



Brand Manifesto

Effective treatment & effective protection against more allergies than any other antihistamine.

Whether it's hayfever, dust allergies, pet allergies, food allergies, skin allergies, insect bites or prickly heat, we cover all of them.

There's no allergy that Pirion that can't deal with.

A million allergies. One Pirion.

Pollard, O. (2021) Pirion PDF [Presentation]

<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:a995bc76-25e8-4a85-8380-2b18ad664b14>

Problem

Antihistamine competition has become more intense over the years as more and more brands and players have entered the market. Each brand claims to offer more sustained efficacy and also non drowsy options.



Insight

Piriton is the one solution for every allergy

The idea is to reference the alphabet through the ads as Piriton has a solution for every allergy from a to z.

“Every symptom, solved”



Strategy & Solution

Women generally make the product decisions when selecting medicines for the family and partners. So, we are aiming predominantly at women from 18 to 65.

By using the alphabet as the main focal point of the campaign, it allows the audience to relate simplicity and options to Piriton as everybody has used or at least heard the phrase 'Plan from A to Z'



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Deployment

Age	Channel	Platform
18-30	Social Media	Instagram & Facebook
31-45	Social Media, Digital, OOH & Print	Facebook, Banner, Billboards & Housekeeping Magazine
45-65	OOH & Print	Billboards & Housekeeping Magazine



Instagram



A symptom for
many things,

so where do
you begin?

Try Piriton,
the UK's
allergy solution



Every symptom, solved



shortest copy, targeting younger audiences

Facebook

Piri Allergy   Sponsored · 

Suffering from allergies? Try our Piriton range, the UK's no. 1 selling allergy relief. Every symptom, solved



A common allergy for some. You may get a rash, or start to feel numb.

If that's the case try Piriton, the UK's no. 1



is for food allergy.

Every symptom, solved

PIRIALLERGY.COM
PIRI | UK's no.1 Selling Allergy Care Range
Visit our website for more [Learn More](#)

Contacts


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-  Shemi Olaniran
-  Georgina Jackson

targeting majority of audience


Mumsnet Banner

THE NUE CO

BARRIER CULTURE




PRODUCTS for SKIN and ENVIRONMENTAL health



is for milk.

A common allergy to get. With itchy, dry skin and refusing to eat, making your little ones upset, good thing Piriton can't be beat. Your easy option for allergy relief.



Every symptom, solved

mumsnet
by parents for parents

What are you looking for?


Active discussions

Register or sign in

Talk ▾ Conception Pregnancy ▾ Parenting ▾ Swears By ▾ Reviews ▾ More ▾

Premium

Babies




Pregnant? Track your baby's growth with weekly updates

TRENDING NOW

DP didn't come home AIBU to be Pisse...
Why do people assume I am struggling... to kill DS!
Easter eggs- how would you react
Brother in law's new partner after siste...

THE NUE CO

BARRIER CULTURE



PRODUCTS for SKIN and ENVIRONMENTAL health

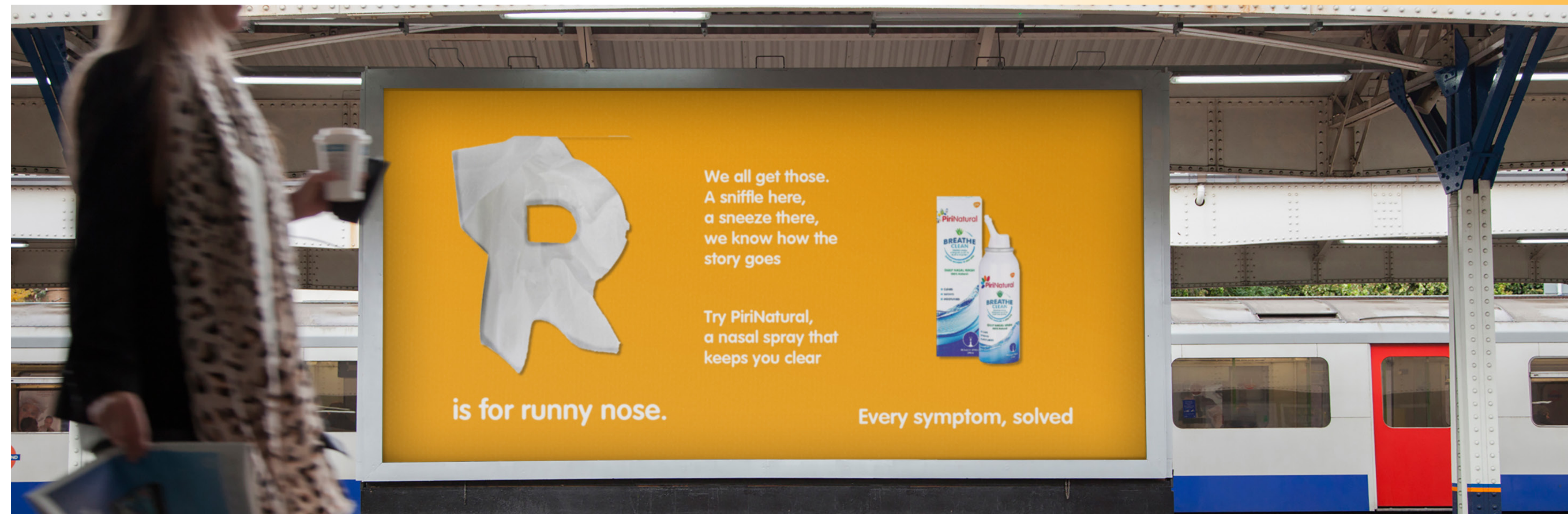
targeting parents through trustworthy website

