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**I would “like” my cold to go away**  
***A social media promotional plan for PreCold®***

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Final thesis towards a BS degree in Business Administration

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I would “like” my cold to go away – A social media promotional plan  
for PreCold®

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## **Preface**

This final thesis counts for 12 ECTS credits towards a Bachelor degree in Business Administration from the University of Iceland. The thesis instructor is Auður Hermannsdóttir adjunct and I would like to thank her for encouraging words and for believing in me. The project is written in cooperation with and for the company Zymetech who I owe gratitude for giving me the opportunity to put the knowledge that I have acquired at the University in practise. I would also like to thank AVS R&D Fund of Ministry of Fisheries and Agriculture in Iceland for supporting the project.

## **Abstract**

PreCold is an Icelandic medical device produced by Zymetech which shortens the duration of the common cold. The product launched in January 2015 and since then the company has sought ways to promote the product on various platforms. As social media is increasingly becoming a part of the routine of daily life for most people, the company decided to use it for their promotional plan. The objective of this final thesis is to create a social media promotional plan for PreCold.

The thesis gives an introduction of Zymetech and its history. Theoretical background such as the Segmentation, targeting and positioning model (STP) is outlined and a promotional plan along with the four steps of creating a social media marketing plan are explored for a deeper insight of the subject. Known brands in the common cold market from the US, Germany, the UK and Denmark were analysed to shed a light on how similar brands behave and use social media for their benefit. Lastly, a market research conducted by Maskína for Zymetech was introduced to find out the products target audience. With theoretical knowledge, understanding of how other brands behave and the recognition of the target audience an implementation plan for social media was created.

## Table of Contents

1	Introduction .....	8
2	Segmentation, targeting and positioning.....	10
2.1	Segmentation .....	10
2.2	Targeting.....	12
2.3	Positioning.....	14
3	Promotional Mix .....	16
4	Social Media Marketing Strategy .....	18
4.1	Listen .....	18
4.2	Communicate .....	19
4.3	Engage .....	19
4.4	Collaborate .....	20
5	Social Media.....	22
5.1	Choosing a social media platform .....	24
6	Analysis of social media presence .....	27
6.1	United States .....	27
6.1.1	Mucinex.....	28
6.1.2	Vicks NyQuil & DayQuil .....	30
6.1.3	Halls.....	30
6.2	Europe .....	34
6.2.1	Ga-Jol.....	35
6.2.2	Fisherman’s Friend.....	35
6.2.3	Sudafed .....	36
7	The use and knowledge of PreCold on the Icelandic market.....	39
8	Suggested social media plan for PreCold .....	41
9	Discussion .....	48
	References .....	49

Appendix 1 .....	53
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## Figures

Figure 1: The Marketing Mix (Fahy & Jobber, 2012, pp. 18-19).....	16
Figure 2: Steps in Developing a Social Media Marketing Strategy (Roberts & Zahay, 2012, pp. 231) .....	18
Figure 3: Mucinex Twitter example, 27 <sup>th</sup> of February 2015 (Mucinex, 2015c).....	29
Figure 4: Event and holiday timeline for 2016 .....	45

## Tables

Table 1: Forrester's Social Technographics (Guðmundur Arnar Guðmundsson & Kristján Már Hauksson, 2009). .....	25
Table 2: Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2011-2014 (Euromonitor International, 2015f). .....	28
Table 3: Social Media Analysis of leading brands in the USA (Foller.me, n.d.; LikeAlyzer, n.d.). .....	33
Table 4: Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2012-2015) (Euromonitor International, 2015a, 2015b, 2015e). .....	34
Table 5: Social Media Analysis of leading brands in Europe compared to PreCold (LikeAlyzer, 2016). .....	38
Table 6: Zymetech knowledge and use of PreCold (Maskína, 2015). .....	40
Table 7: Implementation plan for PreCold on social media .....	46

# 1 Introduction

In the past few years companies have moved their promotion more and more to social media. This alteration is because of technological innovation and the fact that people are using social media more and more. It has become a part of our daily routine and so it is an ideal place for companies to market their product.

The company that is represented in this project is Zymetech. The company is an Icelandic knowledge based biotechnology company that concentrates on research and development in the field of marine enzymes and their use in medical devices, natural products, cosmetics and pharmaceuticals. Zymetech is the holder of the exclusive rights to a patented technology on marine proteases from Atlantic cod (*Gadus morhua*) termed the Penzyme® Technology that was developed at Zymetech and the University of Iceland. The Penzyme® Technology allows them the use of digestive serine proteases such as trypsin's and chymotrypsin's derived from the Atlantic Cod, to be applied in a variety of medical and cosmetic contexts. Zymetech is involved in research and development of new and novel products containing Penzyme® such as the medical devices PreCold®, ColdZyme®, CuriZyme, and DermiZyme (Reynir Scheving Ph.D., Research & Development, personal communication, 27<sup>th</sup> of January 2016).

The product that this project focuses on is PreCold®. PreCold® is a natural CE-marked medical device sold in Iceland and its main function is to fight and prevent the common cold. A clinical trial was conducted in Skåne, the University Hospital in Lund, Sweden. The results from the trial revealed that treatment with PreCold reduced the duration of the common cold symptoms from 6,5 to 3 days on average, compared to a placebo (Clarsund, Fornbacke, Uller, & Alhmström Emanuelsson, 2014).

PreCold launched on the Icelandic market in January 2015. Since then the company has sought ways to raise awareness of the product with advertisements in traditional media. Social media is one of the platforms that the company wants to exploit.

The main aim of this final project is to create a social media promotional plan for PreCold, focusing on the Icelandic market. To achieve that goal, theoretical phrases such as the STP model and the promotional mix will be explored to give a better understanding of which methods are useful in creating a promotional mix. The market for common cold products in various countries in Europe and the United States are analysed with a focus



on dominant companies to get a sense of how they use social media in their promotional plan. Knowledge of how other companies make use of social media is valuable and can be helpful when designing a promotional plan for a similar product.

Presence and frequency on social media will come into account when distinguishing the success of selected brands. In the winter of 2015, Maskína conducted a market research about PreCold and the findings will be used in order to get a better understanding for product awareness, usage and knowledge. Based on that research and gathered information a marketing communication strategy will be introduced along with an implementation plan focusing on social media.

## **2 Segmentation, targeting and positioning**

Every company needs to identify and analyse their potential market in order to get a thorough understanding of competitors and the target market. By identifying the right customer companies will be able to target their product directly by positioning it based on a market research (Burns & Bush, 2013). Since PreCold is a fairly new product on the market it is crucial for Zymetech to base their marketing plan on research which will help the company to discover which segments PreCold will appeal to and enable them to position the product directly.

All aspects of marketing a product are important and in order for the product to be successful knowledge of who is going to buy the product and why he is going to buy it is vital. It is impossible for a product or service to satisfy everyone's needs seen as each person's needs are different from others. The STP model is used to find out which groups of consumers fits best to service, how to get the segments attention by targeting them and how to affiliate the product with a feeling within the consumer so that they will buy a certain product (Fahy & Jobber, 2012). Segmentation, targeting and positioning are tools that marketers use to prioritise consumers into who will buy the product and how they will create a communication plan that is relevant to the buyer (Wood, 2013).

### **2.1 Segmentation**

Consumers are as diverse as they are many and that is why marketers use market segmentation. The reason why marketers seek to segment the market is so that they can break down the market into smaller groups of consumers who have similar backgrounds or needs. By doing so they can focus on each segment and find out what each segment needs to fulfil their desires. Knowledge of each segment is an advantage and the company can find where their place is in the market. Segmentation is the base of strategic marketing and by utilizing it marketers can understand different segments and design strategies to satisfy customers exceeding the competition (Fahy & Jobber, 2012).

To determine the size and variety of market segments companies use market research. Market research is one of the main tools companies use to find out if their product or service is reaching the full profit capacity or if there is something that they can improve (Wood, 2013). It is not only the size of the segment that is important, but also if the

segment is expanding or decreasing. When a segment is expanding, it means that there is a large group of people waiting for a certain need to be fulfilled by a product or service. The segments needs that are not fulfilled or not as well as they should be by the competition are ideal for targeting if it fits with the capability of the company and resources (Burns & Bush, 2013).

Segmentation can be done in various ways and each individual may belong in multiple segments. When segmenting and finding the core users of a certain product or service marketers often ask themselves “Who purchases what?”. In that sense segments can be divided into demographic segments where for example age, marital status and gender come into account. Segments can also be divided by socioeconomic status where for example education, religion, income and education are considered. It can consist of where individuals live if it is rural or urban and also if an individual dedicates themselves to a lifestyle such as by different interests, attitudes or avocations (Wood, 2013).

Finding behavioural aspects of users is also a method that identifies segments defined on why consumers purchase a certain product or service. Behavioural aspects emphasise which kind of user buys the product and how sensitive the user is to price changes or if there is a certain pattern in his consumerism. Is he only buying it for a special occasion or does he buy the product on a weekly basis. It also takes into account how users perceive their benefits if they want a good performance, quality or great customer service. Segmentation can be done in various ways based on the attributes that individuals are born with and then their attitudes that they encompass later in life (Wood, 2013).

