

Panadol*

THE MARKET

Panadol is the cornerstone of the Australian analgesics market. Scan data shows it makes up nearly 30 per cent¹ of all over the counter (OTC) analgesic sales. It is the single biggest analgesic OTC brand in Australia, operating in a total market worth more than \$268 million².

The analgesics market is segmented into adult and children's products. Panadol for adults is available in grocery, pharmacy and convenience stores, and is also distributed through hospitals.

The bulk of Panadol Children's products are sold through pharmacies where if required, parents can comfortably receive expert advice from trained pharmacists and staff.

Panadol's success stems from its ability to fulfil consumer expectations with regard to safe and effective pain relief.

ACHIEVEMENTS

Panadol has been used around the world for over forty years, and sells more packs than any other over the counter pain reliever in Australia³.

According to studies conducted by The Leading Edge (a market research company), more doctors and pharmacists recommend Panadol for general pain relief than any other brand⁴. It has unsurpassed consumer brand recall with spontaneous awareness at 92 per cent across grocery and pharmacy⁵.

The Nielsen Top 100 Brand Report of 2000

(based on sales turnover), ranks Panadol as the number 78 gro-



suitable from 1 month of age



gentle on tummies



relieves pain and fever



less expensive synthetic substitute for fever relief. These searches led to discoveries including aminophenol derivatives, one of which was N-acetyl-P-aminophenol (now called paracetamol), the active ingredient in Panadol. In the late 1930s and early 1940s, clinical work was completed to demonstrate the clinical safety of paracetamol. In 1956 Frederick Stearns & Co, by this time a subsidiary of Sterling Drug Inc., launched Panadol.

Panadol was marketed as a prescription product for the relief of pain and fever. It became the first significant challenger to aspirin and the aspirin/phenacetin combinations and was promoted with the clinically proven gentle to the stomach benefit over other pain relievers.

In June 1958, at the request of numerous distinguished clinicians, a Children's dosage form was launched. Panadol Elixir was an immediate success. In 1963 the active ingredient

in Panadol was added to the British Pharmacopoeia and the Australian Pharmaceutical Benefits List. In the early 1970s, for the first time, Panadol was marketed directly to consumers, with availability only through Pharmacy retail outlets. In the late

1970s, with Panadol now available in supermarkets, the well known television advertising campaign featuring the presenter Dorothy Armstrong was

HISTORY

In the late 1800s, the scarcity of quinine sparked a search for a

launched. In 1994 through a worldwide acquisition, SmithKline Beecham acquired the Consumer Healthcare business of Sterling. In 2001 SmithKline Beecham merged with Glaxo Wellcome to become GlaxoSmithKline.

The Panadol brand has gone from strength to strength as a result of consistent support for the brand from consumers and healthcare professionals alike.

THE PRODUCT

Panadol has led and continues to lead innovation in the area of pain relief. After its introduction in tablet form in 1956, there has been a consistent flow of new presentations and forms introduced, offering the consumer a variety of choices to satisfy their particular preference for pain relief. The Panadol range includes Tablets, Caplets*, Gel Caps, Gel Tabs, Soluble and Suppositories.

Panadol Tablets and Caplets are film coated with smooth edges for ease of swallowing with no unpleasant aftertaste. Panadol Gel Caps and Gel Tabs are gelatine coated offering consumers additional ease of swallowing.

The range of Children's Panadol presentations includes Drops, Elixir, Colourfree Suspension, Chewable Tablets and Soluble.

Line extensions into the cough cold market include Panadol Sinus and Panadol Cold and Flu. Panadol Night, a night time pain reliever with an antihistamine to aid rest, was launched in 1997.

One of the latest innovations from Panadol, Panadol Extend, was developed by the Australian GlaxoSmithKline Research & Development team. The culmination of their work and Global Research & Development efforts, saw Panadol Extend launched in 2001. Panadol Extend is an advanced sustained release paracetamol caplet that relieves pain for up to eight hours, the first sustained release paracetamol product to be available in the Australian market.

