

BREATHE RIGHT

Social Media Playbook Global Edition



Proposed Structure



February 2026



Introduction:

How to use this playbook

What it is / What it is not:

- ✗ Not a campaign plan
- ✗ Not a fixed strategy
- ✓ A practical guide for how to show up on social
- ✓ How this document is designed to evolve over time

Why does it exist and who is it for?

This playbook is for all the global markets and local teams outside of the US who manage Breathe Right Social Media.

They must follow these guidelines, including but not limited to creative agencies, communications agencies, and any content partners involved.

Purpose

This playbook is a complete guide to representing Breathe Right on social media. It's in place to help you make better posting decisions - not tell you exactly what to do.

It ensures everyone who creates, posts, or engages on behalf of the brand maintains a consistent brand voice and follows set standards.

The playbook should be reviewed annually, before major campaigns, and during major onboardings.

Contents

ABOUT THE BRAND ▶

What you need to know, or a refresher, about **BREATHE RIGHT™** – the brand, positioning, audience and tone of voice.

APPROACH TO SOCIAL CONTENT ▶

How to think about your social content. How you speak. What topics to talk about. Ways to make your posts relevant.

SOCIAL MEDIA MANAGEMENT ▶

Whether starting out on social, or seasoned professionals, we have tips on how to manage the accounts, approach to media budgets and more.

SOCIAL MEDIA POSTING ▶

Advice on posting content on behalf of Breathe Right, for both those just starting on social, or experienced teams.

SOCIAL MEDIA CONTENT ▶

Advice about the assets available in the asset library, with recommendations for teams with different technical abilities to make the most of it.

CONTENT CREATORS / INFLUENCERS ▶

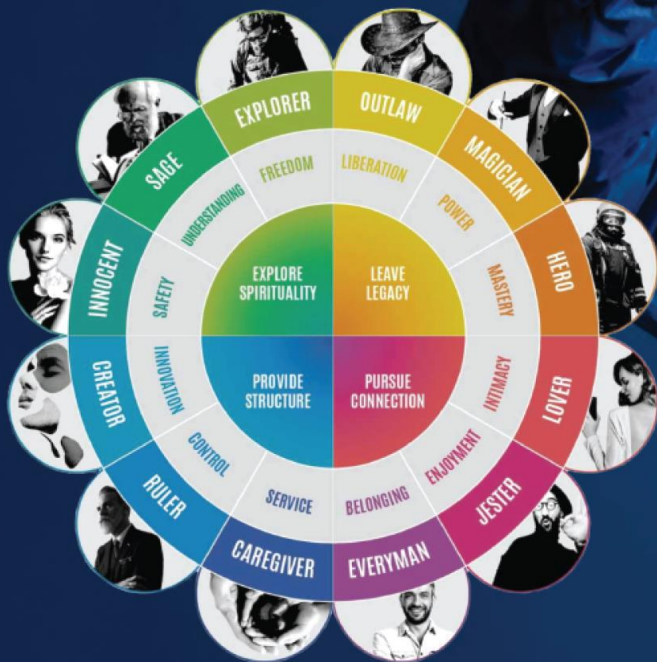
Working with “real” people, or professional internet celebrities can be a great way to connect with your audience. Some advice about the approach.

GETTING SOCIAL MEDIA RIGHT ▶

Advice about ALR, technical support, marketing support, and creative/design support that is available to you in your social media efforts.

brand archetype

The 12 archetypes personify the 12 core human desires and their associated behaviors, providing an instinctual frame of reference for everything from story character to brand identities.



we are: **everyman/magician**

Emphasis on Everyman brought to life via the Magician. We are there for anyone looking to better their well-being anytime, anywhere through the simple power of better breathing. We help transform expectations of what breathing is supposed to feel like, so you can discover what it means to actually breathe, and live, well.

brand key

VALUES & PERSONALITY

Values: Openness, simplicity, everyday magic, honesty, empowered living

Personality: Smartly simple, self-aware & human

KEY BENEFIT

Functional: Drug-free, accessible, better (nasal) breathing solutions that work instantly anytime, anywhere

Emotional: Open, energized, and connected to myself/the world around me



REASONS TO BELIEVE

- Opens your nose to instantly relieve nasal congestion and improve nasal airflow
- Improves sleep quality and helps you wake up refreshed
- Non-medicated and safe to use with other products
- Affordable and widely available
- Easy to use
- Reliable and effective regardless of cause or occasion
- #1 selling nasal strip brand

DISCRIMINATOR

Amidst a crowded congestion category of imperfect options, Breathe Right is the simplest way to breathe better no matter where, when, or why

INSIGHT

Breathing is central to being well, because nothing feels right when you can't breathe right

TARGET: WELLNESS AMPLIFIERS

They are fun-loving, discerning people who care about holistic wellness and seek out simpler, more enjoyable ways to feel and live better. They like to share what works for them because they want others like them to benefit, too

COMPETITION

Over-engineered nasal dilators (Intake); private label nasal strips; apathy due to futile efforts to feel better

ROOT (ORIGINAL) STRENGTH

Breathe Right helps you breathe better by physically relieving nasal congestion instantly, without medication

our new consumption targets



wellness-driven innovators

Audience: 36.5 MM • Fit, planners, tech adopters
Age: 18-35

They love trying new products to increase their overall wellness. Breathe Right is their new WOW thing—the unexpected unlock in their wellness routine.