The benefits of market segmentation are numerous. Enhanced profitability is one of them seen as each segment can have a different will to pay for a product. By knowing each segments capability to pay, companies can use it to their advantage and target which segment they feel will be willing to pay for their product. Another benefit is by increasing their product range. Successful companies that have a strong brand for example do this. They offer various types of products under the same strong brand name (Fahy & Jobber, 2012). For PreCold, this for instance would be another type of common cold medicine preferably for children or maybe a different type of medicine for different types of throat ailments.

Lastly companies are not able to compete in each and every segment efficiently and that is why they choose the segments that they seem fit to service and can focus on dominating that segment (Fahy & Jobber, 2012).

Looking at the benefits of market segmentation it is clear that there is an opportunity for PreCold by utilizing the segmentation. The market research implemented by Maskína (2015) indicates that the demographic of PreCold consumers are women in the age range from 25 to 44 years old. A clear opportunity is also to target families with young children. According to the market research users of the product are only at the age of 18 and up (Maskína, 2015). The product is suitable for individuals older than the age of two years old and so by emphasising that, families with young children can be targeted. Behavioural segmentation is also something that could be beneficial exploring. For example finding the behaviour of individuals who purchase the product, if they buy it more than once or if they are sensitive to pricing. It is likely that these segments could be used by PreCold.

## **2.2 Targeting**

When targeting, a company should use their knowledge of market segments and their characteristics to find which segment or segments they feel they can best service. Companies find the best ways to catch their attention by marketing in a certain way. Not only is targeting the act of choosing whom to target but is it also the question of if the company should use the same targeting methods for all segments or by using different kinds of targeting for different groups. By having these things in mind companies can analyse if they are capable of targeting the group by looking at the size of the target audience, growth possibilities and if they have enough resources to serve them. There are mainly four types of marketing methods to target the segments: undifferentiated marketing, differentiated marketing, focused marketing and customized marketing (Wood, 2013).

In most cases, it is more expensive to establish a marketing mix for each segment rather than it would to have one marketing mix for the whole market. The expenses are often more than the perceived benefits of having more than one marketing mix but in some cases it can be worth it and the benefits exceed the cost. This approach is called undifferentiated marketing where estimating that consumers with different needs will respond the same to any marketing directed towards them. Individuals within the market

are unlikely to be so similar and there are always some underlying segments that can be utilized for a marketing mix (Wood, 2013). Furthermore an undifferentiated marketing strategy can appear in companies that have not done sufficient research about their target segments and thus they are not taking full advantage of their capabilities (Fahy & Jobber, 2012).

In contrast, a differentiated marketing strategy involves having a marketing mix for each market segment that a company has chosen to target. Companies feel that they can deliver the same quality service to each market segment (Fahy & Jobber, 2012). When a company chooses to have two or more marketing mixes they can increase customer satisfaction and loyalty because each marketing mix is designed especially for each segment (Wood, 2013).

Focused marketing is when companies find that they only want to satisfy one of their market segments. Instead of having a number of market segments they focus their efforts on one target. This makes the marketing more efficient and is less expensive than the differentiated marketing strategy. The downside of focused marketing is that the product wouldn't have a large group of people being aware of the product as it would if more market segments were targeted (Wood, 2013).

Firms that use customer information to develop a special marketing mix for each one use customized marketing. Having information about customer behaviour and what they are likely to buy next is of great value for companies that are for instance in the online and tech business. It leads to customer satisfaction if they get to design their own product or get notifications on other products similar to their last purchase or something of their own preference. In customized marketing each customer has their own marketing mix (Fahy & Jobber, 2012).

The optimal targeting strategy for PreCold is likely to be a differentiated marketing strategy. Based on the study from Maskína the majority of current users of PreCold are women therefore it would be ideal to target them but also by focusing on families with young children. It would involve having a separate marketing mix for families with young children and another marketing mix for women at the age of 25-44 years old. The difference between the content for each segment would be for instance, that it is a family matter to use PreCold and on the other hand create something that would trigger an

emotional side for women. For the product to increase their profit margin, they must use the two marketing mixes to position PreCold in the minds of their consumers.

## **2.3 Positioning**

Positioning is when the firm affiliates a product or service with a memorable and specific position in the consumers' mind. The consumer then connects the product or service to his or her own personal needs and desired result. Therefore, whenever consumers feel the urge to fulfil their needs they have the company's brand in mind. Positioning is the image that the company wants the market to perceive of the product itself. For the positioning to succeed the message has to be clear (Wood, 2013).

There are few things that companies need to have in mind when creating their position in consumer's mind. Consumers play a great deal in positioning since it comes down to them if the position is perceived in their minds as the company intended. Company's try to position themselves with something that inspires consumer's needs. The positioning itself is decided by the company but it is up to consumers if they believe in it and buy the product (Wood, 2013).

When positioning a product the attributes that should be taken into consideration are Points of Parity and Points of Difference. Points of Parity (POP's) are the elements of the product that are similar to other products of competitors. The brand has to have some of these similar attributes as the competitor simply to gain entry to their desired market, as for PreCold it would be the common cold market, the fact that it is sold in pharmacies and promoted as a cold remedy. The POP's positions the product on the market in accordance to other brands in the same category. Elements that the product inhabits, how they conduct their service or other aspects that relate to the product are the POP's (Johansson & Carlson, 2014).

So that a product can have a competitive advantage, it must have Points of Differences (POD's). The POD's are the attributes that are unique in the product and are something that other products or services do not inhabit. It is important to have in mind that POD's are used to differentiate the product and are not easy to imitate by other companies. They create a strong image of the brand as well as a positive connection in the mind of consumers. For that to happen consumers must also feel as though the POD's are important to them. It is vital that the brand creates a tangible and intangible difference

between their product and other products on the market to gain a competitive advantage. POD's must be made clear to consumers and that may consist of advertisements and word of mouth methods that create an attractive image. If consumers do not have the knowledge of what makes the product stand out then why should they choose to buy it instead of another product (Johansson & Carlson, 2014).

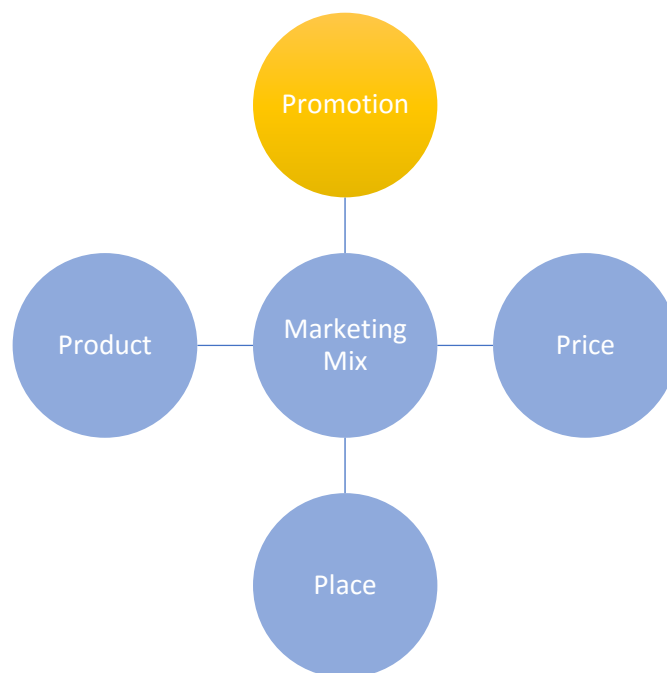
For PreCold, the main POD's must be the results from the clinical trials they have conducted. According to the clinical trials PreCold shortens the common cold period from 6.5 days down to 3 days (Clarsund et al., 2014). No other product on the market can demonstrate that they shorten the cold period whereas other products on the market only reduce the pain or soften the neck. These are exclusive elements that are likely to be attractive in the mind of consumers and will help PreCold succeed in the long run. By positioning PreCold in the minds of consumers that it will help and prevent the common cold, they can then affiliate it with something that can treat and prevent the common cold. Consumers will think of PreCold the next time they get common cold symptoms (Johansson & Carlson, 2014).

The positioning statement is based on the POD'S and is used to express how a product or service meets consumers' needs differently than other products or services. It must be clear so that the consumer will understand it, consistent to the product and the main function of it, credible so people can believe in it and lastly it must have a competitive advantage (Fahy & Jobber, 2012). The message that the company wants to send out is used in the promotional mix and in this case, it would be the promotion of the product on social media. The existing positioning statement for PreCold is "A good solution for the common cold". The statement inhabits the qualities of the product and perceives it as a good solution for the common cold. Since the POD's of the product are that it shortens the common cold period the positioning message could be altered to emphasise the fact of the points of difference of the product. For example "Shorten the time of your cold, extend your holiday " or "Prevent your cold before it prevents you celebrating Christmas".

### 3 Promotional Mix

When a desired position of the product is clear, the next step is to develop a marketing mix. What the marketing mix involves is making consumers aware of the product and the attributes that it inhabits. To gain the desired position on the market a clear message of what the product or brand stands for needs to be promoted. If the consumer does not know what the product stands for they are not likely to buy it (Wood, 2013).

