strip/>

FACEBOOK VIDEO TITLE:

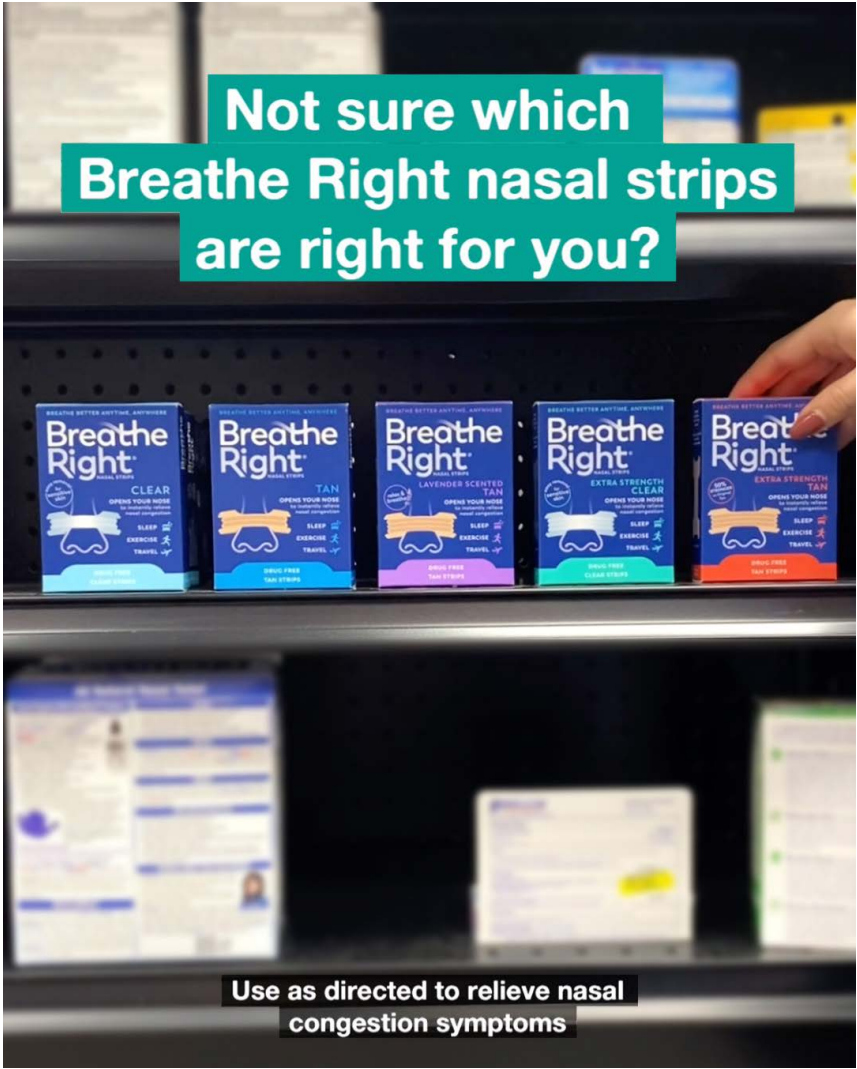
Find your perfect strip

ALL SIZES FOR: AD #5: DIAGNOSTIC TOOL

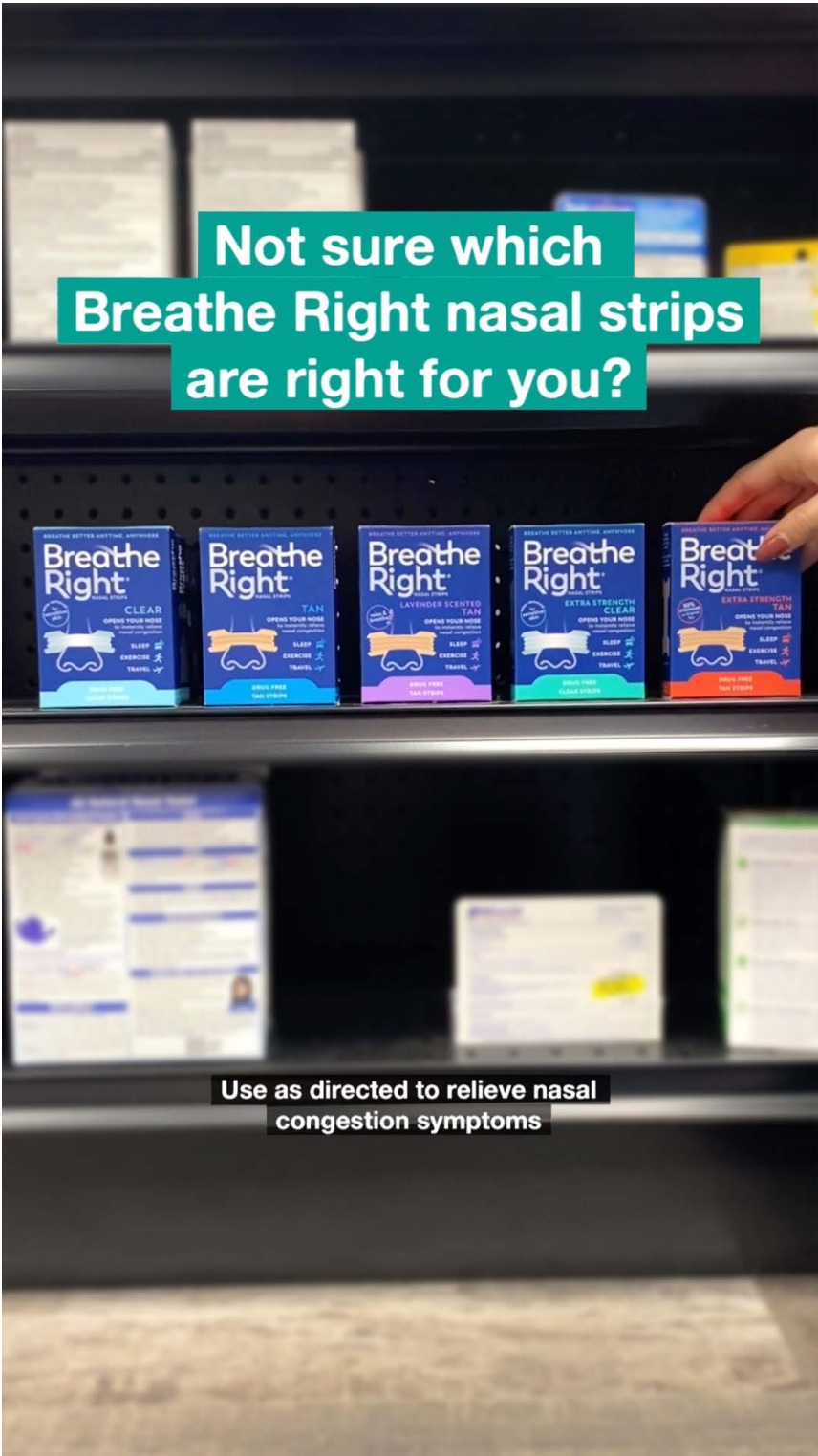
PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)



ORGANIC: 9x16
(Meta In-Feed Post)





PAID | AD #6: WAGS BOGO50% OFF (9X16)

ART COPY

POV: Finding out Breathe Right is BOGO 50% off at CVS
Shop BOGO 50% 2/2 - 2/8
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 98 Characters

You read that right—Breathe Right nasal strips are now BOGO 50% off at Walgreens! Use as directed.

META (PAID)

HEADLINE | 24 Characters

Buy one, get one 50% off

DESCRIPTION | 21 Characters

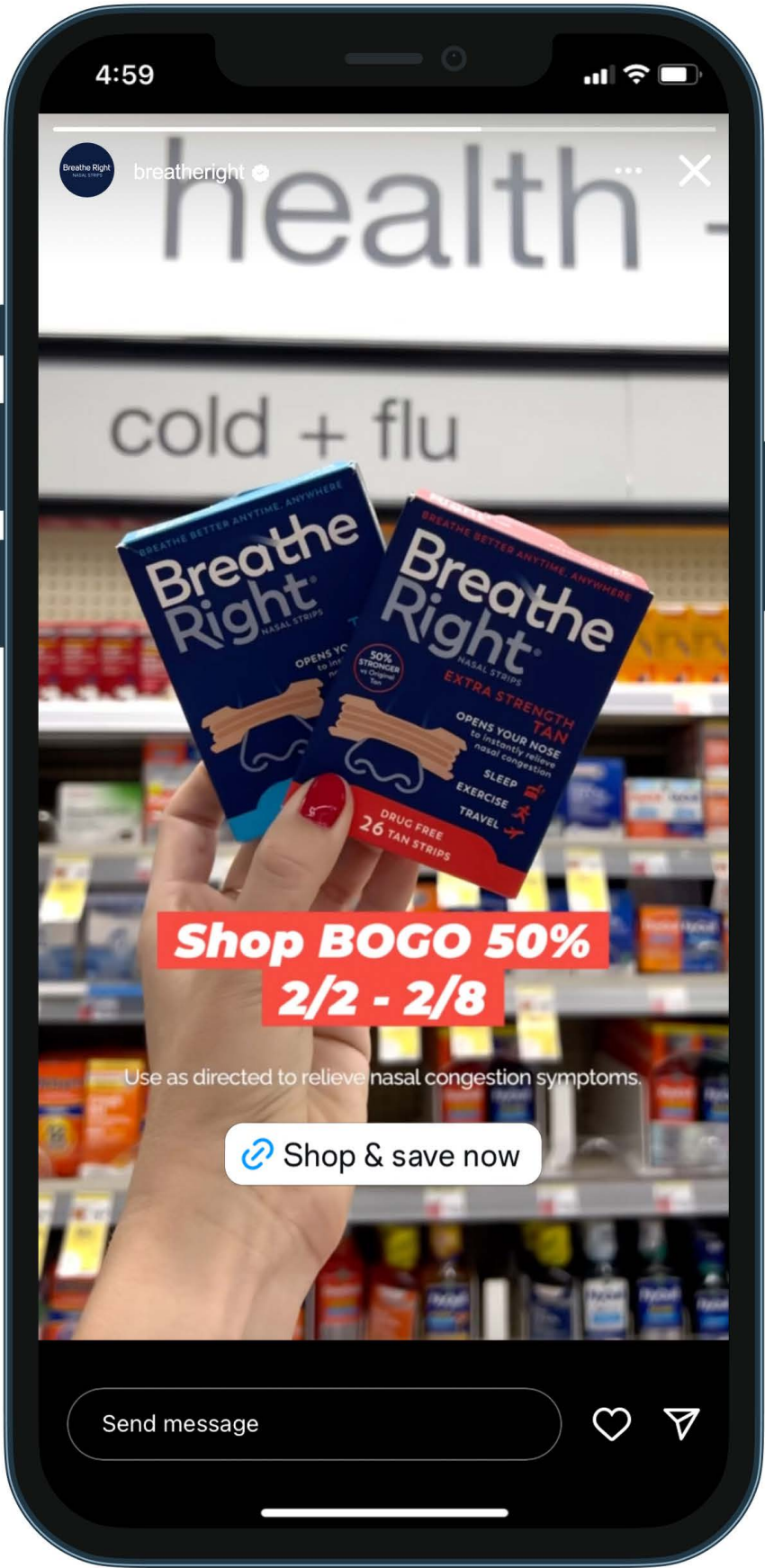
Save on Breathe Right

CAPTION | 113 Characters

Breathe Right nasal strips are now BOGO 50% off at Walgreens! Get your shop, strip and save on! Use as directed.

CTA

Shop Now (<https://www.walgreens.com/store/c/productlist/N=1942/1/Brands=yes>)



ORGANIC | AD #6: WAGS BOGO50% OFF (9X16 META STORY)

ART COPY

POV: Finding out Breathe Right is BOGO 50% off at CVS
Shop BOGO 50% 2/2 - 2/8
Use as directed to relieve nasal congestion symptoms.

