



-THE MARKET

Food and drink are at the heart of family gatherings, holiday celebrations, and connections with friends. Whether it's a holiday or weekday, individuals enjoy seeking out good times with friends and family. Super Bowl festivities, summer picnics, and Thanksgiving meals are all times when it's easy to overindulge.

While food and drink help people connect, overindulgence can lead to heartburn, acid indigestion, upset stomach, headache, and body ache. For more than 75 years, Alka-Seltzer® has been providing fast relief to millions of consumers with its unique formula designed to alleviate both stomach and head pain.

ACHIEVEMENTS

Alka-Seltzer is one of the most iconic brands in American history, generating great nostalgic imagery that has kept the brand a mainstay of popular culture for more than 75 years. In fact, Alka-Seltzer has long been associated with some of the most memorable and oft-quoted ads in U.S. television history.

Rooted in American popular culture, the brand is well-known for its creative and memorable advertising campaigns, including "Speedy Alka-Seltzer" and the famous jingle "Plop, Plop, Fizz, Fizz." Other famous award-winning campaigns include 1969's "Mama Mia, That's a Spicy Meatball," 1971's "Try It, You'll Like It," and the 1972 spot "I Can't Believe I Ate the Whole Thing," which went on to become one of *Newsweek* magazine's 10 most memorable lines of the decade.

HISTORY

Launched in 1931, Alka-Seltzer remains one of the most well-known over-the-counter products



in the United States. Alka-Seltzer was introduced by Miles Laboratories and was brought to market as a remedy for headaches and indigestion.

Known as a popular brand with a rich history, the effervescent Alka-Seltzer tablet gently breaks up and dissolves away indigestion, heartburn, and pain.

In 1951, the famous baby-faced character Speedy Alka-Seltzer was born, featuring an Alka-Seltzer tablet body with hat and effervescent wand. Originally known as Sparky, his name was changed by a sales manager to reflect that year's promotional theme, "Speedy Relief." Speedy Alka-Seltzer was retired in 1964. At

that time, the original six-inch-high doll was insured for \$100,000 and kept in the vault of a Beverly Hills bank. A true icon, Speedy Alka-Seltzer returned from retirement in 2007.

THE PRODUCT

The original Alka-Seltzer was introduced as a remedy for headaches and indigestion. It is a combination of aspirin (acetylsalicylic acid), citric acid, and sodium bicarbonate. The product is available in the form of two large effervescent tablets (one inch in diameter) that need to be dissolved in a four-ounce glass of water. Once dissolved, the acid and bicarbonate react, producing carbon dioxide gas (the "seltzer" in Alka-Seltzer). The word "alka" is derived from alkali.

People ask all the time, "What is effervescence?" They've heard that term associated with Alka-Seltzer for years. Is it the bubbles? What makes the bubbles? Do those effervescent bubbles work?

The short answer is "Yes, it's the bubbles!" They're the result of a series of chemical interactions that

speed the delivery of the medicine and bring fast relief. Effervescence refers to the unique and lively bubbling form that creates "The Alka-Seltzer Experience." After dropping the tablet into water, consumers know that relief is on the way. Simply put, the medicine dissolves fast and is ready to go to work the instant it's ingested. The time it would take for the body to dissolve a pill is eliminated.

Alka-Seltzer is now available in a wide variety of flavors and formulas, including original and lemon-lime flavors, as well as Alka-Seltzer Extra Strength for the most powerful relief, Alka-Seltzer for Heartburn Relief, Alka-Seltzer Wake-Up Call for hangover symptoms, Alka-Seltzer Gold for gentle relief, and Alka-Seltzer PM for nighttime relief. The product continues to be a tried-and-true remedy for heartburn, acid indigestion, upset stomach, headache, and body pains. Word of its effectiveness is found not only on drugstore and pharmacy shelves, but also throughout the TV airwaves via creative and memorable advertising campaigns as well as on the Internet.