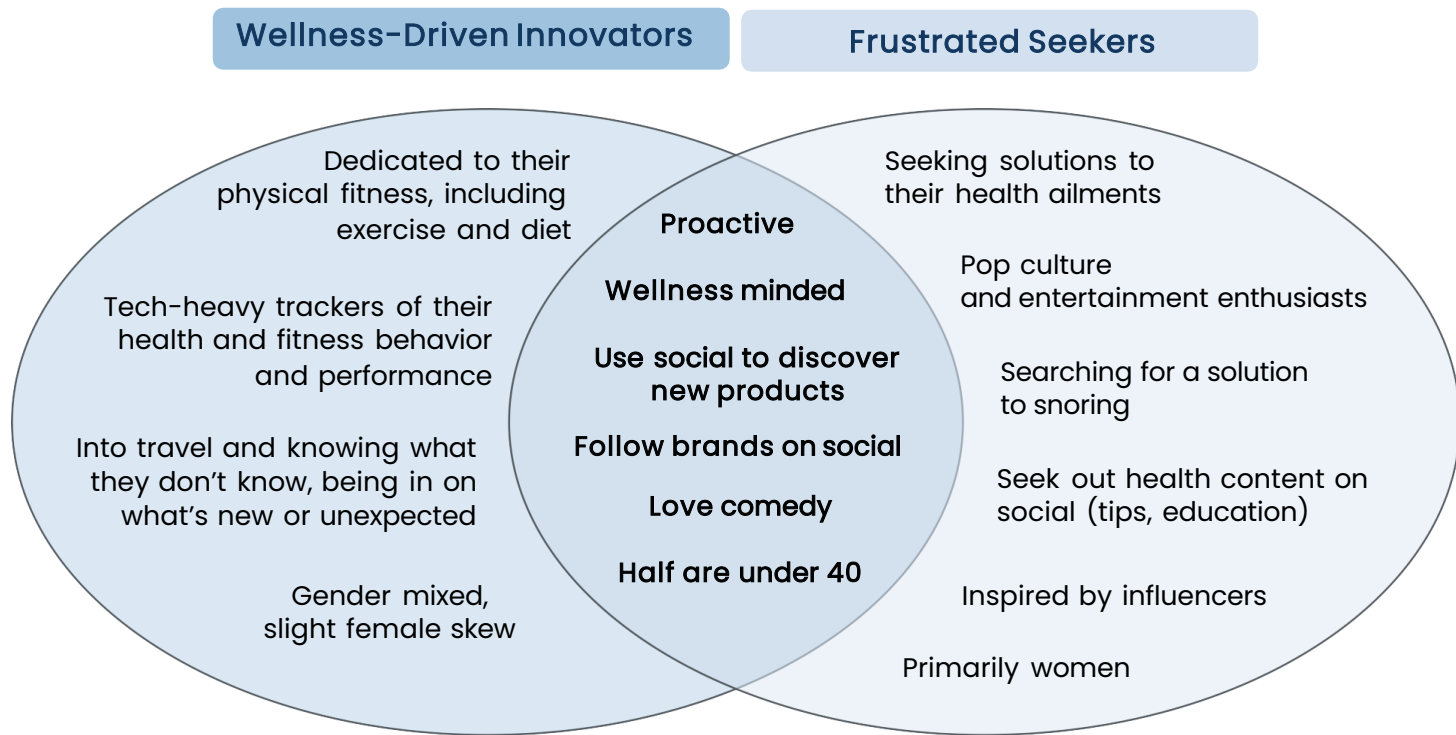


frustrated sufferers

Audience: 11.5 MM • Active, social, food conscious
Age: 35-49

They're actively unsatisfied with other OTC options and looking for a change. Breathe Right is instant relief that WORKS—so they'll keep coming back.

Consumption Targets: Who We're Talking To



Source: HLX Audience Playbook Insights

Tone of Voice



Trait	Description	Do...	Don't...	For example:
Simple	We make things easy to understand and make decision making easy. We focus on what matters and remove unnecessary fluff and detail.	Use clear everyday language. Be confident and direct, less is more so just say it!	Don't complicate the conversation, don't oversell it and don't exaggerate the impact.	"Helps you breathe more easily." "Opens your nose in seconds." "Drug-free relief you can feel."
Honest	We know who you are and we speak truthfully about what our product does and own our reputation and perception.	Be accurate and evidence-led. Set realistic expectations. Acknowledge problems and needs.	Exaggerate results Overpromise Try to be someone we're not.	"Designed to gently open nasal passages." "Simple support when you need it most."
Confident	We believe in what we offer and communicate with clarity and assurance. Our confidence is expressed in a transformative way rather than a pushy tone.	Do speak in a way that feels fresh. Speak positively in an assured manner and stand behind what we believe in.	Don't sound uncertain or hesitant Speak with confidence without being arrogant or dismissive.	"Breathe better. Sleep better." "Transforming millions of people's sleep worldwide."
Enthusiastic	We're bold and want to bring positive energy into our communications, showing genuine belief in helping people to breathe better.	Use uplifting and encouraging language. Celebrate improvements.	Be overly dramatic or patronising. Be light-hearted but don't force humour.	"Small strip. Big relief." "Wake up feeling ready for the day."

What it Means for Us: Social Approach

Playful
balance of
education and
entertainment

Pop culture
references
and trends
are MUSTS

Exude both
authority and
approach-
ability

Embrace
opportunities
to be
unexpected
and
engaging

Content Pillars

These content pillars are at the core of operations in the US market.



How we speak

A guide for how best to talk about your market's priorities/usage occasions.

Best practice: rotate using these content pillars to reduce the risk of content fatigue (e.g. 1 post on educating, 1 post on testimonials etc).