Billboard #1



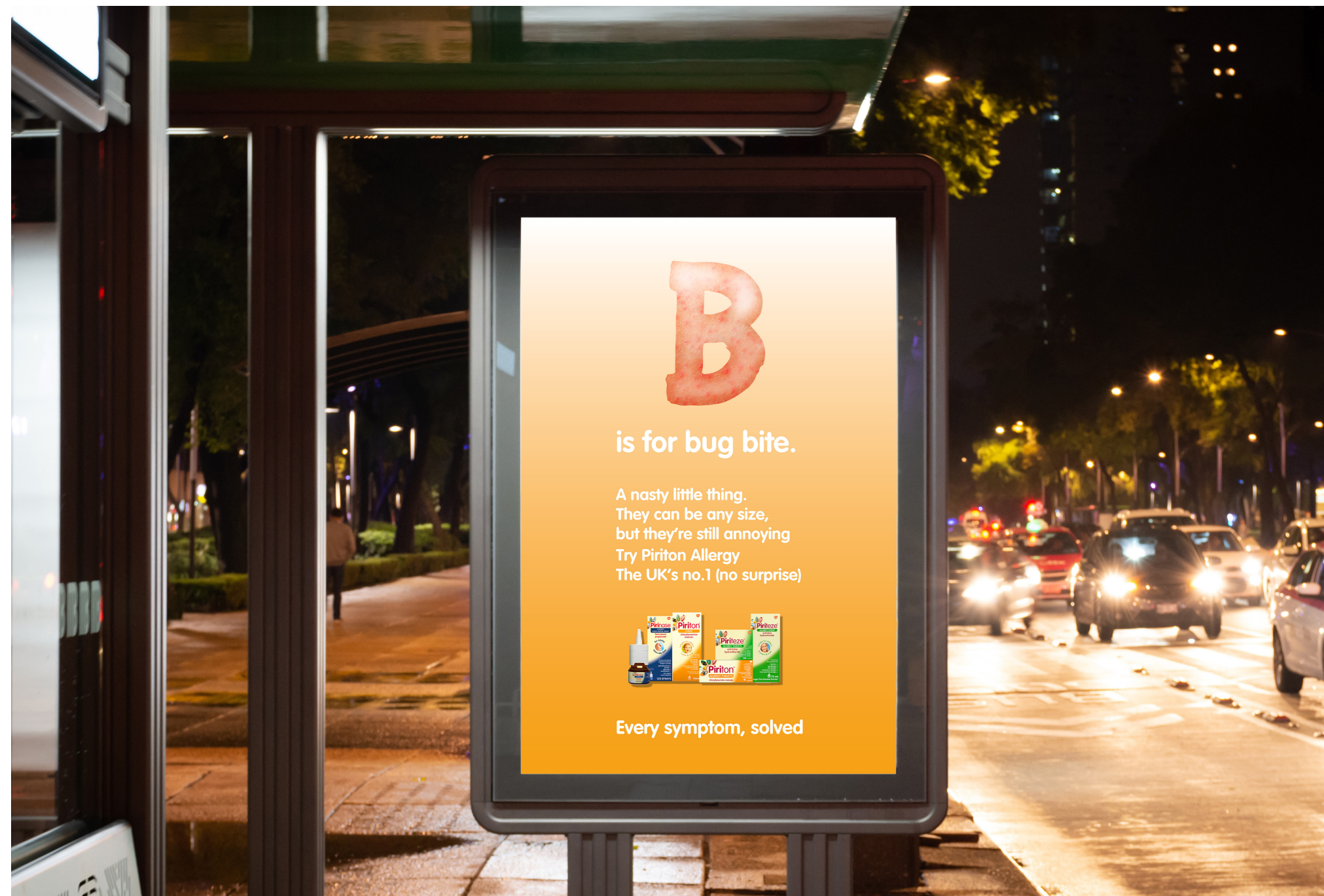
underground placement for audience travelling to work / shopping etc.

Billboard #2



underground placement for audience travelling to work / shopping etc.