Positioning the product is key and every aspect of the product should be taken into consideration since all pieces of the product indicate to consumers how they should perceive the product and what image they should have of it. The marketing mix shown in Figure 1 is more often called the four P's where each P stands for a different element of the marketing mix, product, price, place and promotion. The first P is product which consists of everything that comes into play with the product and the brand itself (Fahy & Jobber, 2012).



**Figure 1: The Marketing Mix (Fahy & Jobber, 2012, pp. 18-19)**

Product ideas such as developing a larger range of products or services, extending the brand with other products with the same brand name but with a different functionality and re-branding or even re-positioning the product. Price is the next P to take into consideration, which is the decision of the price of the product. The decision is based on



segments willingness to pay for the product. In cases where companies have a differentiated marketing strategy, each segment is taken into account when deciding the price. As some segments are price sensitive and others do not care as much about how much a product costs. In some cases a higher price reflects in higher quality and so people are willing to pay a higher price (Fahy & Jobber, 2012).

Place is the third P where it stands for how the product is distributed and where the product is for sale. If the product is sold straight from the company or if there are any intermediaries are all things that are taken in account for in place (Fahy & Jobber, 2012).

Consequently, PreCold has been on the market for over a year by this time and so decisions based on the product itself, the pricing and place where it is distributed have been decided. It is priced in accordance to other products where it is competitive and the pricing strategy is based on value not cost. As for place, PreCold is produced in the Zymetech headquarters then it is sold to Distica, which is a pharmaceutical distribution company in Iceland.

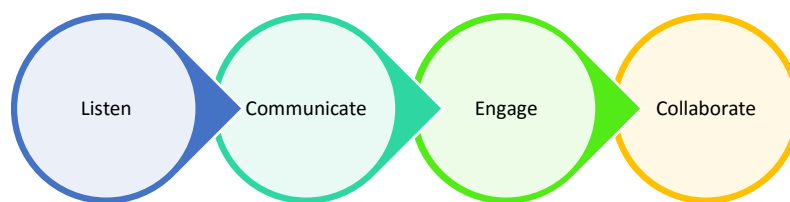
The promotional mix consists of the chosen methods that companies use to create a promotional message for their segments. This can consist of advertisements, direct marketing, sponsorships, online marketing such as through social media and other ways to deliver the companies message. The medium that is chosen is decided by the company based on the effect they believe each medium will have on the behaviour of their target audience (Wood, 2013). The promotional mix with the main focus on social media will be the only attribute that this project will take into consideration.

Through the years, consumers have changed and mass marketing advertisements are getting less and less attention. Communication strategies have alternated with the introduction of social media and have a vast influence on consumer behaviour. Rising awareness, opinions, purchase behaviour and an open communication with other customers are only some of the effects of marketing through social media (Mangold & Faulds, 2009).

## 4 Social Media Marketing Strategy

When a social media strategy is created, it is important that it is designed with a clear purpose and formal objective. Social media marketing has to be done as efficiently and effectively as any other marketing strategy. Although signing up for each medium for example Facebook and Twitter are free, companies should budget for advertising cost as well as staff wages because there is still a price to pay both in opportunity cost for having an employee managing the site and the customization of the medium itself (Roberts & Zahay, 2012).

Utilizing social media to create a successful promotional plan can be difficult. Going through the four steps of developing a social media marketing strategy gives companies guidelines to what is important to do when creating such a strategy (Roberts & Zahay, 2012). In Figure 2 you may find four steps for developing a Social Media Marketing Strategy.



**Figure 2: Steps in Developing a Social Media Marketing Strategy (Roberts & Zahay, 2012, pp. 231)**

### 4.1 Listen

Listening is key to any marketing relationship and is an act that clever marketers should learn. As any relationship, it is important to listen and know what your counterpart is thinking before you comment or answer back. Identifying the target market is important to know on which platform the desired consumer can be found. Listening is also about how individuals act on social media, what are they visiting and how do they respond to certain posts (Roberts & Zahay, 2012).

Since it would be extremely time consuming to look through the whole internet in hopes of finding all feedback on a company's product there are a few tools that can help, the best known is Google Alerts. What the application does is track whatever you desire to track for example PreCold. Whenever someone writes a comment or anything

involving the name, an alert is sent to the corresponding email (Google, 2016). This helps companies keep track on what is being said about their product. Knowledge of what people think of your product is useful and can be used in targeting the right audience (Roberts & Zahay, 2012).

## **4.2 Communicate**

Communicating is the next step and for some it might seem straightforward. Back in the day and before social media development, companies who sent out messages to their consumers controlled communication. With the arrival of the internet and social media communication has opened up the possibility of conversation between customers and companies (Evans, 2012).

The communication between a company and its target market has altered from being only a message that the company sent to consumers to a conversation between the company and consumers. With the use of social media the communication message now is a two way street where consumers can also have an input (Evans, 2012). For that reason, it is important for companies to understand their target audience and listen and communicate according to that. What marketers put on the internet needs to be trustworthy so it will be believable. They must also be responsive and quick on their feet whenever there are any comments or Google Alerts about their product (Marianna Friðjónsdóttir, Social media producer at Balorama, personal communication, 21<sup>st</sup> of October 2015).

In a quote by Sage Lewis “No One Cares About Your Products” captures the essence of how a company communicates it’s message. Expressing a trustworthy persona of the product and company increases the likeliness of a customer relying on the product and buying it (Roberts & Zahay, 2012).

## **4.3 Engage**

Engaging and communication are two very similar steps. If the communication content is not engaging consumers will not take notice. Social media engagement is where the consumer takes part in the content of the promotional mix. Consumers might either be voting for a favourite product, making their own advertisement, participating in a game,

giving reviews or even finding themselves sharing the content on their own page (Evans, 2012).

Engagement also involves triggering a certain feeling or emotion within the user and if the communication is right it leads to word of mouth marketing which is when an individual expresses to another individual their opinion on a good or bad experience they had (Mangold & Faulds, 2009). A good example for engaging consumers by triggering a feeling was the “Do it for Denmark!” campaign from the Danish travel agency Spies. The main idea was shared in a video that told viewers about the decrease in the countries birth rate and that research had shown Danes have 46% more sex on city holidays (Spies, 2014). Therefore, by sending Danes on holiday it would help increase the birth rate. Each couple that booked a holiday through the website and could prove that they had conceived a child would enter a competition to win three years’ worth of baby supplies and a children friendly holiday. Do it for Denmark went viral and has over nine million hits on YouTube in the two years it has been available online (Spies Rejser, 2014).

#### **4.4 Collaborate**

Collaboration is the last step in developing a social media marketing strategy. There might not be a significant difference between collaboration and engagement but they do come together quite nicely. Companies engage consumers and in some cases, it causes a collaboration between the two parties. The collaboration involves the consumers creating their own advertisement in sharing content or in some cases creating their own from scratch (Roberts & Zahay, 2012).

Pepsi has succeeded in this field where they launched a promotion in the up and coming months before the 2007 Super Bowl where they asked fans to create their own advertisements. Since advertisements seem to be one of the main event of the Super Bowl, the campaign was a success. The main idea with collaboration is the co-creation of a promotional mix for the company (Roberts & Zahay, 2012).

Twitter is an ideal medium for collaboration where the restriction of characters used gives users the chance to send quick and short messages and find content based on the product through hashtags. With over 500 million Tweets sent out each day, it creates an opportunity to reach global users and encompass new customers. Using Twitter, companies gain direct contact with their customers and can build a relationship with

them (Dowling, 2014). The three things that Twitter believes to be why businesses should be using the medium is because consumers are on Twitter, they want to engage with companies and companies can connect with consumers in a meaningful and direct way (Twitter, 2016).

Another way to initiate collaboration is through product reviews. According to Channel Advisor 92% of Internet customers in the US read product reviews and only a mere 3% are not influenced by the comments. Customer behaviour on the internet begins with searching for a product or service through a search engine and sift through which product they would want to buy for a need that has to be fulfilled. Personal recommendations are important to buyers when deciding on their next purchase. Getting validation and the comfort of another user and their experience helps the buyer to justify the purchase (Kaplan & Haenlein, 2010).

## 5 Social Media

The use of social media has become a part of individual's daily routine and the amount of platforms of which companies and individuals can use are numerous. According to Mangold and Faulds (2009) social media is a communication tool with over thousands of people interacting with one another about products and the companies that produce them. Regarding the messages that social media transmits this is what they say:

“They have become a major factor in influencing various aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase communication and evaluation” (Mangold & Faulds, 2009, pp. 358).

The social media landscape is huge and it can be difficult to understand the different types of social media platforms. Social media consists of platforms where individuals or companies can share content of their choosing whether it is photos, links to articles, blogs, videos or short messages (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). In the following chapter the main social platforms will be accounted for to give a better image of what, where and how they work.