LINK STICKER

Shop & Save Now
<https://www.walgreens.com/store/c/productlist/N=1942/1/Brands=yes>

NOTE: Meta link sticker will need to be recreated before posting

ALL SIZES FOR: AD #6: WAGS BOGO50% OFF

PAID: 9x16
(TikTok & Meta)

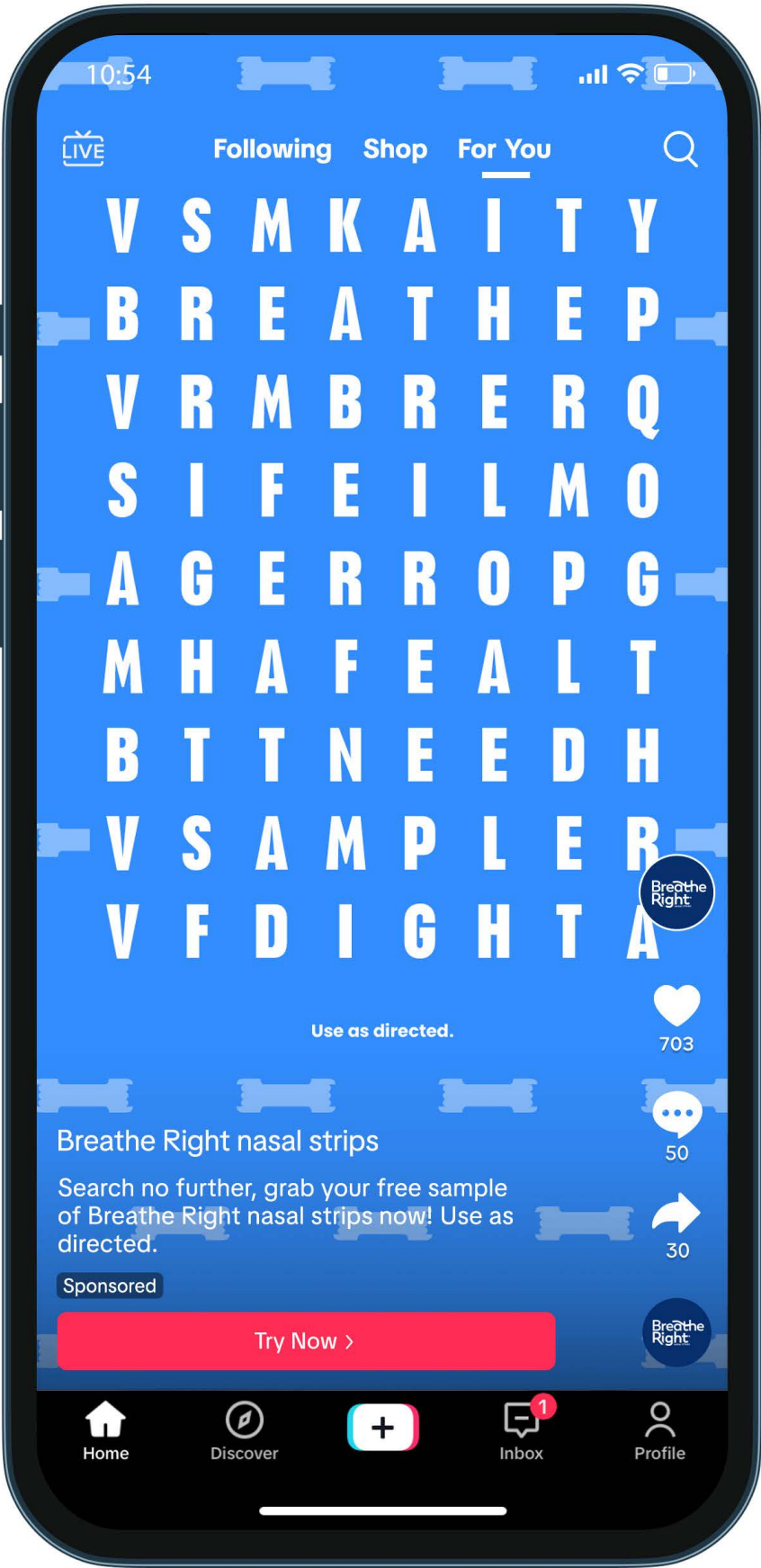


PAID: 4x5
(Meta)



ORGANIC: 9x16
(Meta In-Feed Post)





PAID | AD #7: FREE SAMPLE (9X16)

ART COPY

Word search includes: [Breathe Right Free Sample]
Use as directed.

See mockup of animation on the next page of PDF. This will be animated later.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 93 Characters

Search no further, grab your free sample of Breathe Right nasal strips now! Use as directed.

META (PAID)

HEADLINE | 26 Characters

Try Breathe Right for free

DESCRIPTION | 17 Characters

Get a free sample

CAPTION | 109 Characters

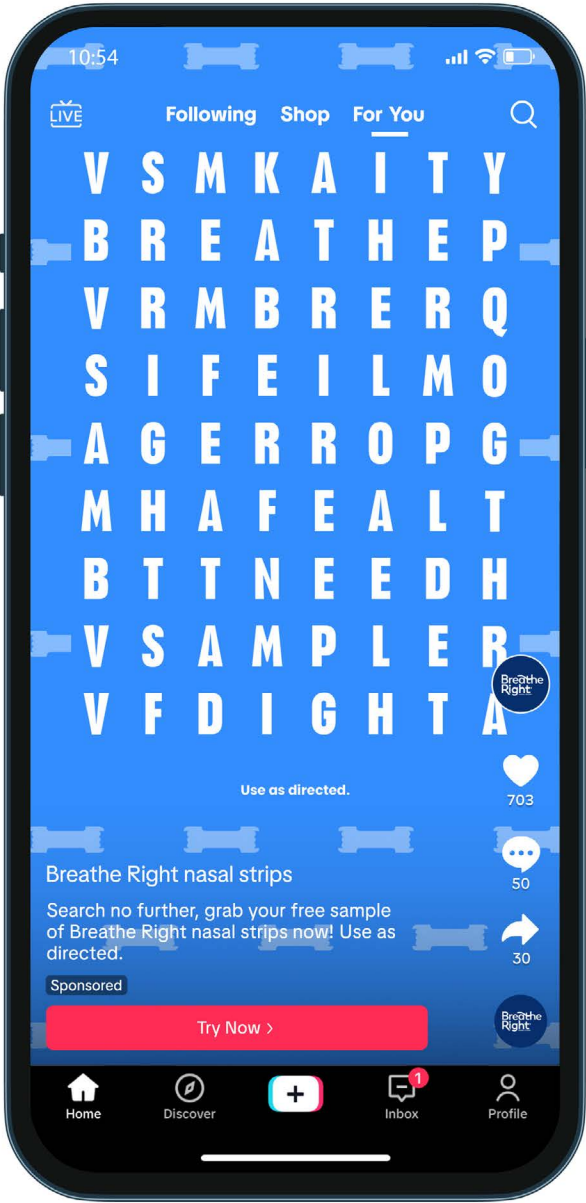
Don't feel lost for words—instead, grab your free sample of Breathe Right nasal strips now! Use as directed.

CTA

Try Now (<https://www.breatheright.com/samples-sign-up/>)