RECENT DEVELOPMENTS

In March 2008, Bayer Consumer Care launched Alka-Seltzer Wake-Up Call, which includes a special combination of ingredients to relieve headaches and body pain, while fighting the fatigue associated with hangovers. As a result, consumers don't have to suffer the consequences of overindulgence from good times with friends and family. Alka-Seltzer Wake-Up Call packs a maximum-strength pain reliever and caffeine into a refreshing, effervescent citrus product that is gentle on the stomach. It's better than a single-ingredient pain reliever because it can relieve both morning headache and fatigue. Symptoms commonly associated with hangover — minor aches and pains with fatigue and drowsiness — are not necessarily a result of excessive drinking. For many people, these symptoms can result from no more than a late night with one or two drinks.

PROMOTION

Eight Alka-Seltzer commercials have won Clio awards, the ad industry's equivalent to the Oscars. The remedy's first spokesman was the animated, stop-action sprite from the early 1950s, Speedy Alka-Seltzer. Twenty-four-year-old radio actor Dick Beals served as the voice of Speedy in more than 100 commercials. Speedy Alka-Seltzer reigned for more than 10 years, and in the 1970s again graced TV screens singing the new "Plop, Plop,



1970 campaign. In 1971's "Try It, You'll Like It," the protagonist samples an unusual dish recommended by his waiter — with disastrous results. Even though "Ralph" couldn't believe he "ate the whole thing" in 1972, that line lived on in pop culture through the rest of the decade. In 2005, a remake of "I Can't Believe" was launched in honor of the brand's 75th anniversary in 2006. The ad is a playful salute, featuring Doris Roberts and Peter Boyle of *Everybody Loves Raymond* fame. In each of these historic ads, the fictional sufferers have experienced upset stomach and pain from overindulgence, and Alka-Seltzer has been the remedy providing relief to them all.

Over the years, the brand has moved away from traditional advertising and focused on innovative online and viral campaigns.

BRAND VALUES

Alka-Seltzer is a brand that people associate with relief from overindulgence in food and drink. The values most associated with the Alka-Seltzer brand are:

- **Effective.** For more than 75 years, consumers have been relying on Alka-Seltzer for its effective relief. In return, Alka-Seltzer has been committed to providing the highest-quality relief to its consumers.

- **Multisymptom.** Consumers use Alka-Seltzer products not only to treat their upset stomachs but also to combat their headaches with body aches. Alka-Seltzer is different from other antacid brands as it is the only antacid brand

that provides this dual stomach-and-head benefit to consumers.

- **Reliable.** Alka-Seltzer has a long heritage. The products are a staple in many households.
- **Spirited.** Over the years, Alka-Seltzer has leveraged its heritage in humorous advertising to connect with its consumer.



Fizz, Fizz" jingle, which ran from 1975 to 1980. Speedy appeared with Buster Keaton, blasted off in a rocket to the moon, and sang and danced with Sammy Davis Jr.

The Alka-Seltzer brand's best-loved television spots have traditionally focused on fictional sufferers like "Jack," the star of the "Mama Mia, That's a Spicy Meatball," an award-winning

THINGS YOU DIDN'T KNOW ABOUT ALKA-SELTZER

- Alka-Seltzer sold more than 300 million tablets in 2005, enough of the one-inch tablets to stretch all the way from New York City to Moscow, Russia.
- The original Speedy puppet was lost en route to the Philippines in 1971, but was found in an Australian warehouse five years later.
- Speedy appeared in 212 commercials from 1954 to 1964.
- Searching for Speedy's voice talent took more than 400 auditions.
- Paul Margulies, father of actress Julianna Margulies (of TV show *ER* fame), wrote the "Plop, Plop, Fizz, Fizz" theme song.
- Kim Basinger and Morgan Freeman have appeared in Alka-Seltzer commercials.
- In 1998, political strategist husband and wife James Carville and Mary Matalin appeared in the "National Capital Relief" ad to promote Alka-Seltzer.
- Alka-Seltzer used to be sold in glass tubes, which were discontinued in 1984 to reduce costs and eliminate breakage problems.