Blogs are personal web pages that come in different shapes and forms depending on the interest of the author. In some cases, they are reviewing a certain product or have received paid exposure from a company for talking about the product that is promotion in itself. Customers often rely on the help of blogs and customer reviews when they start their search for a product that will satisfy their needs (Chen & Lin, 2015). Blogs in Iceland have becoming more and more popular with the most popular blogs having 40.000 readers each month. Companies have been seeking more and more paid advertisement through blogs since they see the enormous reach that each blog has (Kastljós, 2016).

Content communities are websites where users can upload media and share with whomever want's to find it. For example Flickr or Instagram where users upload photographs or YouTube which is used for uploading short or longer video clips (Kaplan & Haenlein, 2010).

Facebook is one of the mediums with the most traffic. As of December 2015 Facebook had 1.59 billion monthly active users (Facebook, 2016b). Therefore, it is an ideal platform for companies when marketing a product where whoever wants to see it and whoever is

looking for it can find it. Companies in Iceland have also been increasing their social media presence. In the year of 2013 48% of Icelandic companies had a Facebook or LinkedIn page, 15% of them had a YouTube channel and 21% of them had a Twitter page (Statistics Iceland, 2013). Three years later, it is likely that those numbers have grown. The largest group of individual social media users in Iceland are on Facebook by 89% of the whole nation having an account and 74% are active accounts (Gallup, 2015). Because of the vast majority of Icelanders using social media and the coverage of Icelandic companies being on social media with or without a specific promotional mix, it is an opportunity for PreCold to increase awareness of the product.

Twitter has 320 million active users every month and their mission statement is “To give everyone the power to create and share ideas and information instantly, without barriers” (Twitter, 2015). Each user has the amount of 140 characters to express their feelings. It can be anything from a good or bad experience from a product or service or letting people know that they need their morning cup of coffee (Dowling, 2014). In the last few years, Twitter has been becoming more and more popular in Iceland. In the year 2013 there were only 5.700 Icelandic users on Twitter and at the same time in 2014, the users had increased to 10.000. People tend to use the medium when important events are happening. During the Icelandic qualifier for the Eurovision Song Contest people watching could Tweet with the hashtag #12stig. With the popularity of tweeting while an event is going on rising, more and more Icelanders have signed up for an account on Twitter (Atli Fannar Bjarkason, 2014). The use of hashtags enables users to find individuals expressing themselves about the same topic. Users can share links through Twitter and because of the restraint on characters they can shorten the URL of the link with websites like bit.ly (Dowling, 2014).

Instagram is a content community where users upload, modify and share photographs or short videos with friends and followers and has 400 million active accounts (Instagram, 2016b). Creative captions grab people’s attention, make them interested, and create the urge to ask questions. By following which hashtags are popular each week companies can post content that relates to it and get more traffic (Dowling, 2014). According to Instagram the reasons why businesses should choose to market on Instagram is that it inspires people when they see a business in a different light (Instagram, 2016a).

YouTube is a social media site where users can upload videos and share with people all over the world. It is a platform for innovation, inspiration and distribution of knowledge and experiences (YouTube, 2016). YouTube is the biggest portal for sharing videos in the whole world and is the second largest search engine. Every hour of the day 100 hours of footage is uploaded to the website and it has 1 billion active users (Kaplan & Haenlein, 2010).

The biggest expense in managing a social media site is the manpower. Content has to be up to date, timing of the post must be accurate, and the frequency of posts must be enough for the target group to see it but not too much for them to block the content from their feed. Having a social media site for companies also opens up a conversation between customers and the company, as well as a conversation between customers giving a review and feedback of their experience. For those reasons an employee is vital to be able to monitor the feedback and create a relationship with the customer (Mangold & Faulds, 2009).

Although there is an expense for companies marketing on social media 85% of users believe that social media has generated exposure for their business and 63% believe that it has increased traffic of potential customers of their product (Roberts & Zahay, 2012, pp. 227). Since PreCold has decided to use social media to increase their awareness, it is vital that the communication strategy is well planned and implemented in the right way.

### **5.1 Choosing a social media platform**

Because there are a diverse set of social media platforms, companies need to choose which type of platform they want to use. Internet users and active social media members are diverse and have different demographics. Companies choose the platform that they use after analysing research or with other such information regarding where their target market is found on social media. The decision is based on how their target market behaves on social media and where the larger part of them are (Guðmundur Arnar Guðmundsson & Kristján Már Hauksson, 2009).

Utilizing one or more social media sites brand awareness increases and can be beneficial for the company. Behaviour on social media is different for diverse groups of people and so one method on social media may trigger one segment while something



different triggers another segment. With so many different groups of segments there are different types of social media users (Li & Bernoff, 2011).

Forrester Research created the Social Technographic ladder to show different behaviour of social media users. As displayed in Table 1 each step of the Social Technographic ladder is described (Guðmundur Arnar Guðmundsson & Kristján Már Hauksson, 2009).

**Table 1: Forrester's Social Technographics (Guðmundur Arnar Guðmundsson & Kristján Már Hauksson, 2009).**

<b>Forrester's Social Technographics</b>	
Creators	Publishes blogs, web pages, uploads video/audio content they have created or write their own articles and post them
Critics	Rate and reviews products and services, comments on blogs, is active on online forums or edits articles
Collectors	Uses RSS feeds, votes for online websites or tags websites or photos
Joiners	Those who have active social media sites and visits social media sites frequently
Spectators	Reads blogs, listens to podcasts, watches content from others, reads online forums or customer ratings
Inactive	None of the above

The different steps give a clear picture of how different segments use the internet. Some are very active and publish their own content for their own or others benefits. Then there are those that review and comment on the content that has been published on the internet. Another group are those who have an active social media account and visit them frequently. On the other hand, the largest part of internet users are the spectators. They do read the content that has been published and that has been given feedback of, they do not feel the need to give an opinion on what is happening on social media they are only spectators that enjoy the internet's content (Guðmundur Arnar Guðmundsson & Kristján Már Hauksson, 2009).

Although users are categorized, there is one thing to have in mind. Due to different trends and behaviour, users of social media are not the same in every country. Each country might have a social media platform that is used more frequently than other

platforms. Considering those there might be a slight margin of error because some social mediums are not a custom in every country.

According to Forrester Research in 2009, only 23% of the Icelandic population are creators of content and 21% were critics. The largest part of internet users in Iceland are either joiners or spectators of all ages ranging from 16-55 and older. Although the numbers given by Forrester Research are a few years old it is possible to estimate that they haven't changed a whole lot. Establishing how consumers behave on social media can be useful and should be considered when creating a social media strategy (Guðmundur Arnar Guðmundsson & Kristján Már Hauksson, 2009).

When deciding on which medium to use it should be taken into account if the product or service is relevant to the users of such a medium. Users of say Twitter or Facebook might be at the same age group as the target segment but the product or service would not be acceptable on such a platform. For an independent insurance dealer it would for example not be appropriate for him to market himself on Facebook even though his target audience could be found there (Thoranna K. Jonsdottir, Marketing Strategy & Branding public speaker, personal communication, 2014).

In this chapter, we have seen that there are many possibilities for companies to promote their product on social media. There are a number of platforms where a promotional mix can be implemented. The key is to be relevant on whichever medium the company decides to choose and that the behaviour on that medium will reach the goals and objectives of the company. The steps in social media marketing strategy are a useful tool when the content of the social media site is designed. Having it in mind to listen to consumers, communicating with them, creating something they want to engage in and lastly getting them to co-create content by collaboration.

Over 80% of the Icelandic nation can be found on Facebook and Icelandic Twitter users are increasing (Gallup, 2015). It is likely that the medium of choice for PreCold should be Facebook, Twitter and YouTube since the majority of Icelandic social media users are joiners or spectators. The three mediums listed are those the mediums that best fit joiners and spectators as they have social media sites for like Facebook and Twitter and watch content from others on YouTube.

## **6 Analysis of social media presence**

Looking at how companies in the same market are conducting their promotional mix can be useful to see why some succeed and why others do not use social media. It can be helpful to analyse how competing companies are behaving on social media to get a good insight of their social media usage. The analysis can be used to find out how and where PreCold could conduct their own promotional mix. By looking at the target audience of the product it can also give a picture of how they are behaving on social media and how they react to social media posts and marketing strategies. Knowledge of the consumer's behaviour, their needs, desires, views and behavioural attributes is vital to understand what method it is best to approach them on a social media platform.

In this chapter the cough, cold and allergy market in the United States and a few handpicked countries from Europe will be analysed. The social media behaviour is specially examined and how competitors on the markets mentioned before are conducting their social media strategy. Although this discussion does not cover a more in-depth view of sales and growth in various common cold markets, it can be found in Appendix 1. The largest companies and brands will be analysed concerning the type of drug, product line, usage of social media, which social media sites are used, frequency and how they are getting consumers to engage and take part in the conversation about the product.

### **6.1 United States**

The cough, cold and allergy market in the United States grew 6% in the year of 2014 and reached an eight-billion dollar growth. According to Euromonitor International (2015f) the compounded annual growth rate (CAGR) was predicted to see a stable growth of 2% over the forecast period and reach an eight billion dollar profit margin in 2019.