Educating 'The Magic'	Content that educates the audience about how to use the Breathe Right strips, highlighting application techniques and/or benefits that suit your priority
Testimonials and lifestyle	Using case studies and reviews within everyday life contexts to build trust and reliability about your chosen priority
Breathe Right as the solution	Content that identifies a pain point our target audience experiences, presenting Breathe Right as the answer
Interactive plays	Content that requires audience participation through polls, questions, challenges, or other engagement prompts
Pure fun	Entertaining content including trends that are designed to delight/engage without direct selling

Topics to discuss across social media

Breathe
Right®

What we speak about



Night Time Nasal Congestion

Instantly relieves night-time nasal congestion to help you sleep better



Snoring due to Night-time Nasal Congestion

Reduces snoring due to nasal congestion



Nasal Congestion due to a Deviated Septum

Helps relieve nasal congestion due to a deviated septum to breathe more easily



Nasal Congestion due to a cold

Opens the nose to relieve nasal congestion due to a cold



Nasal Congestion due to allergies

Relief from nasal congestion you can feel instantly



For Health & Wellbeing

Opens the nose so you can take in air more easily and breathe more comfortably



Mindfulness & Relaxation

Opens the nose to breathe more easily



Exercise & Sport

Opens the nose to breathe more easily



Focus & Concentration

Opens the nose to breathe more easily



Travel & Commuting

Opens the nose to breathe more easily

Further Topics if applicable

Campaigns and events

(This is what the US refers to as tentpole moments!)

This could include:

- Any periodic promotional activity or event announcements
- New product launches
- Additional topics to talk about e.g. supermarket drop

NOW ON
cocado

Extra Strength Nasal Strips
Instant nasal congestion relief



Buy now

Examples of promo
and NPD launch posts

**Breathe
Right®**

Tips and Recommendations for Managing your Social Media Account

A refresher!



Social media management

Each market is responsible for managing and maintaining its own social media accounts, unless otherwise agreed.

You should ensure that social activity is factored into your annual business planning, including allocating appropriate budget to support content creation and paid media.

You should focus your activity on the core platforms: **Facebook and Instagram.**

These are the priority channels for Breathe Right and where your efforts should be concentrated.

Approach to Posting & ALR

You must only publish content and copy that has been formally approved by **ALR**. All materials included in this guide have already received ALR approval and can be used as provided. Spontaneous or unapproved posts are not permitted.

If you wish to create new copy or adapt existing messaging, you must follow the full ALR approval process before publishing.

Remember: *"Doing less, well, is better than doing everything badly."*

Tips!

Posting Cadence

You should maintain a consistent, always-on presence by posting a minimum of **one post per week**.

Content should be spaced evenly throughout the month to maintain visibility, support platform algorithms and ensure a balanced mix of content pillars.

Formats

Make use of all available Meta formats, including **Feed posts, Stories and Reels**, to maximise reach and engagement opportunities.

Scheduling

Posts should be scheduled in advance using Meta Business Manager or native publishing tools. Ensure posts are set to go live during daytime hours, following best-practice timing guidance and adapting based on your own performance data and seasonal learnings.

Content Fatigue

Try to rotate content across approved pillars (eg educational, testimonials, usage occasions and product-focused content).

This helps reinforce strategy, build familiarity over time and create space for reactive or timely content when appropriate.

Paid Media Approach

Tips!

Boost priority content

You should allocate budget to boost priority content and campaign posts.

Organic reach on Meta is limited, and putting paid media behind your posts ensures they are seen by more people, drives stronger engagement and improves overall effectiveness.

Maximise performance

We recommend splitting your media spend across two campaign objectives using an **80/20 approach**:

80% Reach Objective – This ensures your content is delivered to as many relevant people as possible within your market, building awareness efficiently and supporting long-term brand growth.

20% Engagement Objective – This supports deeper interaction with your content, helping to drive engagements, following and increasing social proof.

Audience Targeting

When setting up targeting, keep audience structures simple. Meta's algorithm performs best when given broader parameters rather than highly restricted segments.

We recommend starting with two audience approaches:

AUDIENCE 1 BROAD CORE REACH

Target a wide audience within your market (e.g., 20-65+, all genders).

Broad targeting allows Meta's AI to optimise delivery towards users most likely to respond.

AUDIENCE 2 INTEREST-GUIDED AUDIENCE

Use the same broad demographic parameters but add light interest signals related to health, wellness or fitness. These should guide the algorithm without significantly limiting scale.

Where possible, you may also **retarget** people who have previously engaged with your content to increase efficiency.

*The content **is**
the targeting!*

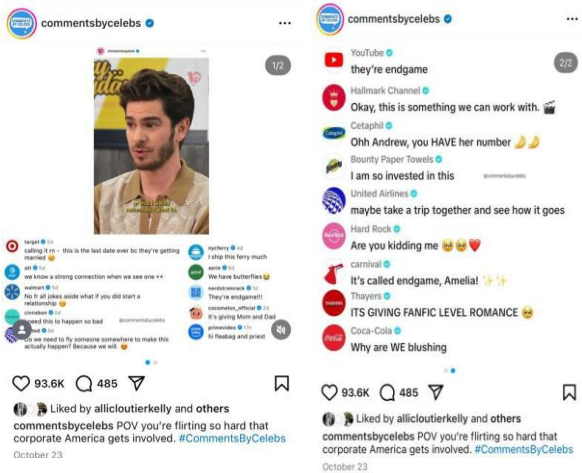
Avoid splitting budgets across too many small audience groups – consolidated structures generally perform better and allow the algorithm to learn faster.

How Do We Engage on Non-Owned Channels



Proven Engagements

Going beyond brand mentions to engage with creators who share content around nasal congestion and key use cases to organically introduce Breathe Right as a potential solution



Aspirational Engagements

Spot moments that are going viral, but still allow for us to engage in a way that is authentic and stays within relevant brand messaging



How to Post: Content Principles in Practice

A good Breathe Right post should be **clear, relatable and compliant**. Keep it simple and focused on one message.