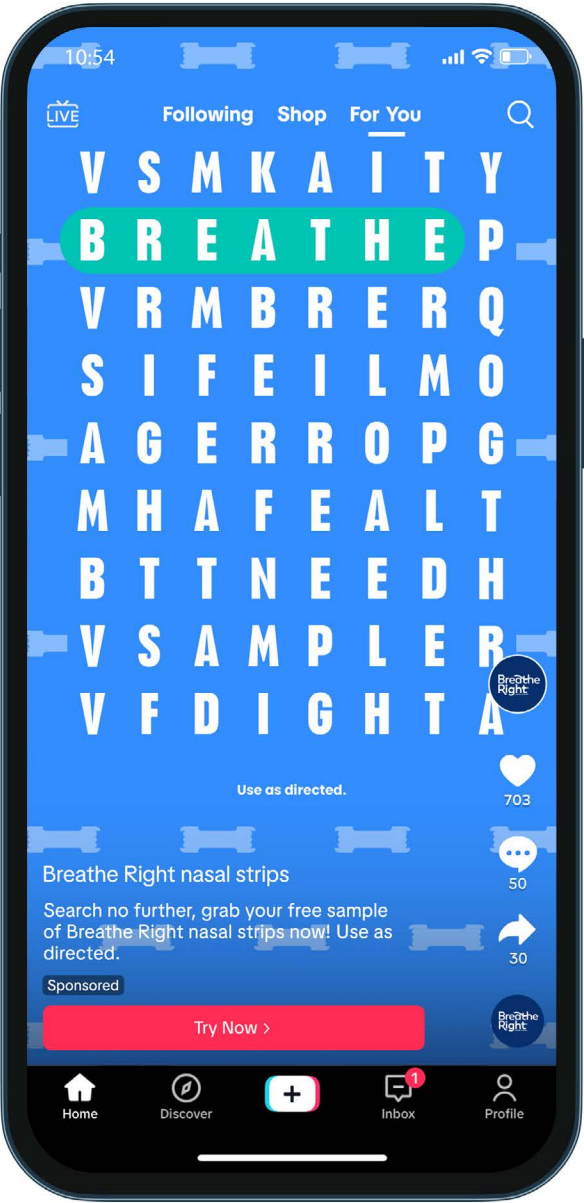
VIDEO FOR REVIEW

Video Frame 1



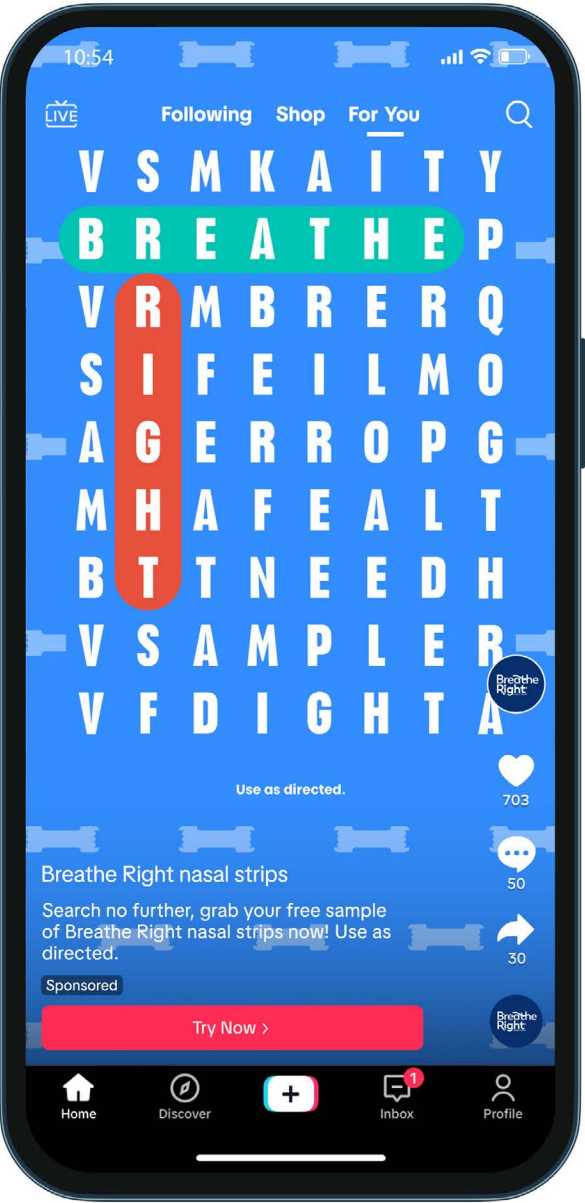
Open on crossword puzzle

Video Frame 2



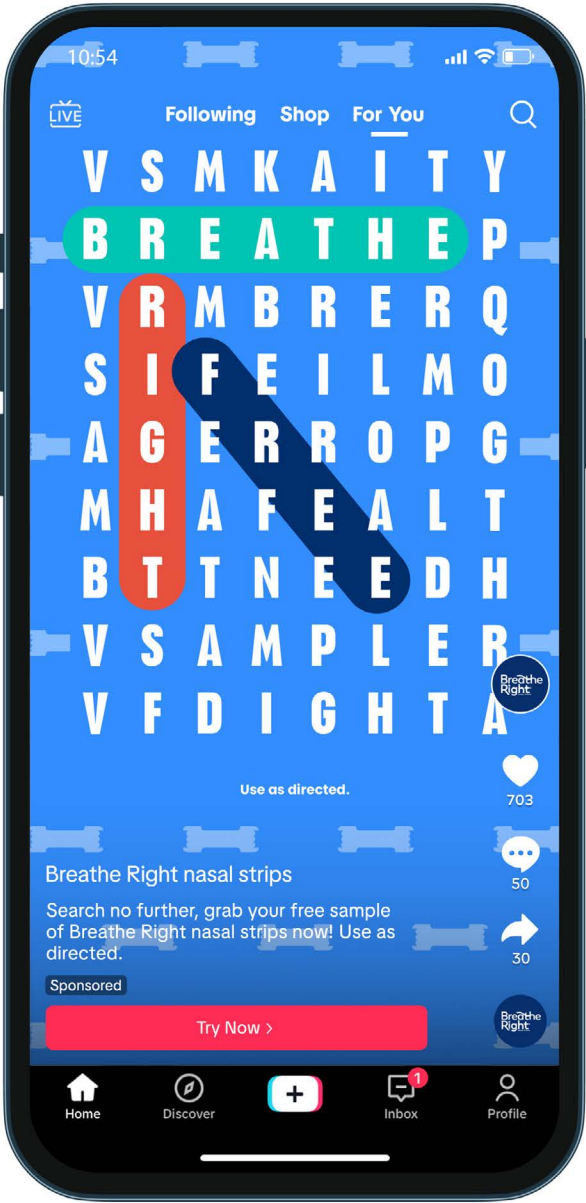
Breathe gets highlighted

Video Frame 3



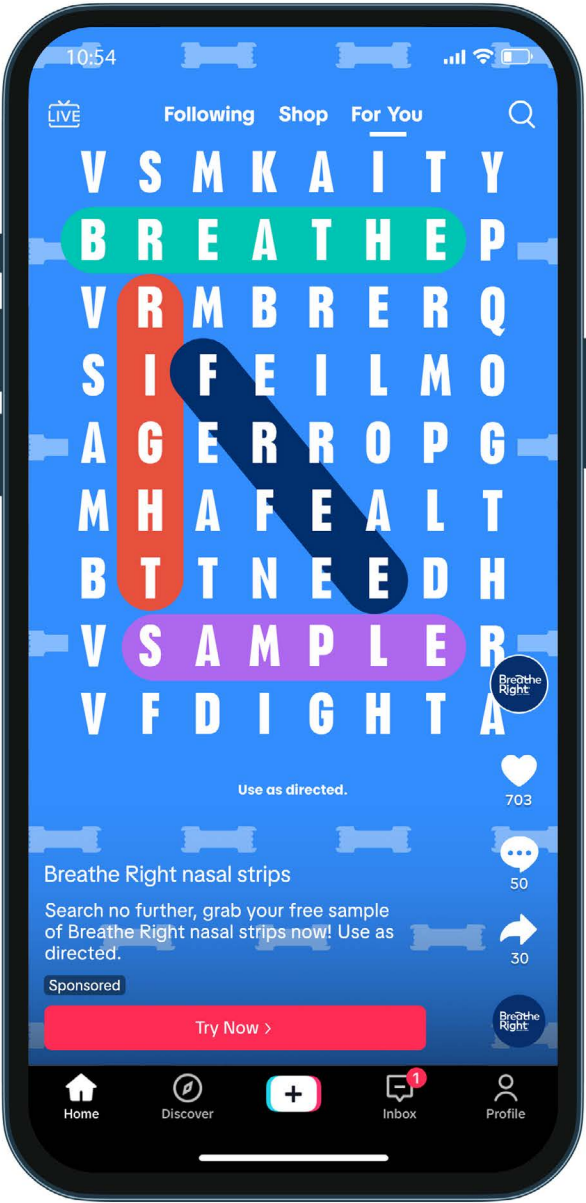
Right gets highlighted.
Previous highlighted words stay highlighted on screen.

Video Frame 4



Free gets highlighted.
Previous highlighted words stay highlighted on screen.

Video Frame 5



Sample gets highlighted.
Previous highlighted words stay highlighted on screen.

ALL SIZES FOR: AD #7: FREE SAMPLE

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #8: COUPON (9X16)

ART COPY

SAVE ON BREATHE RIGHT!
Claim your coupon.
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 90 Characters

Want to save on instant nasal congestion relief? Your coupon is waiting. Use as directed.

META (PAID)

HEADLINE | 18 Characters

Breathe in savings

DESCRIPTION | 17 Characters

Claim your coupon

CAPTION | 97 Characters

Breathe, you can save and get instant nasal congestion relief with this coupon! Use as directed.

CTA

Try Now [UMO link]

ALL SIZES FOR: AD #8: COUPON

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)



ORGANIC ONLY ASSETS



ORGANIC ONLY - AD #9: VALENTINE'S DAY (1X1 META IN-FEED CAROUSEL)

ART COPY

One for you, one for me ❤️
Use as directed to relieve nasal congestion symptoms.

See mockup of all frames on the next page of PDF

META (ORGANIC)

CAPTION

This Valentine's Day spend it with the one you love—Breathe Right! Grab your Valentine and nasal strips to do all of your favorite love day activities while getting continuous nasal congestion relief for up to 12 hours. Couples who strip together, stay together ❤️👉 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

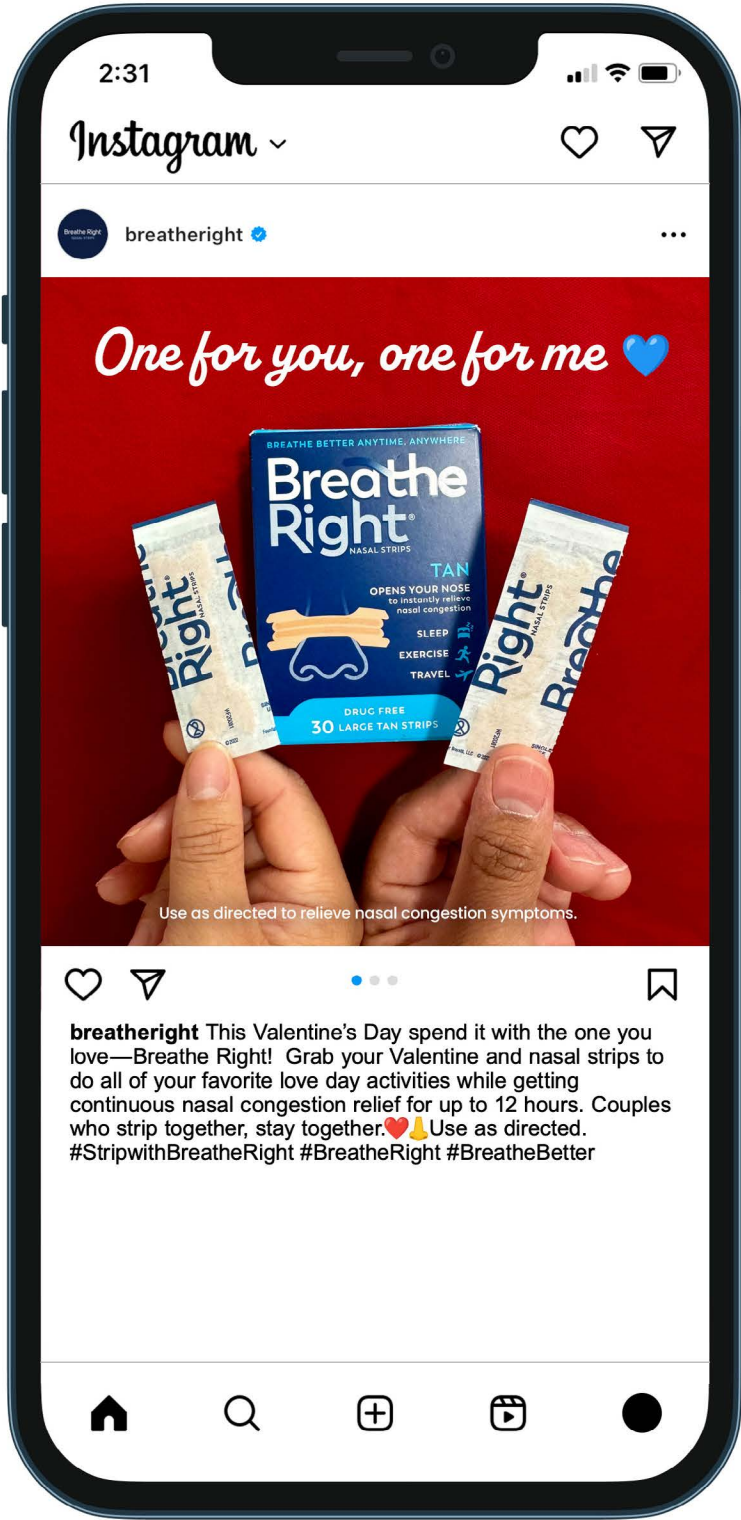
ALT

Nothing says love like a snore-less sleep. Give a gift you and your Valentine can enjoy together and get continuous nasal congestion relief for up to 12 hours with Breathe Right. Couples who strip together, stay together. ❤️👉 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