Nasal sprays are projected to grow fast and have a 4% CAGR because it is possible to now to sell prescribed nasal sprays over the counter. Another trend that has been rising since 2014 is that consumers are seeking products that treat multiple symptoms with one product. The value of these types of products had a 6% growth in 2014. The trend was something that producers were quick to realise with new launches of line extensions of combination product with additional active ingredients. They were used to address other

symptoms or show further benefits of the pre-existing product (Euromonitor International, 2015f). To name a few of who caught on to the trend was Mucinex, Vicks DayQuil Severe & NyQuil Severe and Johnson & Johnson Triaminic Multi-Symptom Fever & Cold. These are some of the larger players in the US cough, cold and allergy market. In the following chapter, the largest brands on the US market will be analysed focusing on their social media presence.

In Table 2 statistics of brand shares for cough, cold and allergy (hay fever) can be found. The brands that have been chosen are those who treat the common cold in one way or another and have a social media presence. Brands that treat allergies or hay fever are purposely not taken into account since they do not have similar functionality as PreCold.

**Table 2: Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2011-2014 (Euromonitor International, 2015f).**

Brand	Company	2011	2012	2013	2014
<b>Mucinex</b>	Reckitt Benckiser Inc.	8.1	8.9	8.7	8.0
<b>Vicks</b>	Procter & Gamble Co.	8.2	7.9	7.4	7.0
<b>Halls</b>	Cadbury Adams USA LLC	4.5	4.3	4.4	4.3

### 6.1.1 Mucinex

Mucinex is a brand owned and distributed by Reckitt Benckiser Inc., the distributor holds 11% of the cough, cold and allergy market in the United States. Mucinex is a broad line of products that relieve cold, flu or hay fever. The brand is extended into a various products based on what symptoms the patient has (Euromonitor International, 2015f).

The brand has had a long-running advertisement featuring their mascot Mr. Mucus who seeks to end the suffering of the common cold (Euromonitor International, 2015f). Since the year 2013 Mucinex has been using social media in their promotional mix and have utilizes both Twitter and YouTube. The mascot Mr. Mucus is one of the main characters in their promotional mix and content featuring him can be found on various social media platforms (Mucinex., 2016).

The most active social media site that Mucinex uses is their Twitter page where they joined in 2013. The content that Mucinex posts are for example various types of pictures

of Mr. Mucus with slogans and sayings such as “Put chest congestion behind you” as seen in Figure 3 or “Don’t let Mucus destroy your holiday”.



**Figure 3: Mucinex Twitter example, 27<sup>th</sup> of February 2015 (Mucinex, 2015c).**

With each post Mucinex always has a relevant hashtags such as #DitchTheMisery, #ColdandFlu, #BlameMucus and also relevant to what is happening in society such as #HappyHolidays or #WinterWeather (Mucinex., 2016). This demonstrates that Mucinex uses their own hashtags for consumers to find content based on the product and placing them with seasonal content such as the holidays. With the hashtags they have also called on engagement of consumers for instance the hashtag #BlameMucus where if you would share your worst cold or flu story you would have a chance of winning Mucinex products. Another type of engagement that Mucinex has done is if a customer sends a funny e-card with Mr. Mucus they will get a coupon for the product (Mucinex, 2015a).

Mucinex is current and posts photos relating to what is happening in society such as Mardi Gras or the Oscars giving consumers the sense that the brand is relevant in every social setting. As well as posting current photos Mucinex produced a set of short videos starring Mr. Mucus reading “sick tweets” which is similar to “Celebrities read mean tweets” on the talk show Jimmy Kimmel (Mucinex, 2015b). These are all examples of Mucinex getting consumers to engage with them by creating content that they want to share with their friends on Twitter or Facebook. Mucinex also create a communication between themselves and consumers by being very responsive and answering tweets that have mentioned one or more of their products.

### **6.1.2 Vicks NyQuil & DayQuil**

Vicks is a brand from the extensive brand portfolio of Procter & Gamble and they have been in fourth place in retail value sales since 2008. Vicks is the name brand for remedies for cold, combination products, nasal sprays, inhalant decongestants, rubs and medicated confectionery (Euromonitor International, 2015f). NyQuil and DayQuil are produced under the Vicks name and they have a successful promotional mix on social media. The products can be found on the most popular social media platforms Facebook, Twitter and YouTube. Their most successful advertisement campaign has been promoted on all social media sites where the main slogan “No sick days” is implemented through video clips, tweets and photo content. The main message in the advertisement campaign aimed at mothers and fathers who do not have the possibility of taking a sick day from their parental duties (NyQuil & DayQuil, 2015b).

The use of the hashtag #NoSickDays is used in almost every post that they share to emphasize that by using the product in hand you can take care of your children. The Twitter page also outsources Twitter feeds to various mom blogs and let them takeover to show what it is like being a mother when you are sick and what you still have to do even though you might be sick. For example “You still have to convince your child to put their coats on despite not feeling well yourself” (NyQuil & DayQuil [NyQuilDayQuil], 2016). This is a great example of co-creating content with the users of the product and calls for engagement of the end user. Photo content from NyQuil & DayQuil is also relevant to what is happening such as for Christmas a photo was shared of NyQuil with the inscription Silent Night which suggests to consumers that they should buy the product instead of getting a cold during the holiday season (NyQuil & DayQuil, 2015a). The main lesson drawn from Vicks examples is the emphasis in their advertisements on families. Also the fact that they manage to get consumers to engage to the product by sharing their stories and tell others on their social media about the benefits of it.

### **6.1.3 Halls**

Halls is a throat lozenge from Cadbury Adams and temporarily relieves users of cough due to a cold and a sore throat (Euromonitor International, 2015f). The brand has a social media presence on Facebook and on Twitter. Their newest ad campaign is the one that they use on both platforms where they indicate that you want either tough love or soft

love depending on which flavour you choose of cough drops. In the content that they post they use hashtags with the taglines #SoftLove or #TougLove to shed light on their variety of products (Halls, 2016).

The content that Halls shares on social media is mostly short videos from their ad campaign and photos that relate to the season or what is happening such as Thanksgiving or Valentine's day. A lot of thought is put into the content and pictures are rarely posted more than once (Halls, 2016).

Halls is very responsive on social media, which indicates that they have a member of staff that handles both Facebook and Twitter. As can be seen in Table 3 they have a 100% response rate on Twitter and according to their Facebook profile, they are very responsive and reply within few hours. This is important for the product consumers who use social media. There is an active conversation between the two and the consumer can be certain that he is heard.

A better image of the brands previously mentioned on social media is in Table 3. The reason why only Facebook and Twitter are analysed is that they are the most prominent social media platforms that the companies use for their promotional mix. The fact that most Icelanders have a Facebook page and a growing amount of them has a Twitter account was also a factor in choosing which social media sites should be analysed in this manner.

The table is based on findings from entering each social media site into LikeAlyzer which analyses and evaluates social media presence on Facebook (LikeAlyzer, 2016). Foller.me is another website that can be used to analyse Twitter pages (Foller.me, 2016). The engagement rate is calculated by taking the total people talking about the product and dividing it into the total of likes of the site. Likes, shares and comments is also based on how many followers the social media site has and how often they like, share or comment (LikeAlyzer, 2016). Response time is a measurement of whether the social media platform is responsive and answers questions or inquiries about the product. Based on LikeAlyzer the timing is either bad or good based on followers of the social media platforms and whether they are posting posts on the times where they are most active (LikeAlyzer, 2016). Twitter analysis of time is based on when the social media is posting most of their posts and does not take into account whether followers are active

or not, only when the social media platform posts content. Twitter client usage are additional options that companies use to enhance their visibility on Twitter (Foller.me, 2016).



**Table 3: Social Media Analysis of leading brands in the USA (Foller.me, n.d.; LikeAlyzer, n.d.).**

	Mucinex	Vicks (NyQuil & DayQuil)	Halls
<b>Facebook</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>
Likes		966.994	543.967
Likes growth		0% in the last month	
Engagement rate		0.11%	0.10%
Posts pr. week		0.34	0.90
Likes, shares and comments on posts		1264 (poor)	787 (poor)
Post types (Content)		25% photos 75% videos	50% photos 50% videos
Response time		1781 minutes	772 minutes
Timing		Off	Off
Curiosity		Do not ask enough questions	Do not ask enough questions
Hashtags		Not using	#ToughLove, #SoftLove, #SweetNote
<b>Twitter</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Followers	7.410	2.280	16.300
Follow ratio	247 followers per following	84.44 followers per following	183,75 followers per following
Replies	62 %	83%	100%
Timing	Between 14:00-16:00	Between 14:00-17:00	Between 15:00-17:00
Twitter client usage	Twitter Ads, Twitter Ads, Twitter for iPhone	Sprinklr	ExpionDev and Twitter Web Client
Hashtags	#DitchTheMisery, #BlameMucus, #ColdandFlu, #SickTweets, #Mucus, #WinterWeather, #Cold	#NoSickDays, #ad, #backtotherealworld	#peptalk, #softlove, #sorethroat, #toughlove
Post types (Content)	18% links 22% media, 60% tweets and replies	9% links for coupons, 15% media, 76% tweets and replies	2% links, 38% media, 60% tweets and replies

The data from this table was gathered on the days 7<sup>th</sup> and 8<sup>th</sup> of March 2016. Taken into consideration that the facts from the table may vary from day to day.