✅ What Good Looks Like

- Rooted in a clear **usage occasion or benefit**
- Shows the product naturally in everyday life
- Communicates one clear takeaway
- Uses only **ALR-approved copy**
- Includes a simple, direct CTA
- If your audience remembers one thing, it should be: **Breathe Right opens your nose to instantly relieve nasal congestion**



Caption & CTA Guidance

- Start with the situation (e.g. congestion, snoring, allergies)
- Clearly link back to nasal congestion where required
- Keep tone supportive, not clinical
- Use short, easy-to-read copy
- Include a clear action (e.g. Discover more, Try tonight, Find yours)



Stay Compliant

- Use approved claims exactly as written
- Do not add or imply new benefits
- When unsure, seek approval
- Keep it human. Keep it clear. Keep it consistent.

Visual Identity Rules: Colours & Fonts

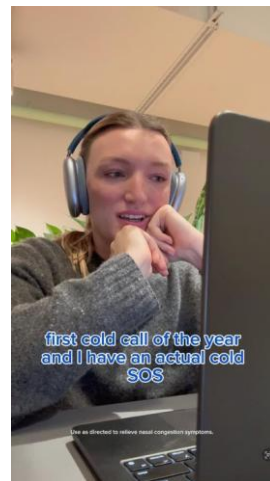
For video content

- **Prioritise using each platform's classic native font** within video content to maintain authenticity and ensure optimal readability.
 - In Capcut (TikTok) the classic font is "system" and in Edits (Meta) this is "classic"
 - If a font is tied to a trend, the trending font should be prioritised
- Use brand colours (blues) for on-screen text to pull through brand visual cues.

For statics and graphics

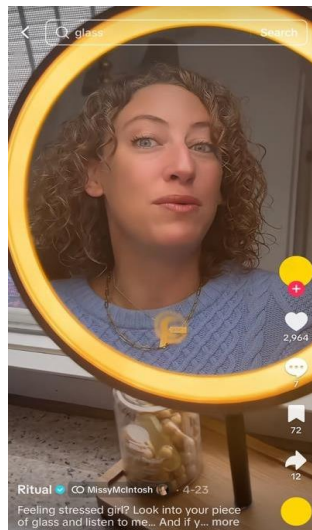
- **Platform-native fonts and styles should be used for native formats like memes.** Don't force branded fonts into social videos or designed graphics.
- Branded fonts *can* be used when it's appropriate (think graphics that are totally original and brand or education-forward, not iterative on trend - for example, a carousel post explaining the science of breathing.)

Video example. Font is native to TikTok.
Font color is Breathe Right blue.

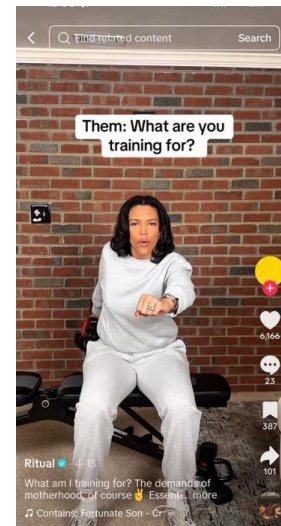


Meme example. Font is native to Instagram.
Font color and Venn diagram is Breathe Right blue.

How We Show Up



We use attention-grabbing, **social-first hooks**



Social-first concepts are the framework for all content. **We speak the language of the platform; we don't expect others to speak our language.**

We let humor take center stage

We hit (and expect all content partners to hit) **all social video standards:** good lighting, good framing, speaking to camera, eye-catching edits.

Trends vs. Evergreen Content Formats

Evergreen Content (Core Priority)

Evergreen content is always relevant and tied to usage occasions such as congestion, allergies, colds or snoring.

You should:

- Prioritise evergreen content at all tiers
- Use approved assets and copy
- Rotate usage occasions to avoid fatigue
- Focus on clarity and product benefit

Evergreen content builds consistency and long-term brand recognition. This should form the majority of your content.

Trends & Memes (Use Selectively)

Trends and memes can help your content feel more culturally relevant and engaging – but only when used appropriately.

You may use trends or memes if:

- They clearly relate to breathing or congestion
- They feel natural for your audience
- They can be executed simply and compliantly
- You have the capability to act quickly (Tier 2-3)

You should not:

- Force the brand into irrelevant formats
- Prioritise humour over clarity
- Rewrite or invent unapproved claims
- Delay evergreen posting while waiting for trends

Trends move quickly. Memes require judgement. Both should support the brand – not distract from it.

Visual Identity Rules: Emojis

Use emojis to add clarity and personality, not clutter. 1-3 emojis per post maximum. Below is a list of primary emojis to consider across most posts. Other emojis can be used sparingly based on appropriate use case.

Primary Emojis:

- 🧠
- 😊
- 🔔
- ✨
- 💤
- 🌙
- ☀️
- 🍷
- 🎯
- ⚡
- 💡
- 🧐
- 🦋
- 💪
- 🏃
- ❤️

Social Media Assets & Content

Ready-made content, to use or be inspired by



BREATHE RIGHT

Assets for marketing
teams and distributors

A great starting point

Address: breatheright.co.uk/assets



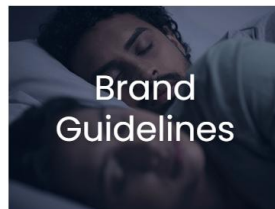
Breathe
Right®

Asset Library

◀ Back to Previous Page

Search

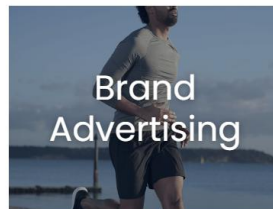
Browse Categories



Brand
Guidelines



Iconography &
Illustrations



Brand
Advertising



Animations



Lifestyle
Photography



Packaging
Visuals



Social Media



Videography

CAN'T FIND WHAT YOU'RE LOOKING FOR?