Panadol products are either manufactured or packed at the GlaxoSmithKline Consumer Healthcare facility in Sydney. Based at Ermington in Sydney's west, the manufacture of Panadol employs the very latest in production and packaging technology under strict Good Manufacturing Practice and Quality Control guidelines. The dedicated Research and Development facility on site ensures the very latest developments in science and technology are applied in the product development



and production process. GlaxoSmithKline does not manufacture pain relievers for any generic or homebrands available in supermarkets or pharmacies.

RECENT DEVELOPMENTS

After repeated years of strong growth, the year 2000 presented a significant challenge to both Panadol and the Australian analgesics market in general. In June 2000, GlaxoSmithKline voluntarily removed all Panadol, Children's Panadol, Panadeine and Actiprofen products from sale following an extortion attempt. In all, Panadol was unavailable for sale for approximately 9 weeks whilst new tamper evident packaging was developed. This decision was made to ensure the ongoing safety of Panadol consumers.

PROMOTION

The Panadol brand has been built from a solid platform of successful advertising and promotion since 1979, utilising the "Dorothy" advertisements.

These advertisements effectively communicated the core Panadol brand values of reassurance and trust. In early 1998 Panadol launched a new strategic advertising campaign built around real life people in positions of responsibility, with the style of the commercials adding realism and interest.

To enhance its marketing efforts, Panadol representatives call direct to many pharmacies and supermarkets across Australia. Trained



has evolved over the 40 years Panadol has been in the pain relief market. In 2001 Panadol was rated as the most trusted brand of pain reliever in Australia in the Reader's Digest research report⁹.

Supporting this trust is the gentle to the stomach safety profile of paracetamol, the medical recommendation to which consumers refer when purchasing pain relievers and the variety of formats available.

The claim 'Gentle on Stomachs', supports the excellent safety profile of Panadol and is a key factor in explaining the strong medical recommendation over many years.

Australians have grown up with Panadol and as recent research confirms, it remains their most trusted pain reliever¹⁰.



* Panadol, Children's Panadol and Caplets are Registered Trade Marks of the GlaxoSmithKline group of companies.
¹ Aztec Data, YTD July 2001, Value Share for Total Panadol, 29.5% of Total Analgesics Market. ² Aztec Data, MAT July 2001, Total Analgesics Market Value. ³ Aztec Data, MAT July 2001, Dozens Sold Total Grocery and Pharmacy. ⁴ Healthcare professional tracking, The Leading Edge, September 2000. ⁵ Analgesic tracking, The Leading Edge, June 2001. ⁶ Aztec Data, YTD July 2001, Value Share for Panadol Adult, share of Adult Grocery Market. ⁷ Aztec Data, YTD July 2001, Value Share for Panadol Children, share of Children's Pharmacy Market. ⁸ Analgesic tracking, The Leading Edge, June 2001. ⁹ Publisher's Research Report "Who do you Trust? A Study of Trust in Australia". Readers Digest, August 2000: I-v, viii, xii-xiv. ¹⁰ Analgesic tracking, The Leading Edge, June 2001.

representatives assist pharmacists and the grocery industry in their analgesic category management through annual performance reviews. GlaxoSmithKline also provides a freecall customer service line for its Panadol range.

Promotion to the medical profession plays a key role in Panadol's success. GlaxoSmithKline's GP field force is one of the largest in Australia and makes samples of Panadol and Children's Panadol available to the medical profession.

BRAND VALUES

The Panadol brand is regularly researched to ensure its continuing value and relevance to consumers. Panadol's key value is the trust consumers extend to the brand. This



THINGS YOU DIDN'T KNOW ABOUT PANADOL

- Panadol is the most widely available pain reliever in the world. The brand is marketed in over 80 countries and is the market leader in many.
- The 'adol' in Panadol is derived from the Latin word adolora, meaning pain.
- Panadol was first launched in 1956, and was initially only available on prescription.
- In 2001, Panadol was rated the 'most trustworthy' brand of pain reliever in Australia and the third 'most trusted' of all brands sold in Australia.