## 6.2 Europe

Considering the fact that Europe consists of many countries and different cultures, a decision was made to focus only on three European countries in the analysis for social media presence. The three countries that were chosen for this analysis are Denmark, The United Kingdom and Germany. There are some similarities between these countries as consumers are familiar with the largest brands in the cough, cold and allergy market. Two of the largest brands found in these three countries were Halls and Vicks. As they have already been analysed in terms of social media presence in the previous chapter they will not be analysed any further.

The focus in this section is examination of three different brands; Ga-Jol, Fisherman's Friend and Sudafed and brand shares for the brands is in Table 4. The promotional mix content will be analysed without focusing on each country separately. It is clear that in Europe the largest trend of cough medicine market is confectionary where consumers have the option to buy the products in retail stores rather than only in pharmacies (Euromonitor International, 2015a).

**Table 4: Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2012-2015 (Euromonitor International, 2015a, 2015b, 2015e).**

Brand	Company	Country	2012	2013	2014	2015
Ga-Jol	Toms Gruppen A/S	Denmark	11,4%	11,3%	11,4%	11,4%
Fisherman's Friend	CFP Brands Süßwarenhandels GmbH & Co KG	Germany	4,4%	4,0%	4,3%	4,3%
	Valora Trade Denmark A/S	Denmark	2,4%	2,4%	2,4%	2,4%
Sudafed	McNeil Healthcare (UK) Ltd.	United Kingdom	3,9%	3,8%	3,8%	3,8%

By looking at brand shares in various countries in both the USA and in Europe, it is clear that product promotion varies. Some have their own social media platform, if the company itself has a social media site or if they only have a company website. This is very interesting and could be explored further to find out why prominent brands on the common cold market some decide that they do not need a social media platform to promote their product.

### **6.2.1 Ga-Jol**

In Denmark, the current value of the cough, cold and allergy (hay fever) remedies increased in 2015 by 1%, which leads to a net profit of 776 million DKK. As well as in the United States combination products are leading the largest category with a growth of 5% in 2015. The main reason for high value sales in 2015 is the high number of Danish consumers suffering from conditions such as the common cold. High demand for treatments are a result of the cold Danish weather for most part of the year (Euromonitor International, 2015a).

Ga-Jol is a confectionary and has been Denmark's favourite liquorice since they began production in 1933 (Ga-Jol, 2016a). The confectionary has the second largest brand shares of cough, cold and allergy remedies in Denmark and has been so for the past three years (Euromonitor International, 2015a). Ga-Jol has a Facebook page that has been inactive since October 2015 although before that time they were very active. The main content on Ga-Jol's Facebook page is photo content. The photos are of the product, Ga-Jol, in different settings. You can see a packet of Ga-Jol on holiday, at a music festival, at the beach or even sleeping in bed. The visual content gives consumers a sense that Ga-Jol can be consumed anywhere at any time (Ga-Jol, 2016b). The Facebook page is not responsive at all to customers commenting on the content that they have shared. Considering the facts in chapter four, this shows that even if a social media site is available and active it should be responsive regarding the activity on the site.

### **6.2.2 Fisherman's Friend**

The current value growth for Germany's cough, cold and allergy remedies was 2% in the year 2015. Contributing to the high sales of remedies is the fact that a cold epidemic passed over the country. The biggest benefiter of the epidemic were nasal sprays which is similar to the countries identified above (Euromonitor International, 2015b).

Fisherman's Friend is a menthol and eucalyptus flavoured lozenge (Fisherman's Friend, 2016) which has the fourth largest brand share of cough, cold and allergy remedies in Germany (Euromonitor International, 2015b). The product has an active Facebook page where they have a high response rate where a response is given in a matter of minutes. Their content varies from photos, links and videos. The photos that Fisherman's Friend shares on their Facebook page are current and intact with what is

going on in society. For instance because of the upcoming film Batman vs. Superman they photoshopped two pieces of Fisherman's Friend to look like Batman and Superman. For Paris Fashion Week they turned a piece into Karl Lagerfeld the German fashion designer. Fisherman's Friend is also the main sponsor for a Strongman Run and their main videos that they share are advertising the event (Fisherman's Friend, 2016).

### **6.2.3 Sudafed**

In the United Kingdom, the current growth value in 2014 was 1% and Sudafed is the fifth largest brand in the UK. Due to the fact that consumers are seeking a healthier lifestyle with better nutrition, more exercise and dietary supplements a decline in coughs and colds have been occurring, which results in lower volume of sales in most products for cough, cold and allergy remedies (Euromonitor International, 2015e).

Sudafed is a tablet that reliefs sinus pressure and nasal congestion from McNeil Healthcare Ltd. (Sudafed, 2016a). The brand has an active Facebook page and has various types of content in order to engage their customers. The page is responsive and a response will be given in only a matter of hours. Which can tell you one thing that there is a person that handles the social media site so that customers that comment can get feedback in a couple of hours. The content on Sudafed's Facebook page mainly consists of photos but also a few videos from their advertisement campaign on television (Sudafed, 2016b). Sudafed's content is similar to the other products previously discussed by having current content. In Sudafed's advertisement content, the consumers are reminded to take the product with them on holiday and keep it if needed during the holiday season. It tells you stories of people who couldn't do a certain thing because they were too ill. Their video content show individuals telling about how they feel when they have congestion and how Sudafed helped them get rid of that feeling (Sudafed, 2015).

Table 5 is based on findings from entering each social media site into LikeAlyzer which analyses and evaluates social media presence on Facebook (LikeAlyzer, 2016). Foller.me is another website that can be used to analyse Twitter pages (Foller.me, 2016). The engagement rate is calculated by taking the total people talking about the product and dividing it into the total of likes of the site. Likes, shares and comments is also based on how many followers the social media site has and how often they like, share or comment (LikeAlyzer, 2016). Response time is a measurement of whether the social media platform

is responsive and answers questions or inquiries about the product. Based on LikeAlyzer the timing is either bad or good based on followers of the social media platforms and whether they are posting posts on the times where they are most active (LikeAlyzer, 2016).

**Table 5: Social Media Analysis of leading brands in Europe compared to PreCold (LikeAlyzer, 2016).**

	<b>Ga-Jol (Denmark)</b>	<b>Fisherman's Friend (Germany)</b>	<b>Sudafed (The UK)</b>	<b>PreCold (Iceland)</b>
<b>Facebook</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Likes</b>	31.707	109.686	217.682	1.228
<b>Likes growth</b>	0.11%	0%	0%	3.02%
<b>Engagement rate</b>	0.03%	3.09%	0.04%	12.13%
<b>Posts pr. week</b>	0.00	1.72	0.24	0.56
<b>Likes, shares and comments on posts</b>		859 (poor)	485 (poor)	69 (good)
<b>Post types (Content)</b>	100% photos	52.4% photos, 19% videos, 28.6% links	80% photos, 20% videos and links	42.9% photos, 57.1% links
<b>Response time</b>	Not good		Within a few hours	
<b>Timing</b>		Slightly off	Perfect timing	Way off
<b>Curiosity</b>	Should ask more questions	A good amount of questions	Should ask more questions	Good
<b>Hashtags</b>	Not using	Using	Not using	Not using

The data from this table was gathered on the days 14<sup>th</sup> and 8<sup>th</sup> of March 2016 for Denmark, Germany and the UK. Data gathered from PreCold in Iceland was gathered 1<sup>st</sup> of April 2016. It must be taken into consideration that the facts from the table may vary from day to day.

## **7 The use and knowledge of PreCold on the Icelandic market**

In the winter of 2015, a marketing research was conducted in cooperation with Maskína an Icelandic marketing survey company. The basis of the research was to analyse the use and knowledge of PreCold on the Icelandic consumer market. It was an online quantitative questionnaire sent by email and implemented in November and December. Participants were both male and female ranging from the age 18 and up who come from different parts of the country and with different education and income. The sample of participants was chosen randomly from the National Register. A phone call was made to each participant and if they accepted, they would be sent an email survey. By having such a wide group of 1640 people it was then more likely to find out the core customer group of PreCold (Maskína, 2015).

Following are the conclusions given from a market research. It is safe to say that women have better knowledge of PreCold and are they more likely to buy the product for the household. The study showed also that advertisements in newspapers and in broadcast media are the most prominent of all marketing strategies until now (Maskína, 2015). That correlates to how money for advertisement has been distributed between each medium until now. This is a clear sign that advertisement in social media can be utilized better. A communication strategy on social media is something that is worth trying out for PreCold to seen as they haven't used it to full extent and it could be beneficial for the company to try it out since it can be used to get easily to a large range of customers.

There is a clear opportunity for families with children seen as users were using it more on themselves rather than the younger generation. By showing the nation that PreCold is eligible for children over the age of 2 years old and for the whole family the profit margin of the product is likely to increase (Maskína, 2015).