Enquire about an asset or make a new request

Send Request

There is a library of social content available!

Check out the asset library

breatheright.co.uk/assets/ Social Media

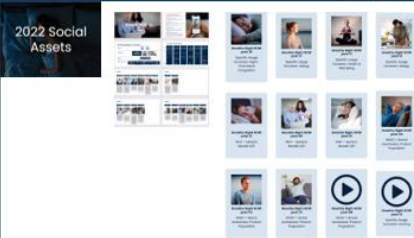
Breathe Right

Social Media

2022 Social Assets

Social media content library made by Walker for 2022. For Paid and Organic use. Posted by BR UK and other markets.

Images and video files plus the content calendar and suggested copy is all included.



breatheright.co.uk/assets/ Social Media

Breathe Right

Social Media

2023 Social Assets

Social media content library made by Walker for 2023. For Paid and Organic use. Posted by BR UK and other markets.

Images and video files plus the content calendar and suggested copy is all included.



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Breathe Right

Social Media

2024 Social Assets

Social media content library made by Walker for 2024. For Paid and Organic use. Posted by BR UK and other markets.

Images and video files plus the content calendar and suggested copy is all included.



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Breathe Right

Social Media

2025 Social Assets

Social media content library made by Walker for 2025. For Paid and Organic use. Posted by BR UK and other markets.

Images and video files plus the content calendar and suggested copy is all included.



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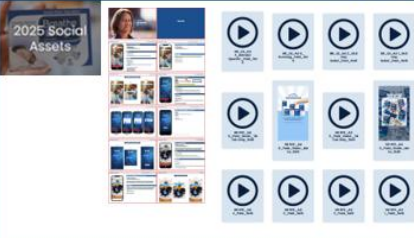
Breathe Right

Social Media

2025 Social Assets

We also have USA 2025 social assets for Paid and Organic use.

Files plus the content calendar and suggested copy is all included as PDFs



breatheright.co.uk/assets/ Videography

Breathe Right

Videography

2021 UK TV ADVERT - Individual clips

All video footage or edited TV adverts for markets to use are here. Ask if you need help!

Full royalty free World Wide usage online and social.

Background: 2021 UK TV ADVERT - Individual clips

Clips include:

- Clips - 10s
- Clips - 15s
- Clips - 30s
- Clips - 45s
- Clips - 60s
- Clips - 90s
- Clips - 120s
- Clips - 150s
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- Clips - 9660s
- Clips - 9690s
- Clips - 9720s
- Clips - 9750s
- Clips - 9780s
- Clips - 9810s
- Clips - 9840s
- Clips - 9870s
- Clips - 9900s
- Clips - 9930s
- Clips - 9960s
- Clips - 9990s

There is a library of social content available!

And we have plenty of advice depending on technical capabilities

There is a large bank of content and assets you can use across your social channels available on the Asset Library.

How you use and adapt this content will depend on your market's current social media capability.

To make this playbook practical and achievable for everyone, we have created a tiered approach to how existing content can be adapted.

These tiers are designed to:

- ✓ Provide clarity on what is achievable at each level
- ✓ Make content adaptation realistic and manageable
- ✓ Remove pressure to execute beyond current capability
- ✓ Support progression over time

As capabilities and resources grow, you may move between tiers.

We have tips on ways to use the assets for all markets:

Tier 1 • Foundational markets

These markets should focus on consistency and use ready-made, approved assets without editing.

Tier 2 • Developing markets

These markets can begin adapting open files, localising language and making light creative adjustments.

Tier 3 • Advanced markets

These markets have the capability to fully adapt assets, replace packs or voiceovers and execute more advanced localisation.

The following slides outline what is expected at each tier and how you should use the assets provided.

Copy Adaptation

Tips!

Alongside the creative assets in this playbook, you will find **pre-approved caption copy** aligned to usage occasions and campaigns.

All copy included has been formally **ALR approved** and can be used as written.

You should treat this copy as your starting point when posting on social.

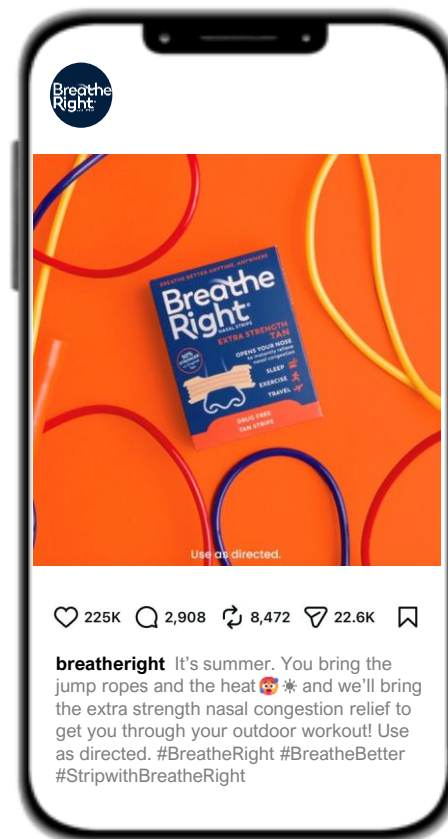
✓ What You Should Do

- Select caption copy that matches your chosen asset
- Translate without changing meaning
- Insert local retailer names where indicated

✗ What You Should Not Do

- Rewrite claims in your own words
- Add new or implied benefits
- Combine multiple claims into one post
- Publish unapproved spontaneous copy

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Tier 1

Foundational Markets

Focus: Consistency & Simplicity

Tier 1 markets may be new to social, posting inconsistently, or working with limited resource. Your priority should be to establish a steady, compliant presence.