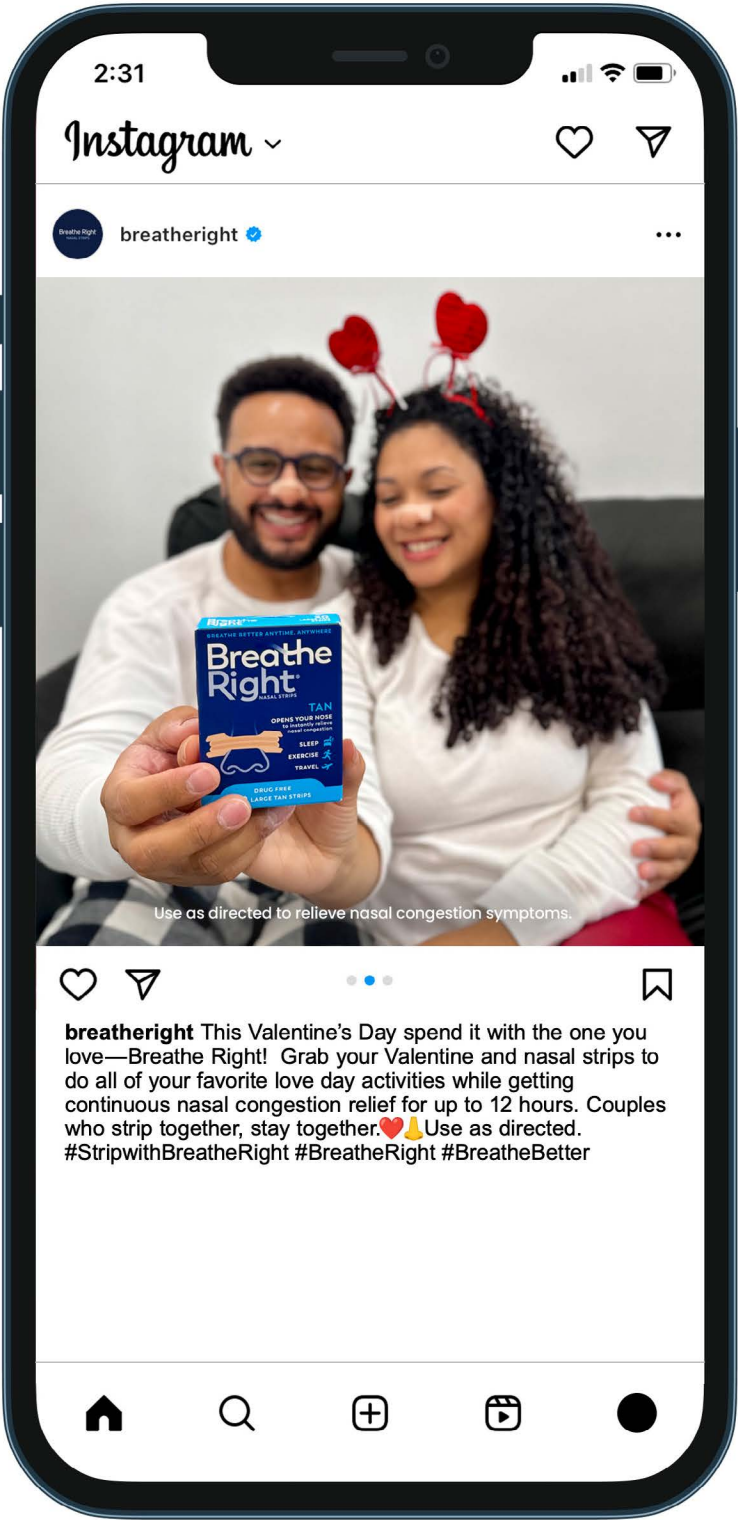
LINK IN BIO

<https://www.breatheright.com/breathe-better-with-breathe-right/>

Static Frame 1

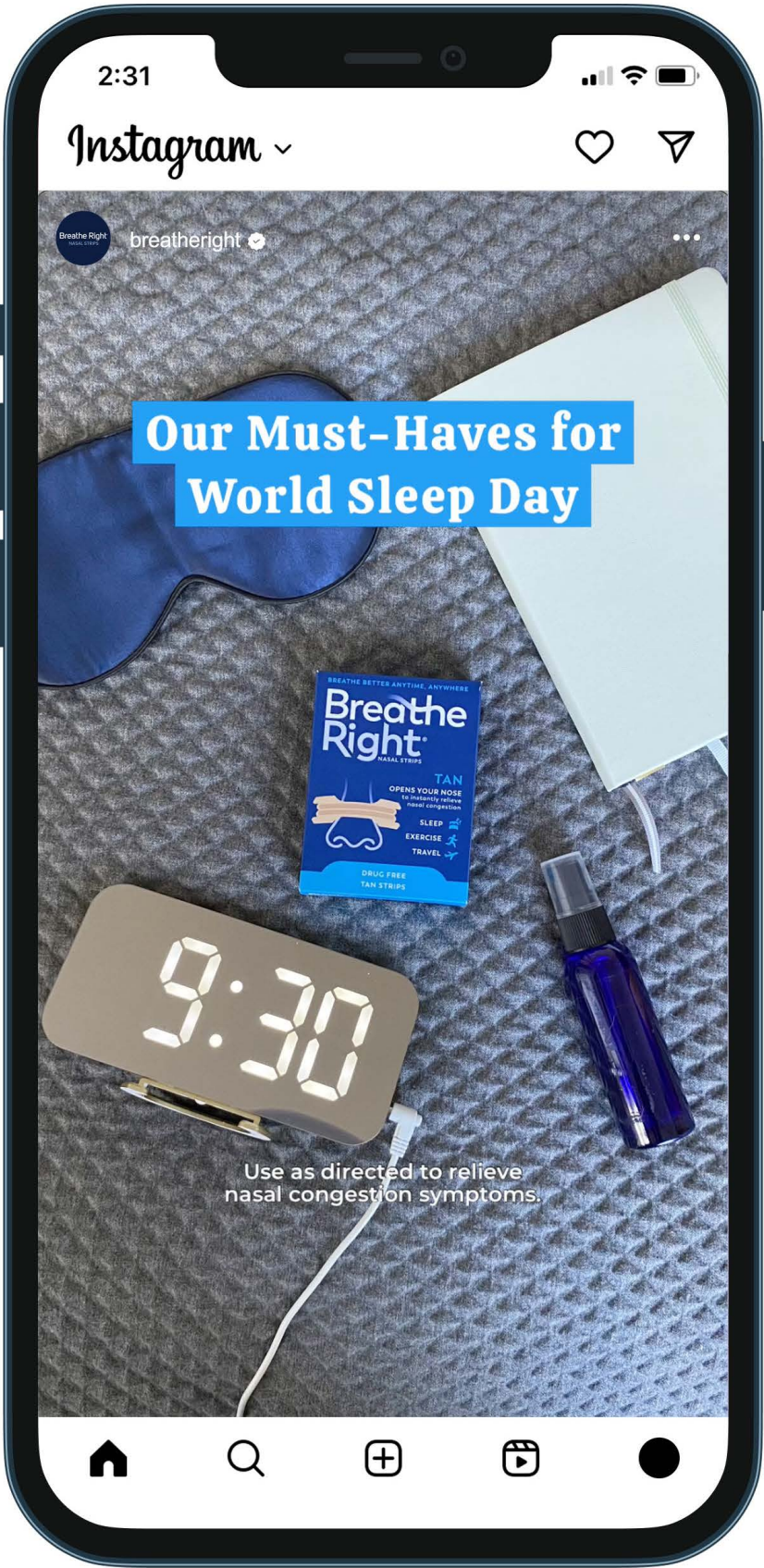


Static Frame 2



Static Frame 3





ORGANIC ONLY - AD #10: WORLD SLEEP DAY (9X16 META IN-FEED)

ART COPY

Our Must-Haves for World Sleep Day
Breathe Right nasal strips
 Instantly relieve nighttime nasal congestion for better sleep
Sleep Mask
 For blocking out those pesky lights!
Journal
 The perfect way to decompress before bed
Alarm Clock
 Gotta make sure you wake up on time!
Pillow Mist
 Who doesn't want a luxury sleep experience?
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

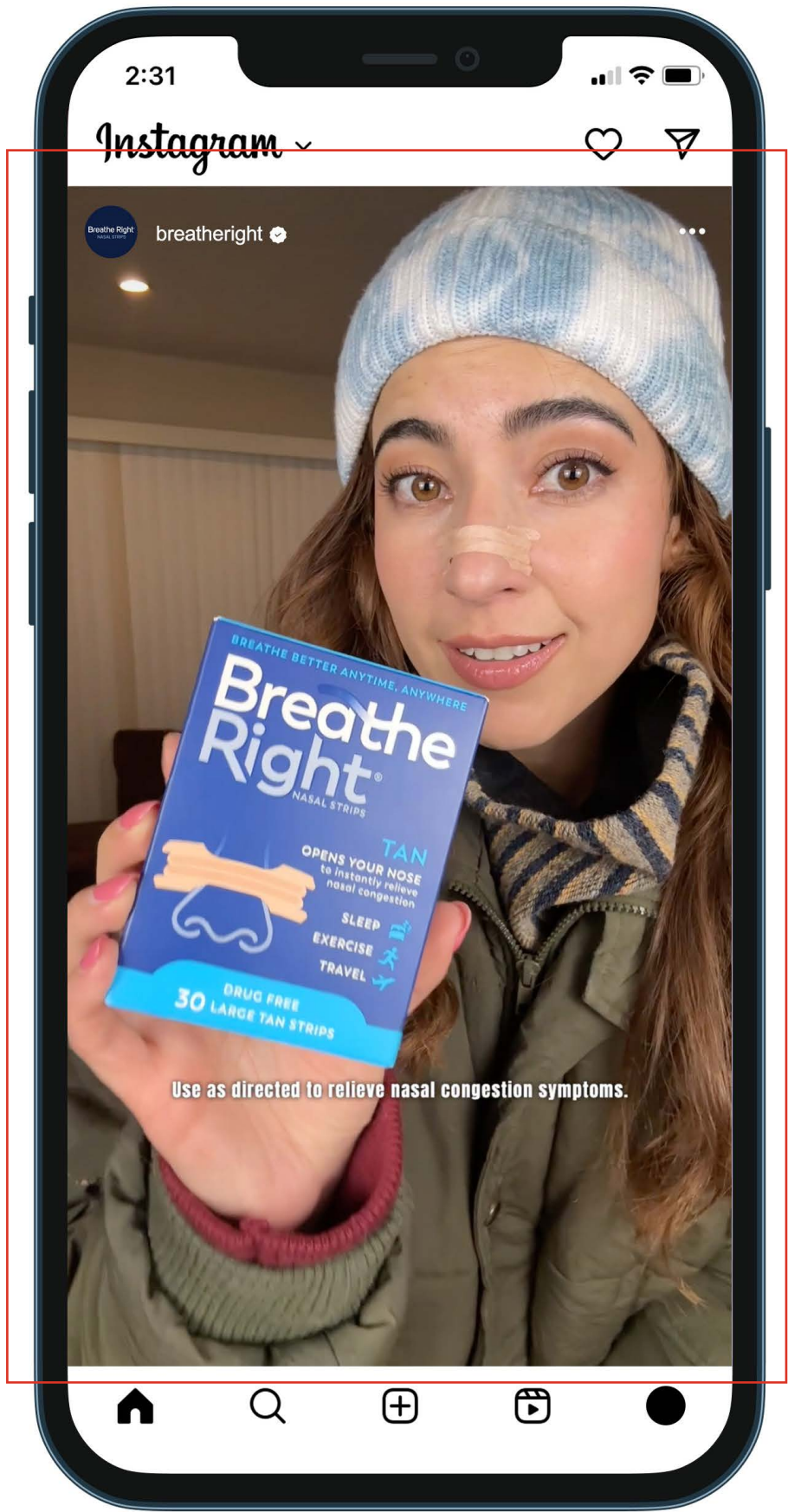
Happy National World Sleep Day from all of us here at Breathe Right nasal strips! Cheers to better sleep, one (nasal) strip at a time. 🧡😴💤🛏️ Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/>

FACEBOOK VIDEO TITLE:

World Sleep Day



ORGANIC ONLY - AD #11: FIRST DAY OF SPRING (9X16 META IN-FEED)

ART COPY

Goodbye cold season, hello allergy season 🌸📌
Use as directed to relieve nasal congestion symptoms.

ALT

Spring into Spring with Breathe Right 🌸📌

META (ORGANIC)

CAPTION

Spring has finally sprung! While you strip out of your puffy coats, be sure to strip on Breathe Right nasal strips! From cold and flu to allergy season, our nasal strips give you instant nasal congestion relief no matter the season! 🌸📌 #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/find-a-store/>

FACEBOOK VIDEO TITLE:

Strip into Spring

REVISED VIDEO

ORGANIC ONLY - AD #12: SPOTTED: WHAT'S IN MY BAG (1X1 META IN-FEED CAROUSEL)

ART COPY

What's in my bag with Breathe Right
Gym Bag
Work Bag
Everyday Bag
Use as directed to relieve nasal congestion symptoms.

See mockup of all frames on the next page of PDF

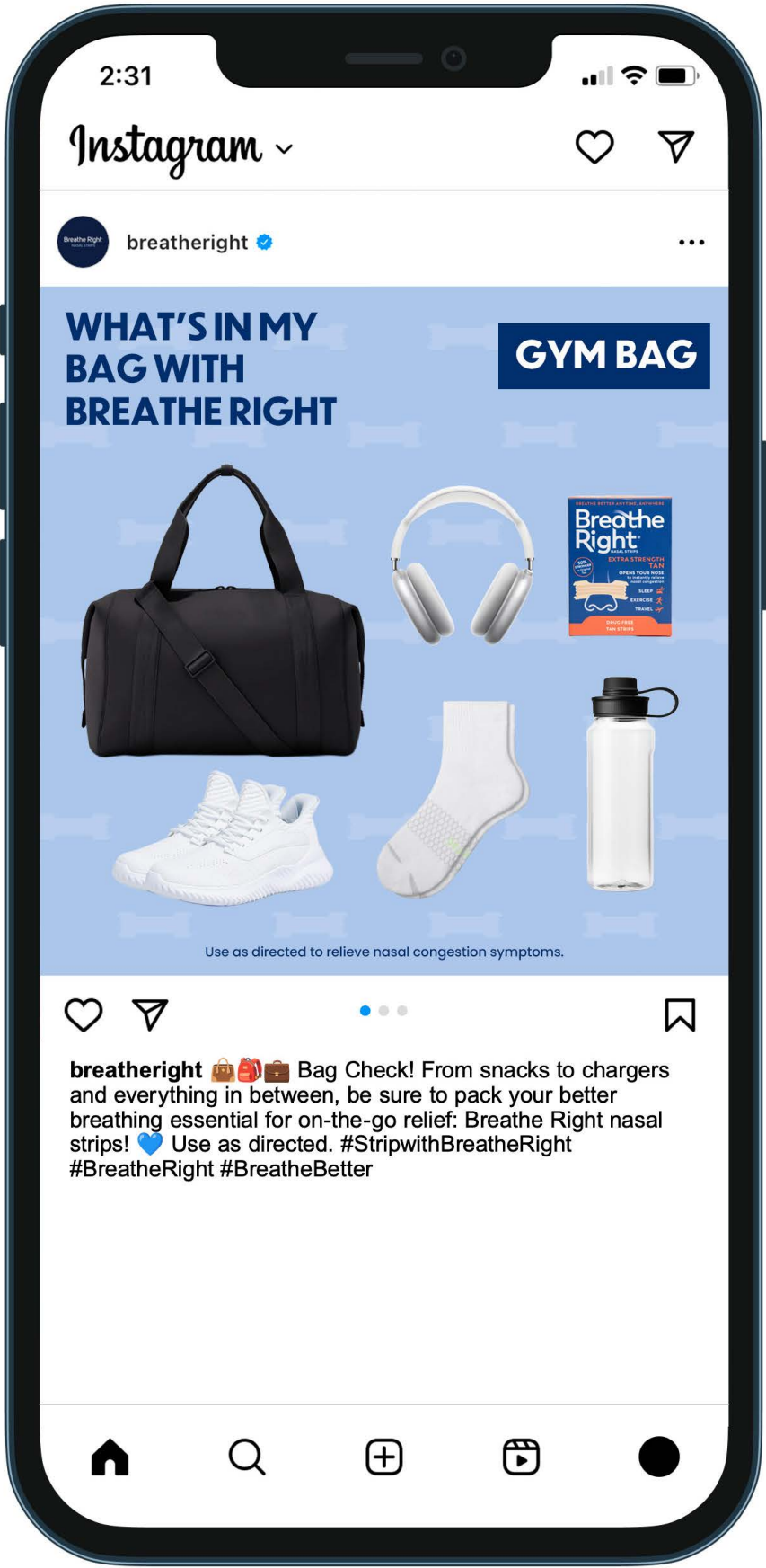
META (ORGANIC)