In Table 6 key findings, statistics and questions that are helpful from the market survey can be found. In questions two, three and seven participants could chose more than one option. Participants only received question two if they had answered that they knew the product in question one. The key findings of the market research will be helpful in the next steps of the process. With the knowledge of who is using the product, how they are

using it and where they are getting information about the product. It is useful for the communication strategy that will be implemented within the company.

**Table 6: Zymetech knowledge and use of PreCold (Maskina, 2015).**

<b>Question 1 – How much or little do you know about PreCold?</b>					
<b>Gender</b>		<b>Much</b>	<b>Average</b>	<b>Little</b>	<b>Not at all</b>
	<b>Number of participants</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Male	704	3.4	4.1	17.0	75.4
Female	931	6.4	5.3	19.9	68.4
Valid answers	1635	5.1	4.8	18.7	71.4
<b>Question 2 - Where have you heard about PreCold?</b>					
<b>Medium</b>	<b>Number of participants</b>	<b>% participants</b>	<b>% answers</b>		
In newspapers	121	29.2	23.3		
In a broadcasting media	116	28.0	22.4		
From friends and relatives	114	27.5	22.0		
In the pharmacy or the store	71	17.1	13.7		
On social media	46	11.1	8.9		
Somewhere else	51	12.3	9.8		
Valid answers	519	125.4	100.0		
<b>Question 3 - Have you noticed any PreCold ads in the following locations?</b>					
<b>Medium</b>	<b>Number of participants</b>	<b>% participants</b>	<b>% answers</b>		
In newspapers	175	10.9	10.5		
In a broadcasting media	160	10.0	9.6		
On social media (Facebook, Twitter, Instagram etc.)	35	2.2	2.1		
Somewhere else	18	1.1	1.1		
None of the above	1276	79.4	76.7		
Valid answers	1664	103.5	100.0		
<b>Question 7 – Who in your home has used PreCold?</b>					
<b>Household members</b>	<b>Number of participants</b>	<b>% participants</b>	<b>% answers</b>		
Adults	112	95.3	73.1		
Teenagers	28	21.9	16.8		
Children	16	12.5	9.6		
Others, who?*	1	0.8	0.6		
Valid answers	167	130.5	100.0		*No one



## **8 Suggested social media plan for PreCold**

Leading brands have been adding social media into their promotional mix during the last few years. Social media has become more and more popular with various types of platforms for various types of content to be shared on the World Wide Web. Although using a social media promotional mix can be helpful and fits the position of the product for some companies, it may not be ideal for others. Since most of the largest brands in the cough, cold and allergy market are medicine, there are certain rules and regulations to what is allowed to say on social media or in marketing in general. According to the fourth paragraph in Facebook's Pages Terms "Pages must not promote the sale of prescription pharmaceutical." (Facebook, 2016a). That may be the reason why some of the largest players opt not to have a social media site. Some might even not see any purpose using social media as they already have a large market presence and market share. Another point in why cough, cold and allergy brands do not use social media might be that they do not risk being sued over content that they have portrayed online. However, most of the products discussed in this assignment are not defined as a medicine and can be purchased over the counter and without a prescription. In the case of PreCold, no prescription is needed since it is a medical device and can be bought over the counter in pharmacies.

The analysis of leading brands in both the United States and the three European countries shows that not every brand in the common cold market uses social media. Those who do use it either have a carefully planned promotional mix or simply opt to have a social media site just in order to be visible there. The purpose of this analysis was to find out methods for PreCold to use in their promotional mix on social media. The majority of brands that were analysed had either one or two social media platforms. They were more frequently on Facebook or Twitter rather than other social media platforms. As the most popular social media sites in Iceland are the two previously discussed platforms it is suggested that PreCold should implement their promotional mix on Facebook and on Twitter. Both mediums call for engagement of consumers as well as opening up a conversation with consumers. PreCold would use Facebook for implementing contests and graphical content while Twitter would be used to implement

and research relevant hashtags to use in their Tweets. The platforms are diverse but the content would be similar.

It was clear that the companies analysed above had the attributes introduced in chapter four: listen, engage, communicate and collaborate when building their own promotional mix. PreCold could follow these steps:

- **Listening:** PreCold should be aware of what their followers and consumers are saying about the product, for instance by using Google Alerts. They should respond in accordance to what the consumers say and answer within at least two hours.
- **Communications:** PreCold's communication should be based on how they want the product to be perceived by consumers and should portray their promotional message according to the company's values and the distinctive POD's previously discussed.
- **Content:** The content on the social media site if it's Twitter or Facebook should be interesting and it should catch the eye of consumers for them to be able to engage with the post and share it with their friends. It should also be relevant and based on what is happening in society if it's an event, the weather, or a national holiday.
- **Collaborate:** Collaboration of the product and consumers can be done in a way where consumers or followers create their own advertisement by sharing content from the site or create an original advertisement.

Companies must be aware though of the conditions that Facebook releases regarding promotions on Facebook. In paragraph, three of Facebook's Pages Terms says:

"Promotions may be administered on Pages or within apps on Facebook. Personal Timelines and friend connections must not be used to administer promotions (ex: "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries", and "tag your friends in this post to enter" are not permitted)." (Facebook, 2016a).

Having that in mind companies must instead have their content exciting and interesting enough that their followers share it without getting an incentive. Using these steps is helpful to build up a promotional mix on social media for PreCold. For the steps to be implemented successfully, it is vital having an employee that handles the pages. Handling a social media site can be time consuming and demands creativity and the assignment needs to be part of an employee's work duties. It is an issue that needs to be considered when a decision is made using social media as a part of the promotional mix. The employee must also have some marketing knowledge and knowing the importance of

shedding light on the POD's. By having a person, that handles social media content, responses and sharing of content it is more likely for the plan to be implemented. In some cases, handling a social media platform can become a side project and employees take care of it when everything else is done. When that happens the promotional mix is occasional, not focused and is not as successful as if handling the social media site would be a part of the individual's job description. The social media site has to be a priority of the employee who should follow defined procedures. For instance, they could manage a database for content or a set plan for when and how the content should be portrayed. It depends on if the product is well known or is using social media to create awareness on how often and how much time and effort is put into content and sharing it. For PreCold, the following is recommended: It should be part of someone's job description to follow these steps mentioned above for six months. The first six month will be demanding as it takes time to build up product awareness as was seen in the study conducted by Maskina (2015), there was not enough awareness about PreCold as had been desired. As time goes, the extent of the job will decrease.

Each social media site analysed was different in terms of followers, likes and response rate. One of the attributes that the analysed social media sites had in common was that their content was always up to date. It is intact with what was happening in society. Consumers will then be more interested and feel like it is not just an advertisement, it is also a product that is in touch with current news and the reality of live. For instance having a picture connected with Valentine's Day, The Oscars or even a Flu weather forecast to update consumers of the fact that it could be flu season and it might be a good idea to stock up on their product.

Content that PreCold would share on Facebook and Twitter would harmonize with their positioning statement. It should be perceived as a trusted product for consumers with symptoms of a cold and thus should emphasize that. The positioning statement should bring out the POD's of the product, which is that PreCold shortens the cold duration. What PreCold can do and is likely to succeed depending on the previous analysis, is to have their content up to date while putting forth their positioning statement as well. PreCold's content should also be based on their target market and be

something that triggers an emotion for families with young children as having a cold is a family matter and as well as content targeted to women at the age of 20-44 years old.

PreCold is a medical device that is seasonal since it is only used when symptoms of the common cold occur and to shorten the period of cold. That correlates with the cold weather where frequency of a cold or flu is preferably higher around wintertime rather than in the summer. PreCold's promotional plan on social media should be noticeable mostly from September-March. PreCold can be used before boarding an airplane and during the flight when travelling and prevent viral infections by forming a barrier so that viruses from other passengers will not affect you. That could be content for the summer time since Icelanders are keen on going on holiday in the summer time. The nature of the content and timing should be as follows:

- **Autumn/Winter (Sept.-March)** – content based on the season with emphasize of the positioning message with up to date content, these short messages could be presented graphically on Facebook and also as written messages on Twitter
  - Fx. “Prevent the cold before it prevents you celebrating Christmas”, “You don’t want to be stuck inside when everyone else is outside making snowmen”.
- **Spring/Summer (April-August)** – content emphasizing the use of PreCold on or before a summer vacation, these short messages could be presented graphically on Facebook and also as written messages on Twitter
  - Fx. “Shorten the time of your cold, extend your holiday” , “Don’t forget to take PreCold with you on holiday”

Another finding from the analysis is that the companies were keen on using either hashtags that had the name of the product, a slogan or something that positions the product in the mind of consumers. By using relevant hashtags, consumers can find content based on the product through the hashtag and it can also be valuable for the company to sift through what is being said about their product. The use of hashtags of the companies were also based on which season it was or something that is happening in the community so content from the company would pop up also on the screen of those observing the specific hashtag.

PreCold should have one or two different hashtags that they use with all their posts for consumers to find information about the product. Hashtags can be used on both Facebook and Twitter although they are used more frequently on the latter option. Using

hashtags, the hashtags that are trending and relevant each time is also vital and for that, there is a need for having that in the job description for who handles the site. The PreCold content would thus pop up to consumers following the relevant hashtag. For instance PreCold could share content based on the Eurovision Song Contest and about how the singers hopefully won't catch a cold and are using #PreCold. In Figure 4 is a timeline of various celebrations, events and seasons happening in Iceland.