Bus stop #1



bus stop, longer copy whilst waiting for bus or passing through high street

B

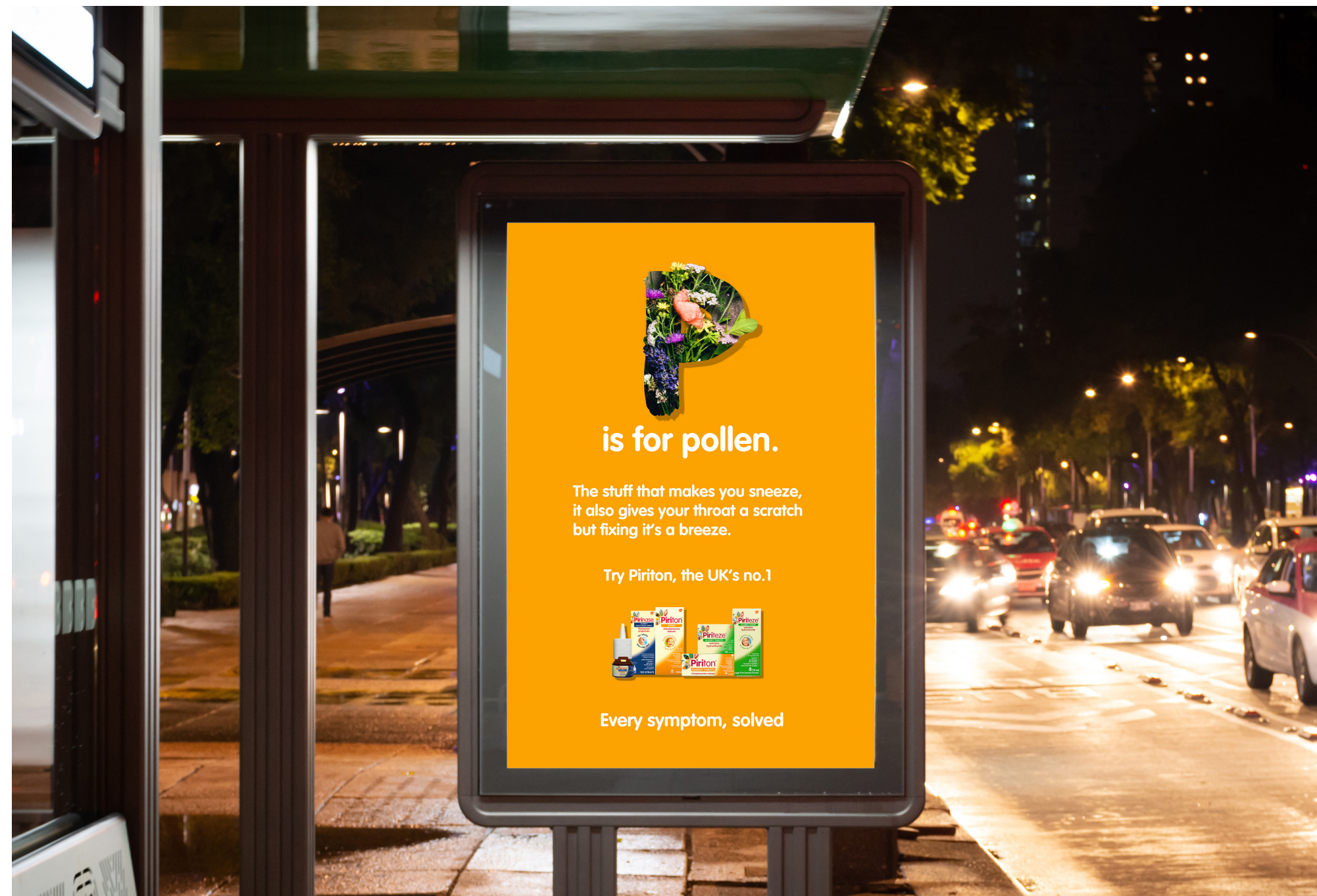
is for bug bite.

A nasty little thing.
They can be any size,
but they're still annoying
Try Piriton Allergy
The UK's no.1 (no surprise)



Every symptom, solved

Bus stop #2



bus stop, longer copy whilst waiting for bus or passing through high street

A graphic of a large letter 'P' made of flowers and a parrot, set against a solid orange background.

is for pollen.

The stuff that makes you sneeze,
it also gives your throat a scratch
but fixing it's a breeze.

Try Pirition, the UK's no.1

A collection of Pirition products including boxes of Pirase, Piriton, Piriteze, and Piriteze Allergy Tablets, along with a bottle of Piriteze Allergy Tablets.

Every symptom, solved

Magazine Print



parents reading housekeeping magazines, likely to have kids or own pets



is for animal allergy.

An allergy with variety.
From cat hair to horse hay,
everyone reacts differently.

Good thing there's Piriton,
the UK's no. 1



Every symptom, solved