CAPTION

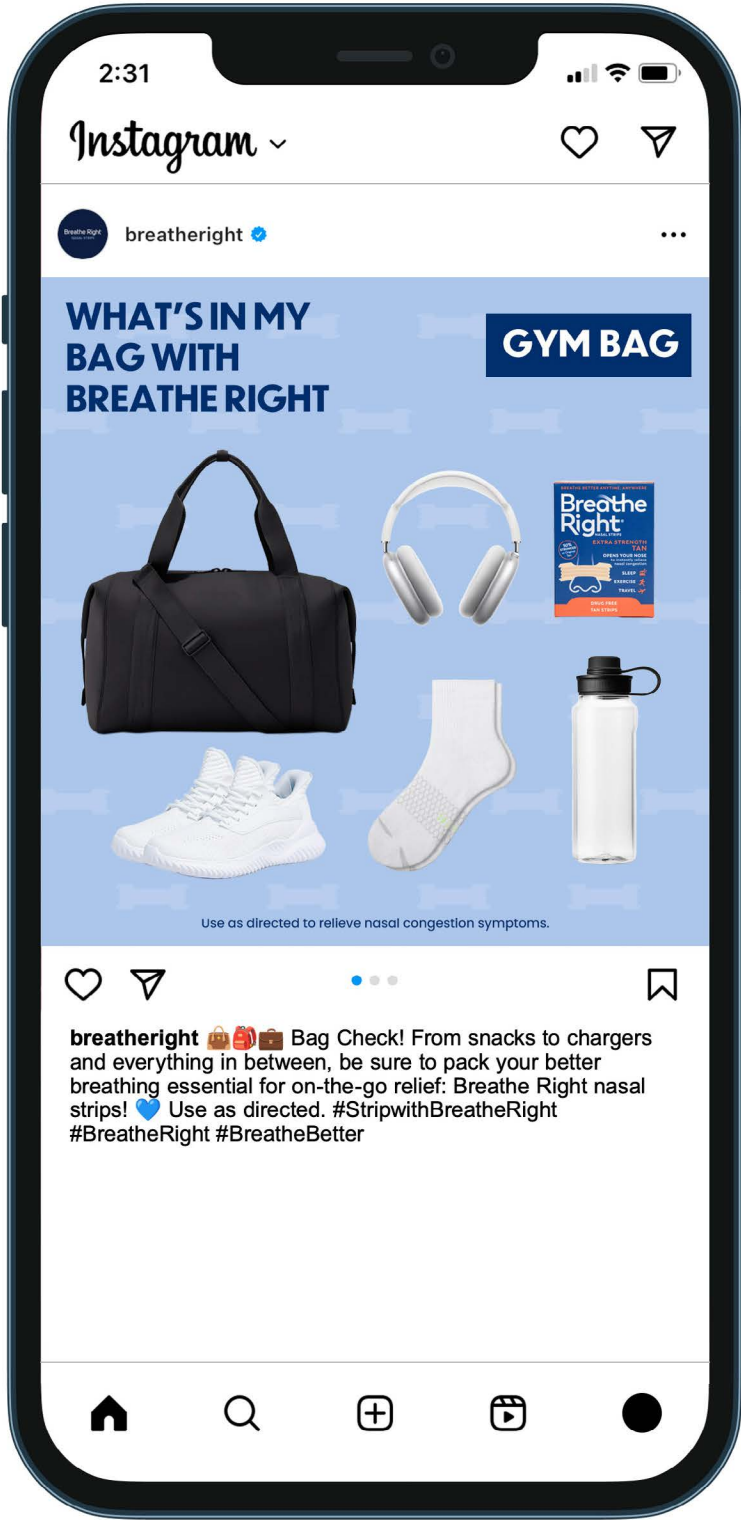
🛍️👜🧳 Bag Check! From snacks to chargers and everything in between, be sure to pack your better breathing essential for on-the-go relief: Breathe Right nasal strips! 💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

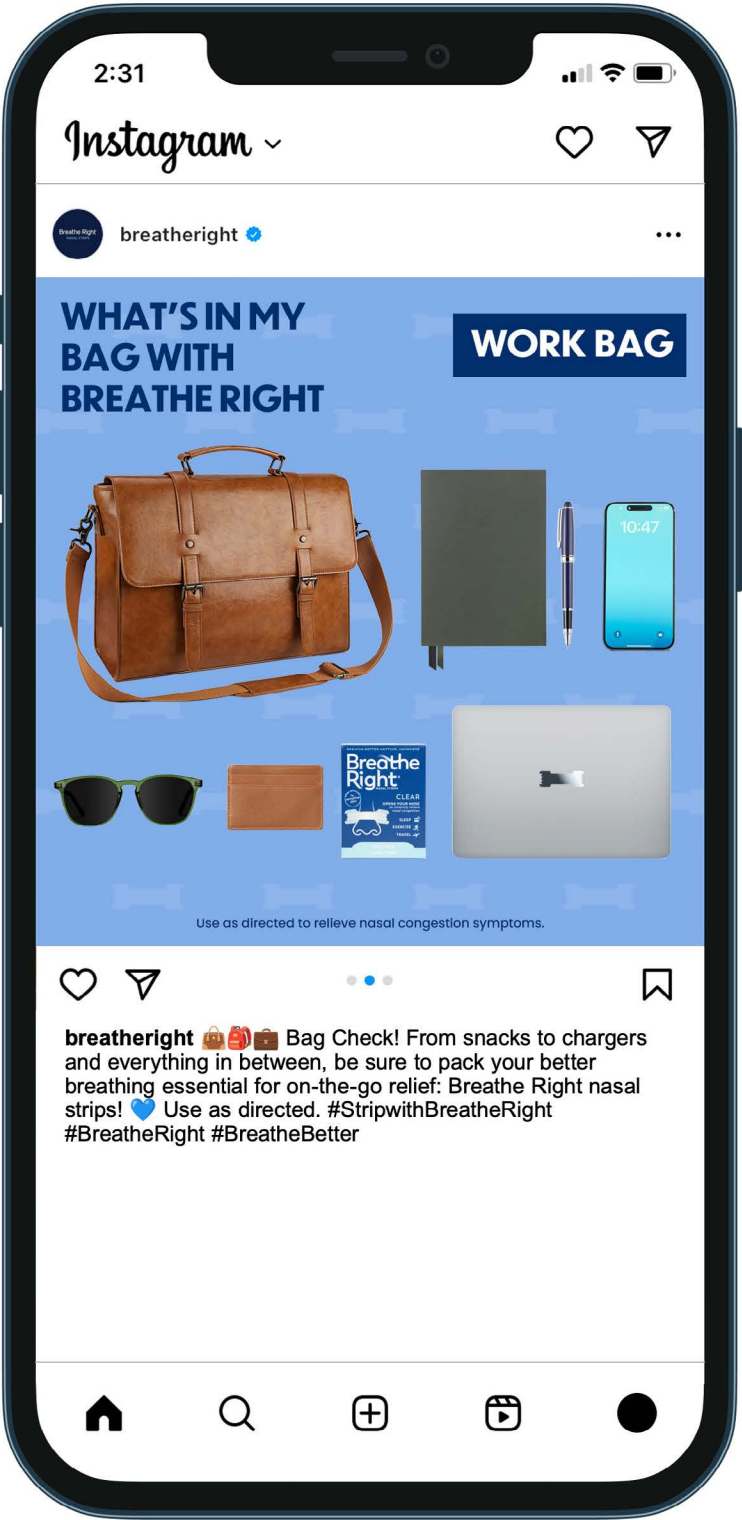
<https://www.breatheright.com/products/>



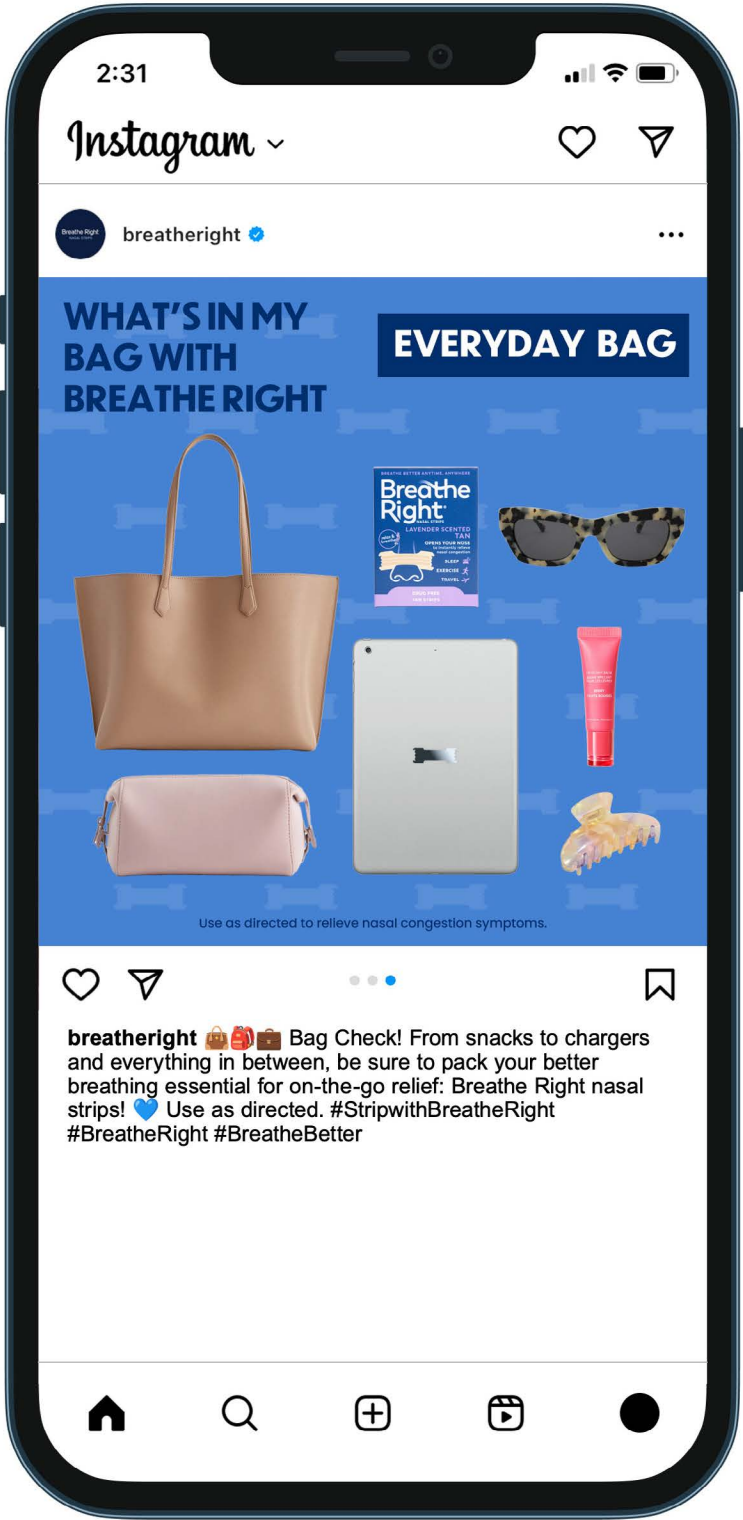
Static Frame 1

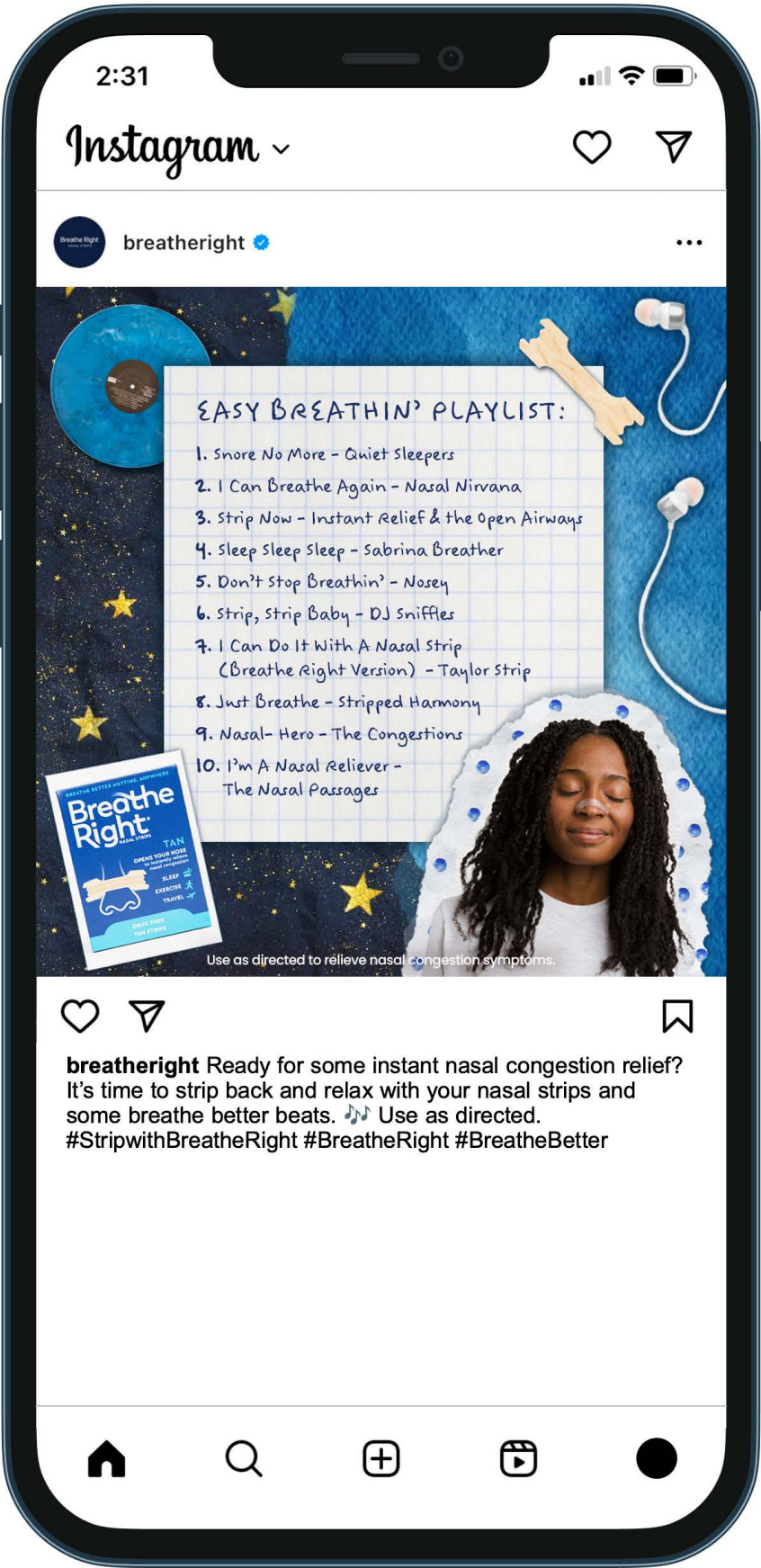


Static Frame 2



Static Frame 3





ORGANIC ONLY - AD #13: BR'S 2025 SPOTIFY PLAYLIST (1X1 META IN-FEED)

ART COPY

Easy Breathin' Playlist:
Snore No More - Quiet Sleepers
I Can Breathe Again - Nasal Nirvana
Strip Now - Instant Relief & the Open Airways
Sleep Sleep Sleep - Sabrina Breather
Don't Stop Breathin' - Nosey
The Breath of Fresh Air - DJ Airflow & The Nasal Rinse
Strip, Strip Baby - DJ Sniffles
Just Breathe - Stripped Harmony
I Can Do It With A Nasal Strip (Breathe Right Version) - Taylor Strip
Nasal- Hero - The Congestions
I'm A Nasal Reliever - The Nasal Passages
Use as directed to relieve nasal congestion symptoms.