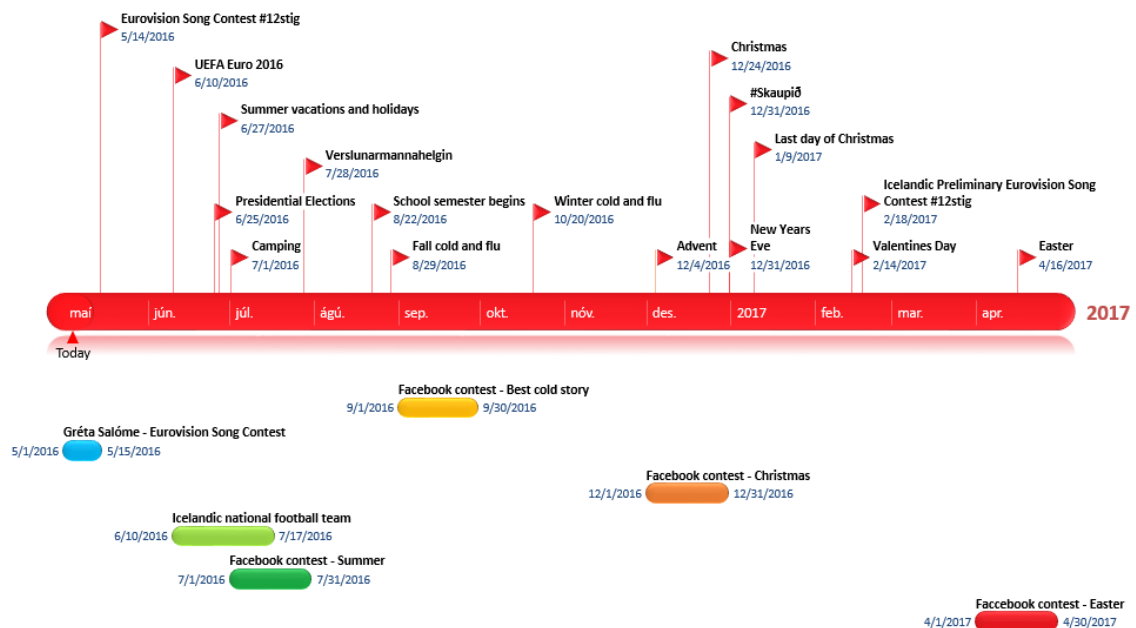


Figure 4: Event and holiday timeline for 2016

PreCold could use the timeline to it's advantage by having ready a database of content that they could use at these set events and celebrations while using relevant hashtags related to the celebrations. Hashtags that could be used by PreCold to their advantage are as follows:

- **#PreCold** – the name of the product should be used as that is the one thing that new customers know about the product.
- **#CutTheCold, #StyttumKvefið** – it indicates the positioning statement that the product shortens the cold period.
- **#HappyHolidays, #Trapped (#Ófærð), #EurovisionSongContest, #12stig, #EM2016** – the relevant hashtags enable content from PreCold to pop up to consumers looking at content not directly related to PreCold.

Useful strategies in the engagement step, is creating some sort of a competition that would be either liking a certain post or using a hashtag. The game could consist of

customers telling their worst cold story by using a hashtag. The winner of the game would then win the product for him and his family so that they would be well equipped for the coming flu season. The creation of content would then be coming from consumers and their stories could be used for further advertisement campaigns. Another type of competition that has been of popular use by social media sites is the share and like game. Although the concept has been used by many companies in Iceland and around the world rules regarding promotion on Facebook should be considered as previously mentioned. The nature of the game would then be for consumers to like a certain post or share their own content. The game would then increase the reach of the social media site and they will not need to have a sponsored ad on for instance Facebook for more people to see. Engaging content posts could be as follows:

- **Competition** – “like” this post and you will enter a competition and could win PreCold for you and your family
  - Once every two months (Sept.-March) – emphasizing that consumers would not want to be sick during Christmas, New Years etc.
  - Once around spring and summer – emphasizing that consumers do not want to be sick during their summer holiday
- **Co-creation** – send us your worst cold story and you could win PreCold for you and your family
  - Once every six months

In Table 7 can be found a monthly schedule for the next 12 months, beginning in May, to use for reference and to see the plan graphically.

**Table 7: Implementation plan for PreCold on social media**

	Months											
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Large presence on social media												
Seasonal content												
Moderate presence on social media												
Summer content												
#PreCold #CutTheCold												
Relevant hashtags												
Competitions												
Co-creation												

The main methods that PreCold should apply to build a successful promotional mix on social media is to have a constant handler of the platforms, have the content up to date

according to what is happening and preferably having it prepared in advance so that it would not be as time consuming when the time comes. Engaging their customers with creative and fun content that they are willing to click on and share with their friends and will likely increase the engagement rate of the social media platform.

## 9 Discussion

In this project, the main aim was to create a social media promotional plan for the product PreCold. With the combination of theoretical phrases, a market research and analysing the common cold market in the United States and in a Germany, Denmark and the United Kingdom a promotional plan is presented for PreCold.

The main aspect of the promotional plan and its main tool to maintain its functionality is to have an employee that has a job description regarding handling the social media site as well as creating content and being responsive to inquiries. Following the implementation plan is key to a successful social media promotional plan. Emphasise will be on engaging the consumers and using relevant and up to date posts, using appealing hashtags, and competitions or co-created content. With well thought out content and disciplined work procedures it will be possible for PreCold to increase their sales and to raise further awareness about the product. According to the market analysis conducted by Maskína (2015) the main target audience of PreCold are women at the age of 25-44 years old and families with young children. When implementing the promotional mix it is vital to have that in mind and try to target that set audience.

The limitations in this project is the fact that it does not include a financial plan. Zymetech outsources their promotion to Vistor and the latter company has a financial plan for the entire promotional plan but not exclusively for social media. It is suggested that Zymetech/Vistor should budget for the social media marketing plan. That should include all the cost of designing the content, creative writing of the content, as well as allocating fee for employee salary. The budget of the plan needs to fit Zymetech's aim and vision for the product PreCold to gain further market share. It is the company's decision how much it is able to use for implementing the marketing plan.

By using social media effectively based on the promotional plan PreCold will be more visible to the target audience and hopefully it will help to raise awareness about the product in Iceland.



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## Appendix 1

Sales, growth pr. year and forecast for the common cold market in the US and Europe (Euromonitor International, 2015a, 2015b, 2015c, 2015d, 2015e, 2015f)

	USA	The United Kingdom	France	Denmark	Germany	Sweden	Norway
<b>Largest distributors</b>	Reckitt Benckiser  GlaxoSmithKline  McNeil Healthcare	Reckitt Benckiser  GlaxoSmithKline	Ricola  Laboratoires URGO	Cloetta Danmark	MCM Klosterfrau	Cloetta Svergie AB	Cloetta Norge
<b>Growth pr. year</b>	1%	1%	1%	1%	2%	2%	3%
<b>Growth for forecast period (2015-2020)</b>	3%	3%	Stagnant	1%	Stagnant	1%	2%
<b>Sales of combination products 2014/2015 (Value in millions)</b>	2,967.2 USD	196.3 GBP	75.8 EUR	1.6 DKK	243.2 EUR	97.9 SEK	26.3 NOK
<b>Sales of cough remedies 2014/2015 (Value in millions)</b>	904.8 USD	96.7 GBP	164.5 EUR	84.6 DKK	267.6 EUR	152.1 SEK	126.9 NOK
<b>Sales of decongestants* 2014/2015 (Value in millions)</b>	592.4 USD	63.5 GBP	67.0 EUR	118.8 DKK	411.7 EUR	622.9 SEK	309.8 NOK
<b>Sales of medicated confectionary** 2014/2015 (Value in millions)</b>	702.1 USD	87.2 GBP	134.8 EUR	365.4 DKK	414.4 EUR	1,448.4 SEK	866.4 NOK
<b>Forecast 2019-2020 – Sales of combination products (Value in millions)</b>	3,328.8 USD	209.5 GBP	78.2 EUR	1.7 DKK	241.8 EUR	107.7 SEK	26.6 NOK
<b>Forecast 2019/2020 – Sales of cough remedies (Value in millions)</b>	912.6 USD	96.4 GBP	167.8 EUR	85.0 DKK	265.3 EUR	131.9 SEK	120.2 NOK
<b>Forecast 2019/2020 – Sales of medicated confectionary (Value in millions)</b>	737.2 USD	76.6 GBP	140.5 EUR	371.9 DKK	438.1 EUR	1,521.9 SEK	978.2 NOK
<b>Forecast 2019/2020 – Sales of decongestants 2014/2015 (Value in millions)</b>	675.8 USD	63.3 GBP	62.2 EUR	119.1 DKK	404.8 EUR	672.3 SEK	311.5 NOK

\*Decongestants – Nasal sprays, oral, inhalant, rubs, nasal drops

\*\*Medicated confectionary – Lozenge