What “Good” Looks Like

- Posting at least 1 time per week
- Using ready-made, approved JPEG or video assets
- Applying approved captions without modification
- Supporting key posts with light paid spend
- Clear product visibility and simple messaging

Consistency is success at this level.

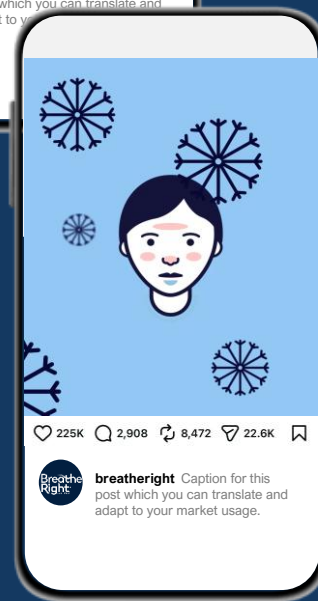
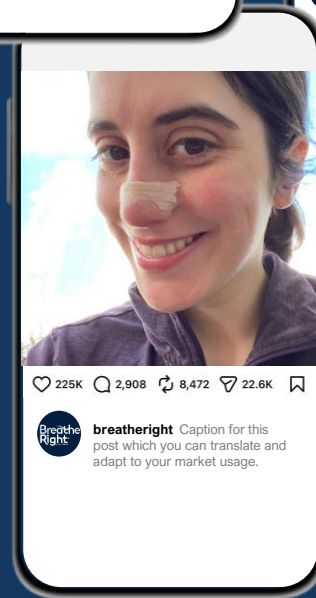
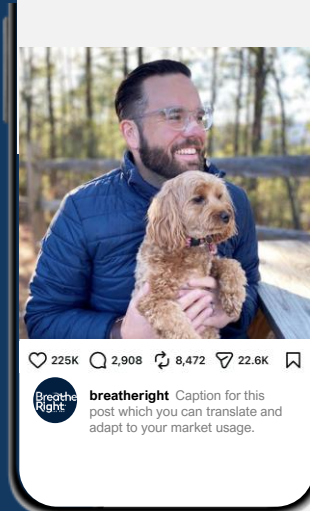


What Not to Worry About (Yet)

- Creating original video content
- Editing open files or replacing packs
- Complex Reels transitions
- Influencer partnerships
- High posting frequency

Focus on doing the basics well.

Tier 1 Examples



How can I adapt this asset?

There are many images or videos in the resources which you can simply use without editing. Just write a great caption to make it relevant to your audience!

Tier 2

Developing Markets

Focus: Adaptation & Variety

Tier 2 markets are posting regularly and beginning to test formats and light asset localisation.

To support easy adaption, you can import Adobe Photoshop (.PSD) files directly into Canva via desktop browser to edit layers, text, and elements without needing Photoshop.



What “Good” Looks Like

- Lightly adapting open files (language swaps, CTA changes)
- Re-shooting simple flat lays or lifestyle images using a mobile phone
- Supporting campaigns with paid media



What Not to Worry About (Yet)

- Complex video editing
- Replacing product packs in video
- Heavy motion graphics
- Large-scale influencer programs

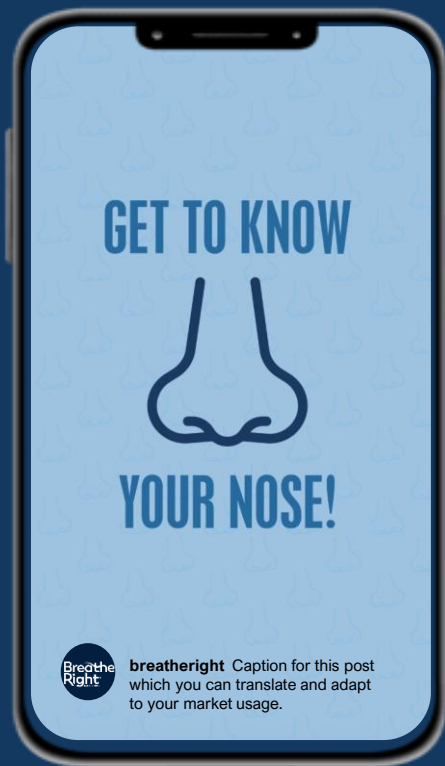
Tier 2

Content Adaptation Guide

How can I adapt this asset?

A change of captions, or pack image within the image. Or simply use it as inspiration for a new post.

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Localise copy

Re-take
photograph in
local setting



Localise copy

Tier 2 Examples



How can I adapt this asset?
A change captions within the carousel assets.



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Tier 2 Examples



How can I adapt this asset?

Make a new simple video using the idea, as inspiration for a new post.



Tier 3

Advanced Markets

Focus: Optimisation & Local Execution

Tier 3 markets are confident in social execution and capable of deeper localisation and creative adaptation.