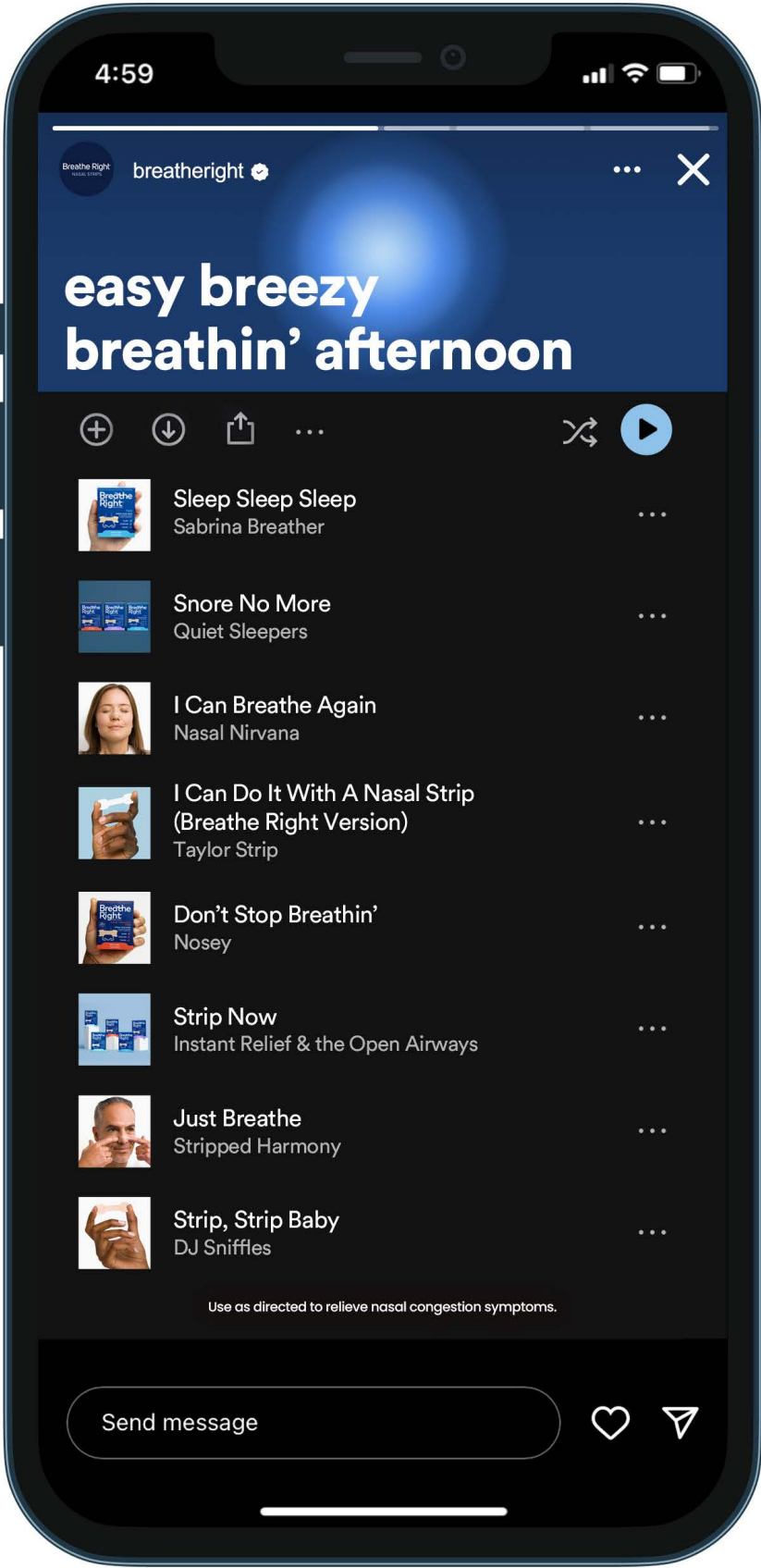
META (ORGANIC)

CAPTION

Ready for some instant nasal congestion relief? It's time to strip back and relax with your nasal strips and some breathe better beats. 🎵 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com>



ORGANIC ONLY - AD #13: BR'S 2025 SPOTIFY PLAYLIST (9X16 META STORY)

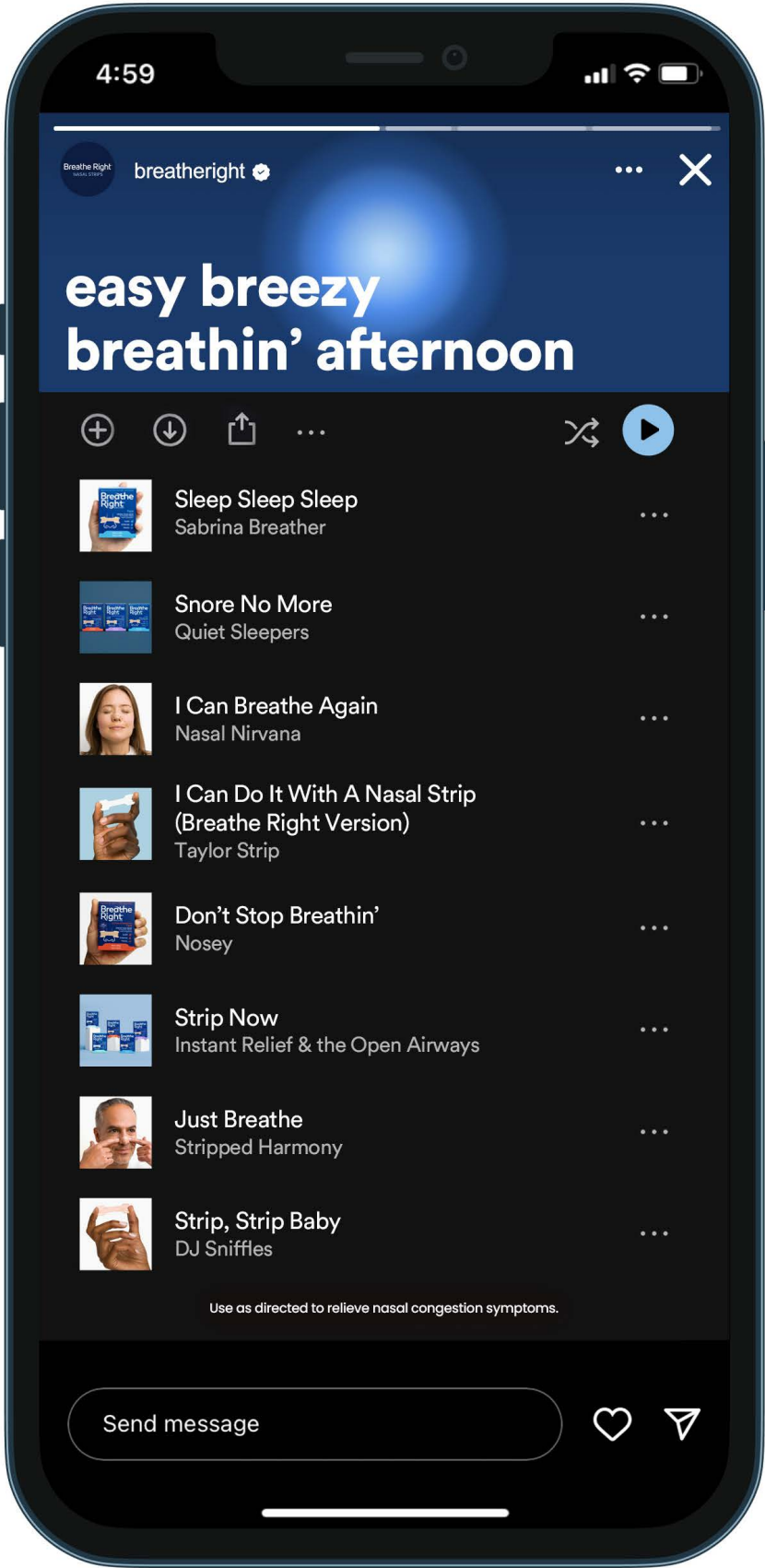
ART COPY

Frame 1:
Easy Breezy Breathin' Afternoon
Sleep Sleep Sleep - Sabrina Breather
Snore No More - Quiet Sleepers
I Can Breathe Again - Nasal Nirvana
I Can Do It With A Nasal Strip (Breathe Right Version) - Taylor Strip
Don't Stop Breathin' - Nosey
Strip Now - Instant Relief & the Open Airways
Just Breathe - Stripped Harmony
Strip, Strip Baby - DJ Sniffles
Use as directed to relieve nasal congestion symptoms.

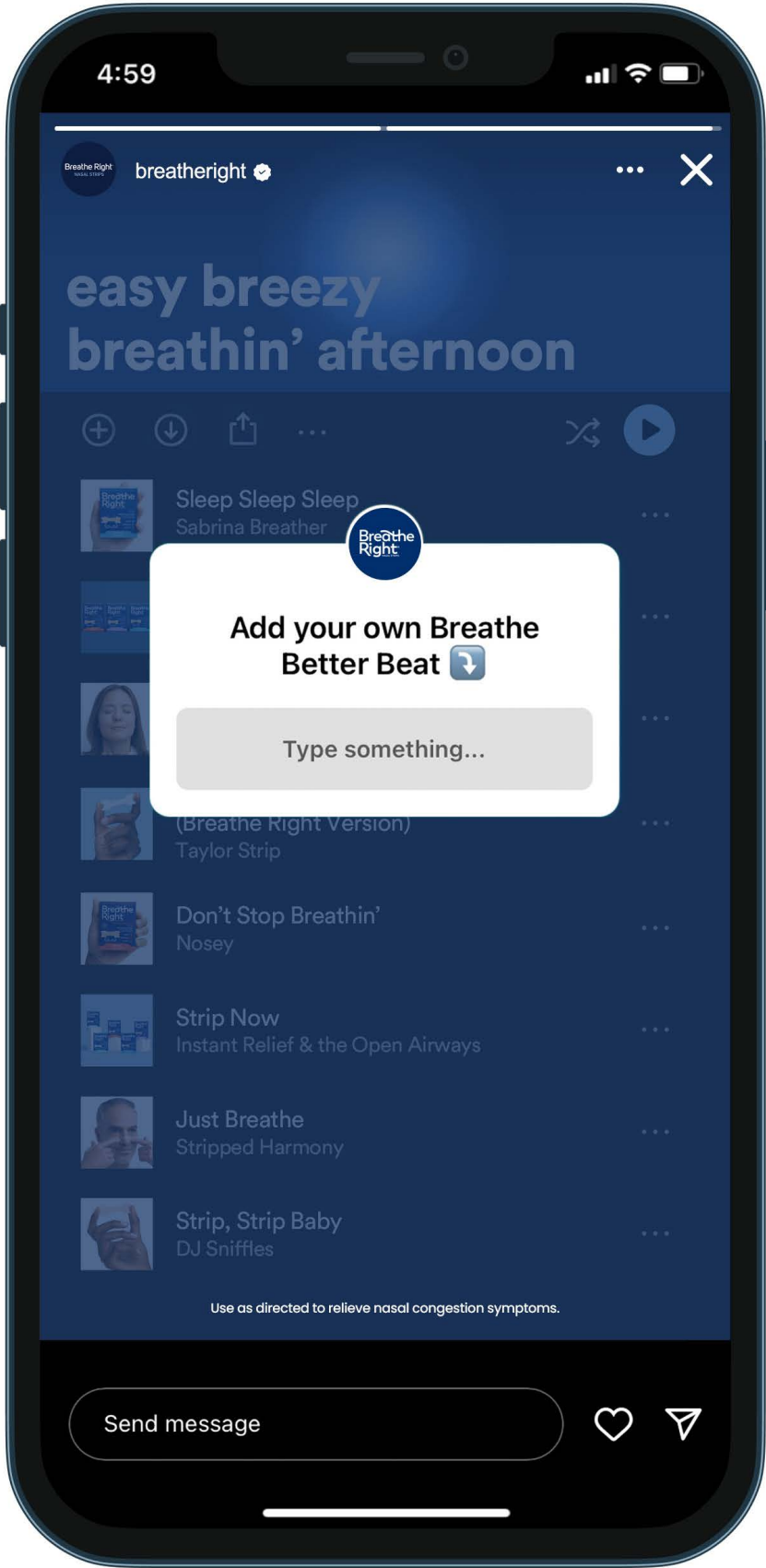
Frame 2:
[Q&A Box] Add your own Breathe Better Beat 
Use as directed to relieve nasal congestion symptoms.

See mockup of all frames on the next page of PDF

Static Frame 1



Static Frame 2





ORGANIC ONLY - AD #14: SKUS VIA EMOJIS (9X16 META IN-FEED)

ART COPY

OG: 🛏️✈️💙
ES Tan: 🛏️🚴💙
Clear: 🌫️🏃💙
ES Clear: 🌫️🛏️💚
Lavender: ✨🧘💜
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

Instant nasal congestion relief, with a side of emojis! 🛏️🌫️✨💙 Which strip speaks to you the most? Drop your fave emojis in the comments! Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

ALT

Instant nasal congestion relief, with a side of emojis! Which strip speaks to you the most? 🛏️🌫️✨💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

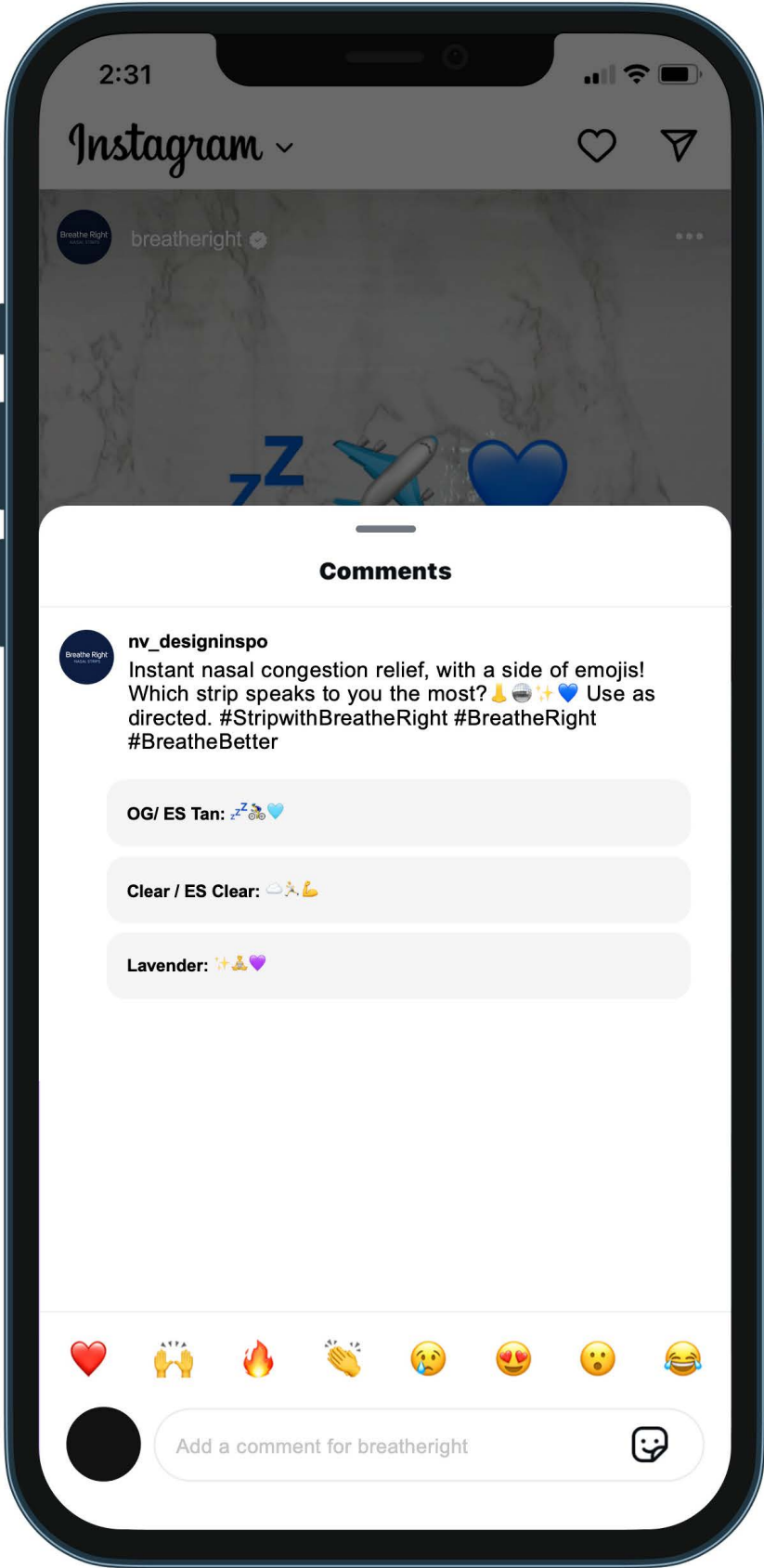
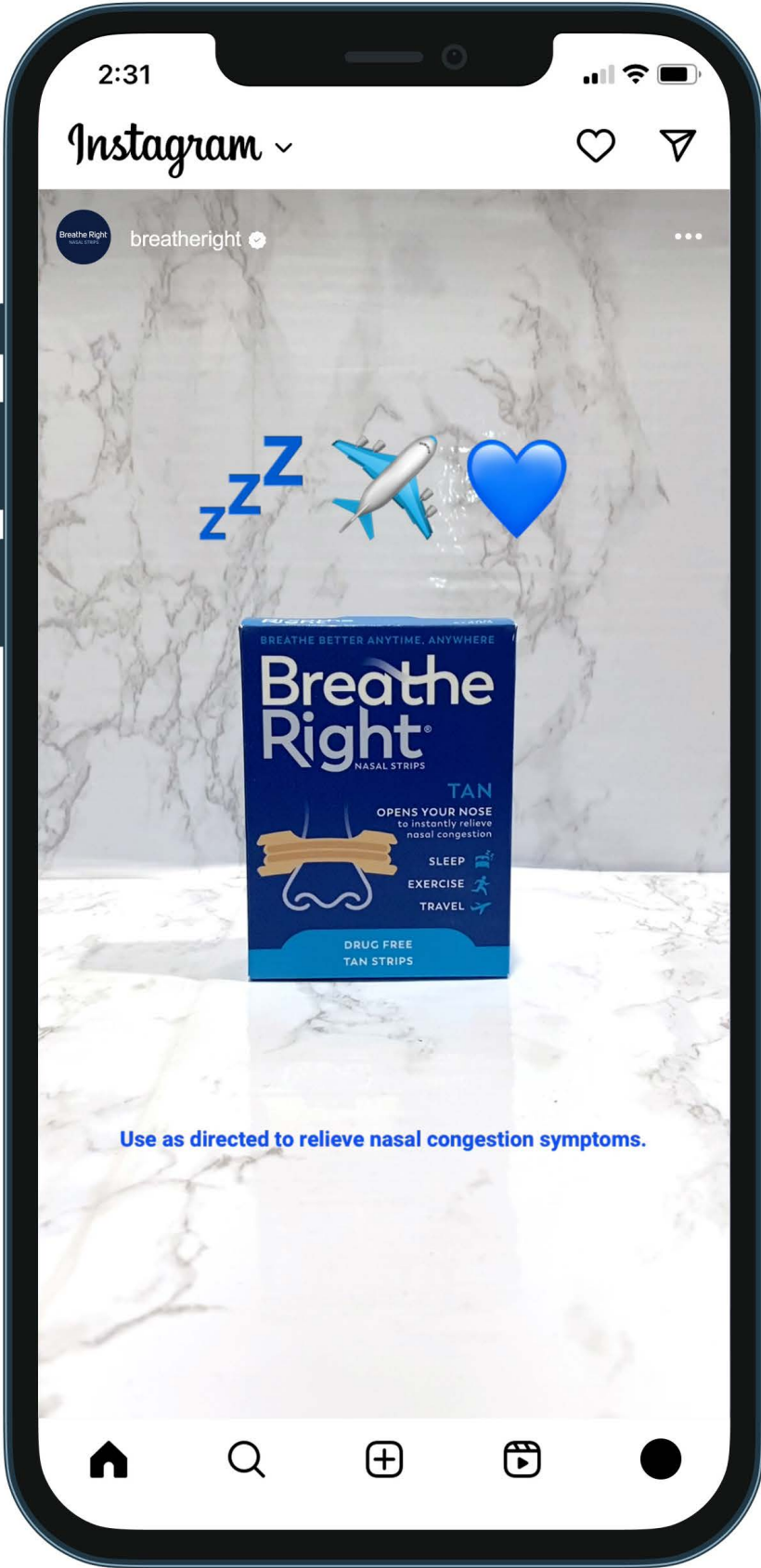
Poll Caption:
OG/ ES Tan: 🛏️🚴💙
Clear / ES Clear: 🌫️🏃💙
Lavender: ✨🧘💜

LINK IN BIO

<https://www.breatheright.com/find-your-perfect-strip/>

FACEBOOK VIDEO TITLE:

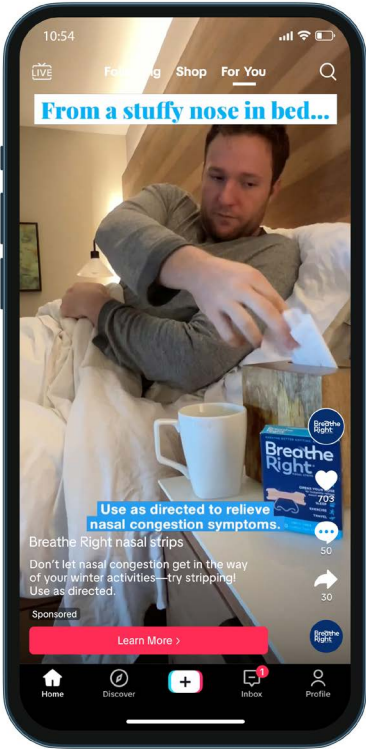
Breathe Right + emojis



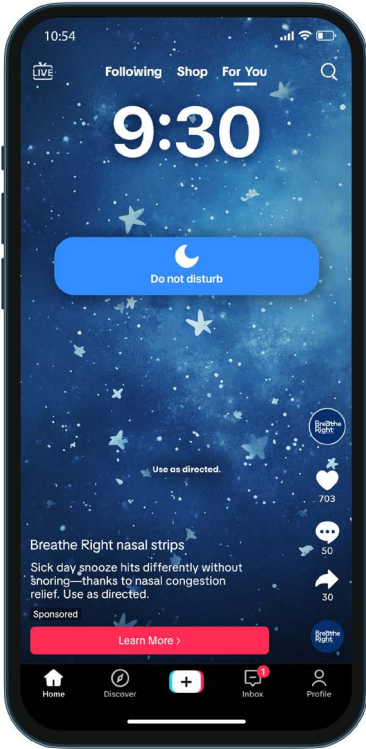
If Alt caption is selected this is what a caption poll will look like

RECAP

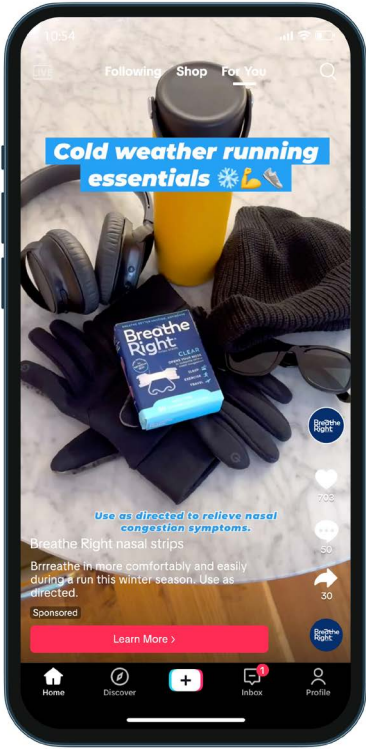
PAID ADS RECAP (8 ADS)