What “Good” Looks Like

- Consistent multi-format posting
- Strong use of Reels and short-form video
- Trend reactive
- Replacing product packs where needed
- Replacing voiceovers in local language
- Integrating retailer or tentpole moments
- Testing and optimising paid strategy

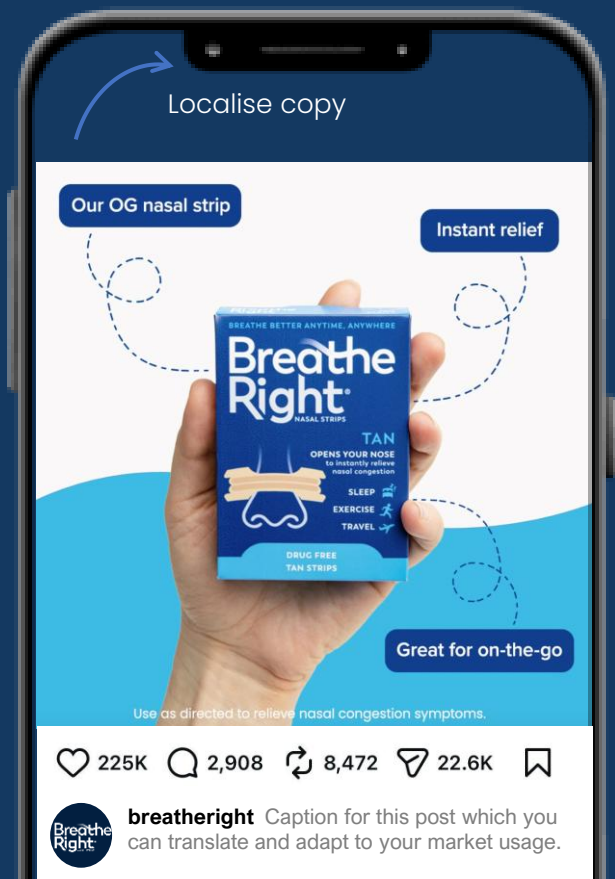
What To Avoid

- Creating content outside approved messaging
- Overproducing at the expense of clarity
- Prioritising trends over brand consistency

Tier 3

Content Adaptation Guide

How can I adapt this asset?

A change of pack image within an image or video.
Or simply use it as inspiration for a new post.Breathe
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Localise copy

Our OG nasal strip

Instant relief



Great for on-the-go

Use as directed to relieve nasal congestion symptoms.

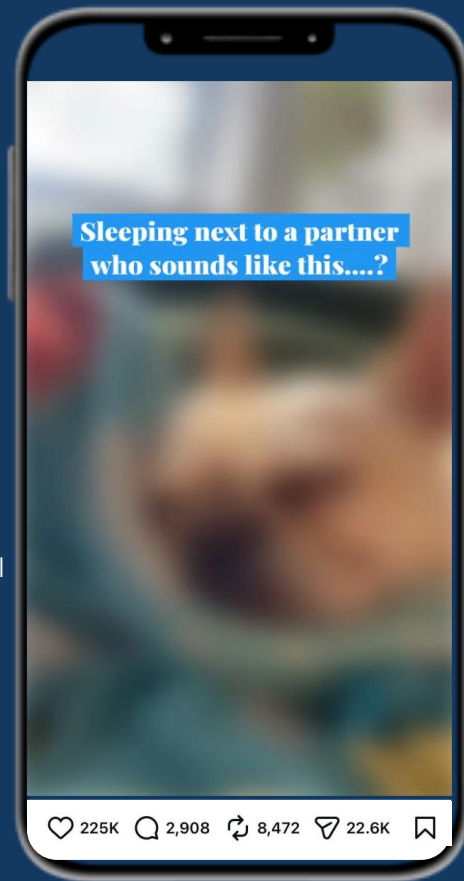
225K 2,908 8,472 22.6K



breatheright Caption for this post which you can translate and adapt to your market usage.

Replace pack

Replace end frame with local pack



Localise copy

225K 2,908 8,472 22.6K

Tier 3 Examples



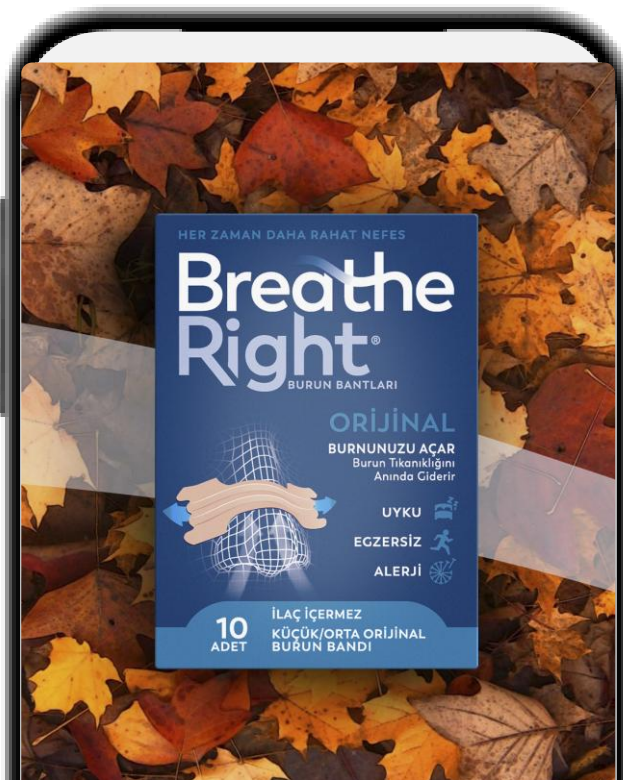
♥ 225K 💬 2,908 ↻ 8,472 📌 22.6K



breatheright Caption for this post which you can translate and adapt to your market usage.

How can I adapt this asset?

A change of pack image only here. Or simply use it as inspiration for a new post.



♥ 225K 💬 2,908 ↻ 8,472 📌 22.6K



breatheright Caption for this post which you can translate and adapt to your market usage.

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Tier 3 Examples



How can I adapt this asset?

A change of pack image, and you could switch out any image in the grid if you wanted to. Simply use it as inspiration for a new post.