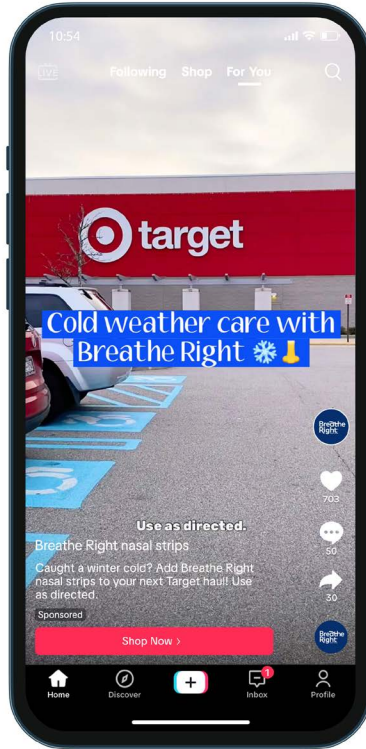
Ad #1: Sick Day Relief



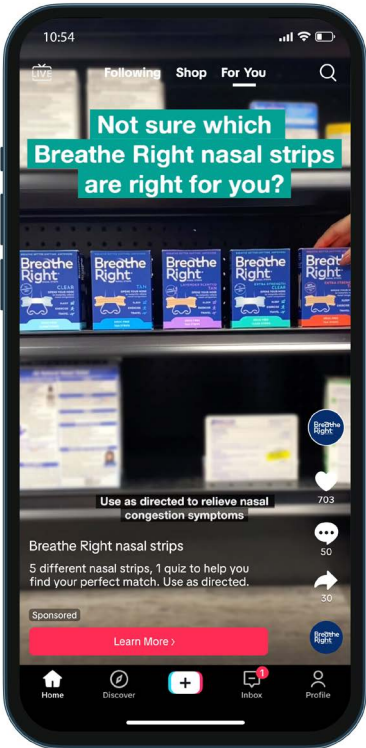
Ad #2: Sick Day Relief



Ad #3: Running



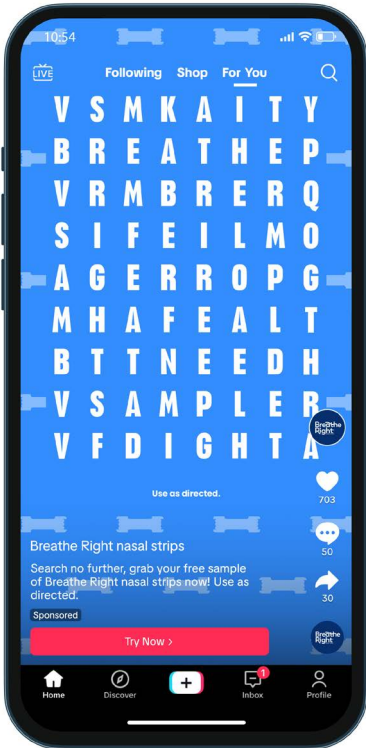
Ad #4: Retailer-Specific (Target)



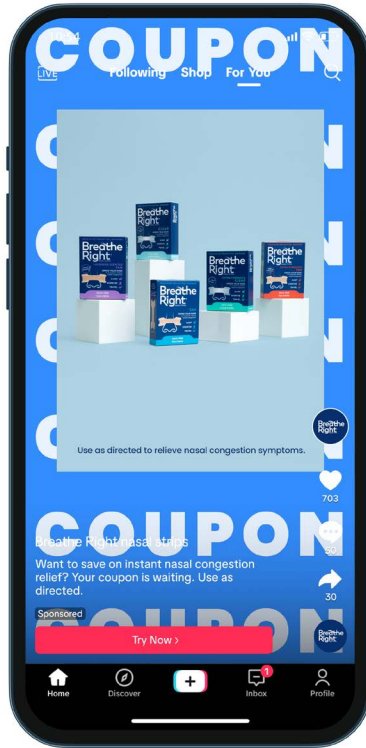
Ad #5: Diagnostic Tool



Ad #6: WAGs BOGO

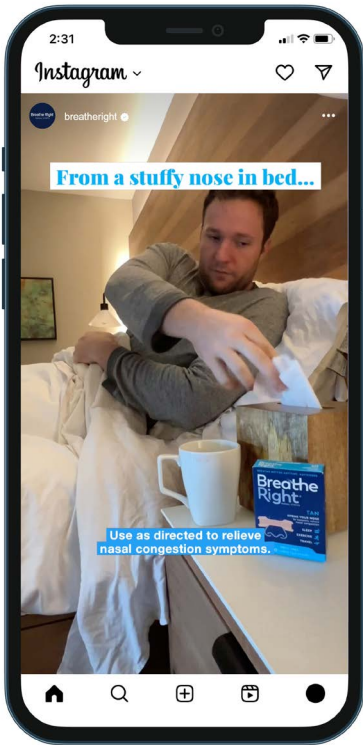


Ad #7: Free Sample

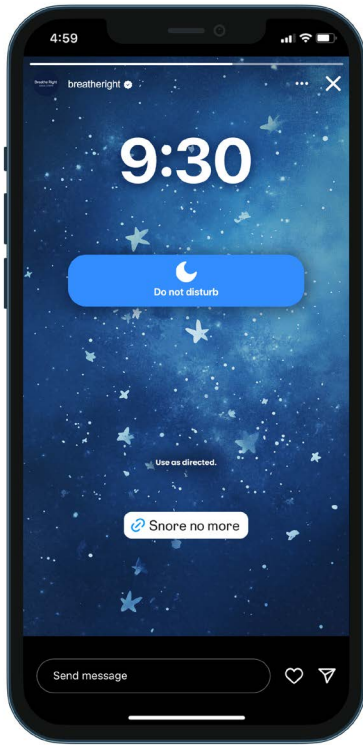


Ad #8: Coupon

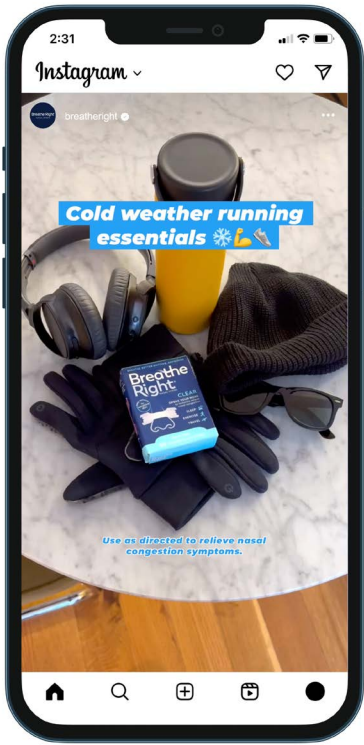
ORGANIC POST RECAP (13 ADS)



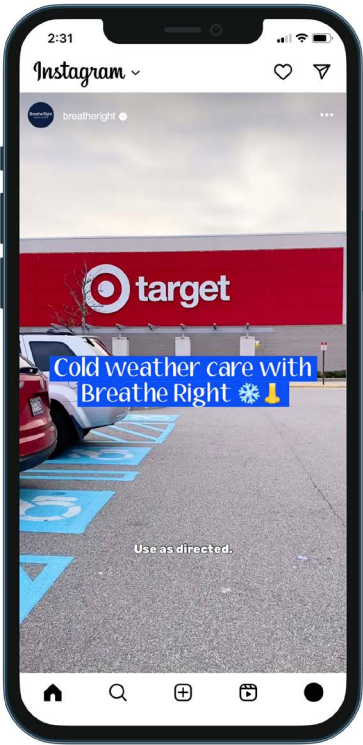
Ad #1: Sick Day Relief
Meta In-Feed (9x16)



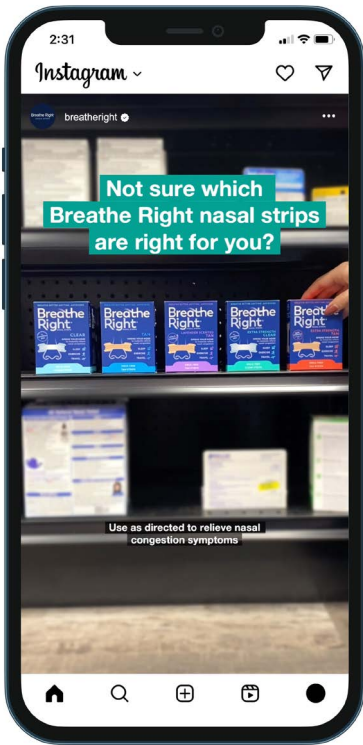
Ad #2: Sick Day Relief
Meta Story (9x16)



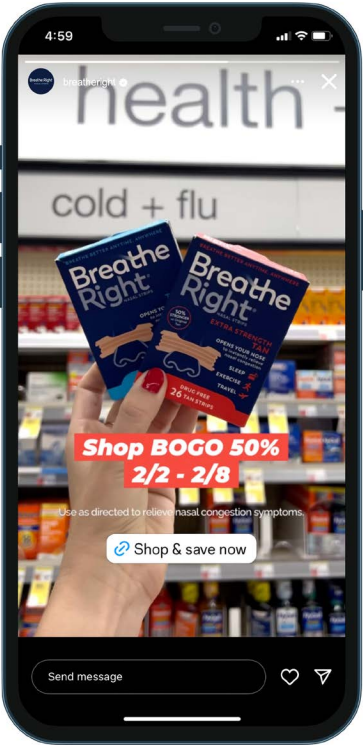
Ad #3: Running
Meta In-Feed (9x16)



Ad #4: Retailer-Specific
Meta In-Feed (9x16)



Ad #5: Diagnostic Tool
Meta In-Feed (9x16)



Ad #6: WAGs BOGO
Meta Story (9x16)



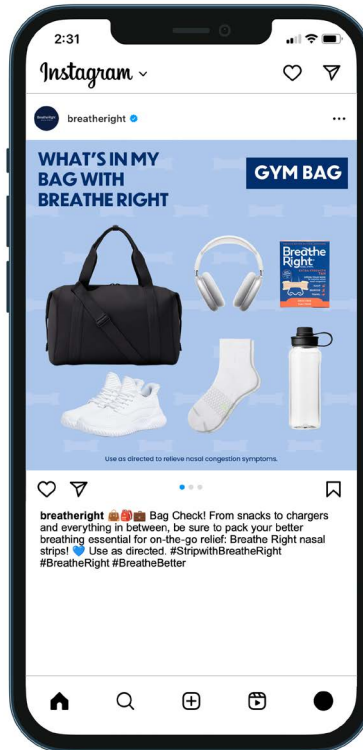
Ad #9: Valentine's Day
Meta In-Feed (1x1 carousel)



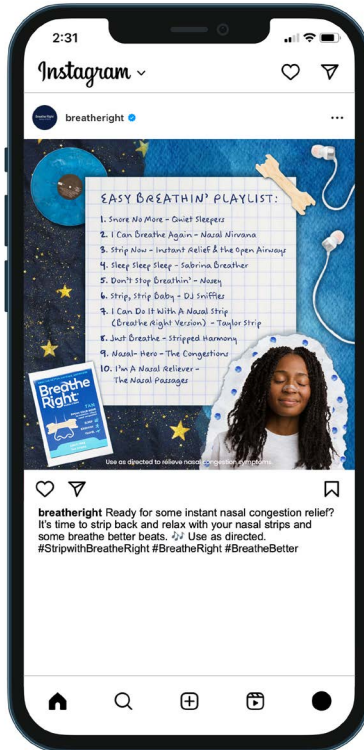
Ad #10: World Sleep Day
Meta In-Feed (9x16)



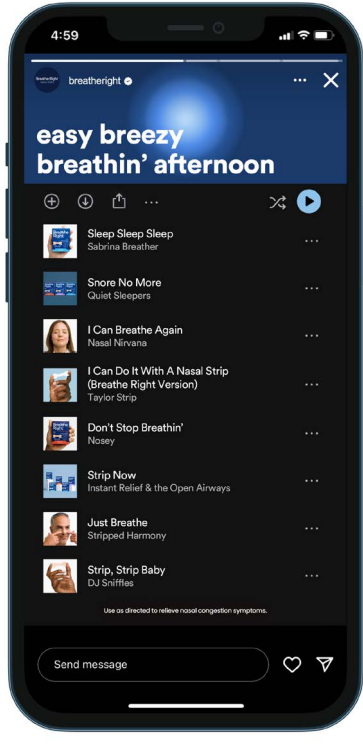
Ad #11: First Day of Spring
Meta In-Feed (9x16)



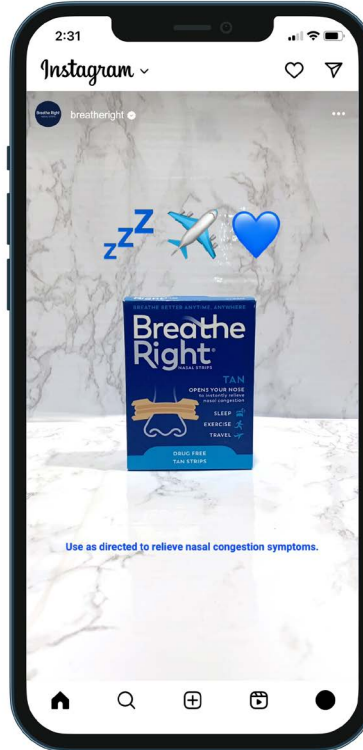
Ad #12: Spotted: What's in my bag
Meta In-Feed (1x1 carousel)



Ad #13: BR playlist
Meta In-Feed (1x1)



Ad #13: BR playlist
Meta Story (9x16)



Ad #14: Emoji Skus
Meta Story (9x16)