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Content Pillars: Samples & Examples

Breathe Right & Nasal Breathing Education: The "Magic"

30%

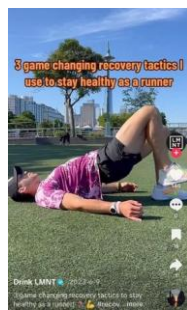


EXAMPLE BR CONTENT

- New Year routines starter pack: what product might work for you based on your needs
- The science of breathing through your nose
- Spotted a strip on your favorite athlete during the World Cup? Here's how the product works

Strip & Breathing Testimonials + Lifestyle

30%

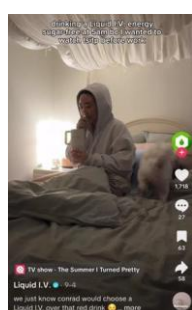


EXAMPLE BR CONTENT

- How I breathe better with less nasal congestion during allergy season
- Racing with breathe right alongside a partner influencer: lead up to race, race day - creates a series
- DIML as a college athlete using breathe right strips - why I prefer this product over others

Problem + Breathe Right as the Solution

20%

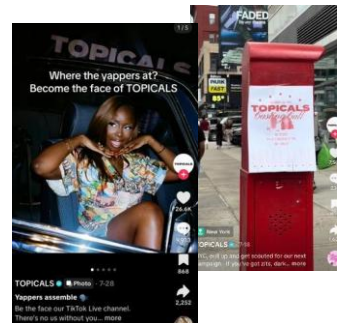


EXAMPLE BR CONTENT

- Memes about being an allergy sufferer + inserting the brand
- Why you may be waking up tired: nasal congestion and ways to relieve it
- 3 reasons breathing through your nose during a run is beneficial

Interactive Plays

10%



EXAMPLE BR CONTENT

- Partnered content for a 30-day sleep quality challenge
- PR Stories: during marathon training, users submit their PR stories with BR strips for a chance to win/to be featured
- Caption contests, polls on
- Stories, takeovers
- "Sound off in the comments!"

Pure Fun: Breathe Right

10%



EXAMPLE BR CONTENT

- Mouth breather hall of fame: lighthearted roasting, famous moments of mouth breathing
- Ranking random things: best smell, worst smell, most satisfying exhale
- TV Show tie-ins
- "Viral" trends that work for the brand aimed at shareability

Steps towards engaging with content creators

Influencer marketing has proven to be a successful tool across social media!

If your local market's budget allows, you should consider working with influencers within these niches to help amplify reach and sell in our brand's story to a wider audience.

Health and Wellness Creators

Protecting their body and mind is at the core of everything they do. Health hacks and anxiety remedies play into their entire brand.

Lifestyle Influencers

For 'Day in the life' influencers, vlog style content plays a huge part in their content. This can intertwine with Breathe Right's occasion versatility.

Fitness Influencers

Creators whose brand is about fitness. Whether they are gym goers or long-distance runners, they are clear breathing is important.

Support and Guidance with Breathe Right Social Media

We're here for you, to help you get it right!



Speed, Process & Local Decision-Making

Empowering markets

When to move fast vs when to slow down

You must follow the ALR copy guidelines when making claims, and your posts will be approved quickly.

For trends content approval, you can follow a fast-track approval process.

What needs approval vs what doesn't

Content that doesn't include claims can be pre-prepared and approved ready to use when the moment is right.

How to localise safely

Be sure to translate all US-English post captions using an experienced linguist. AI is not good enough to ensure you avoid mistakes.

When to ask for help

Complaints & Problems

Help with adverse events: contact [QPservices] BRNS-PV@QP-Services.com

Commercials

Help with marketing budgets and approach: [APP Global] paula@appglobal.ai

Creative & Strategy

Help with design, artwork, creative production: [AOR: breatheright@walkeragency.co.uk

Measurement & Learning

Light touch

What to measure

Depending on your budget, or the size of your following, you might initially report and measure reach or engagement. Lots of analytical data is available and what is important depends on the content itself. If the content includes a click-through to the website or a reseller, then counting clicks is key!

Iterate to optimise for success

Remember that making lots of changes means it's hard to know what is working, and what isn't. So change few variables each time and aim for incremental improvements.

What success looks like

- Focus on directional learning, not perfection
- What to track at each tier
- How to share learnings back to global
- Encouraging test-and-learn culture

Governance, Guardrails & Compliance



Breathe Right operates in a regulated category, so it is essential that all social media content follows approved claims and compliance guidance.

Use Approved Claims Only

You must only use claims that are approved by **ALR**. An **Approved Claims Document** is available and should be used as the reference point when creating or adapting content. You should always refer to the **most recent version** before creating or adapting content.

If you are unsure whether a claim is approved or appropriate for use, you should seek clarification before publishing.

When in Doubt

If you are unsure about a claim, caption or adaptation:

Do not publish until approval has been confirmed.

Following these guardrails ensures that all Breathe Right communications remain **consistent, compliant and trustworthy across markets.**

Evolution & Next steps

Future-proofing the playbook

- How and when this playbook will be updated
 - We will keep this playbook fluid, reviewing it regularly and after major campaigns while continuously monitoring trends, feedback, and performance to refine our approach.
 - It will also be regularly updated to reflect the latest ALR-approved claims, visual identity rules, and compliance requirements.
- How markets can contribute learnings
 - We encourage our market partners to share performance reports, case studies, and learnings, as well as to use dedicated feedback channels to highlight challenges, ideas, and suggestions. We want to facilitate knowledge sharing and collaboration across markets.
- Encouragement to grow at their own pace
 - We encourage markets to grow their social presence at their own pace, using the tiered framework as a guide while we provide tailored support, training, and inspiration through shared success stories. Progress is recognised and celebrated at every stage, and teams are supported to safely experiment with new formats, trends, and strategies while staying within brand guidelines.

Useful Links



[ALR Approved Claims Document](#)

[Asset library](#)

[Asset library guide](#)