



Advil is one of the most popular painkillers in Israel and worldwide. Over the past years, the brand's marketing strategy focused on the introduction and market penetration of the new product in the series – Advil Forte while emphasizing the variety of pains which Advil alleviates, including menstrual pain, back pain and migraine related headaches

Advil is among the most popular painkillers in Israel and worldwide. According to global consumer data corporation IQVIA, in 2019, Advil was the world's best-selling over-the-counter painkiller, in value. The brand's global annual sales are estimated at about 1 billion USD.

Marketed by the leading pharmaceutical company GSK, the Advil brand was launched in the US in 1984 as an over-the-counter drug, America's first over the counter painkiller based on the active ingredient Ibuprofen. The product was instantly successful and is now the world's best-selling painkiller. Neopharm launched Advil in Israel in 2000. Since then Advil has been establishing itself as a category leader in Israel.

Based on the active ingredient Ibuprofen, Advil Liqui-Gels is a painkiller and fever reducer in liquid form contained in unique gel capsules. Advil Liqui-Gels is sold over the counter in pharmacies, in packages of 20, 40 or 80 gel capsules (at the pharmacy counters), as well as in packages of 16 Liqui-Gels (in the pharmacies designated over the counter shelves).

### Things You Didn't Know About Advil

- Advil is the world's best-selling painkiller (according to IQVIA Global Consumer Data Corporation, 2019).
- Israel is the world's first country to launch Advil's Liqui-Gel before the Advil tablets, as is customary worldwide.
- The Advil brand became an inseparable part of popular culture and is considered a synonym for pain and fever reduction. It has gained wide exposure on Israeli TV series such as 'Eretz Nehederet', 'Ramzor', 'On the Spectrum', and more, and on the popular radio show 'This Morning with Tal Berman and Aviad Kisos'.
- Many celebrities, including singer Rihanna, regularly mention Advil in their Twitter tweets.

Advil treats - effectively and quickly - a wide range of aches and pains: headaches, migraines, toothache, back pain, sore muscles and menstrual pain. Advil also lowers fever and prevents rheumatic infections.

### The Competitive Environment

The pain relief category is characterized by a very high penetration rate - about 93% of Israeli consumers use painkillers, most using more than one brand and keeping several brands at their home medicine cabinet at any time (according to Ipsos consumer survey 1.2020) . Until Advil's launch in Israel, the category was led by three brands, which operated in Israel for many years. Since its launch Advil has maintained its position as the leading brand in the category.

### Advil's Activity in Israel

Despite the fact that in other markets in the world the Advil brand was first launched as a tablet and only then the Liqui- Gels form was launched, Neopharm decided that in Israel the Advil Liqui-Gels form would be launched first, in order to create a significant differentiation from existing brands and offer consumers innovation-driven added value.

The launch's key message was "The capsule with the liquid that relieves pain fast!" - a slogan that highlights Advil's distinct differentiating advantage. The launch was highly successful, and a stock planned to last an entire year was sold within six weeks. Within 14 months of its launch, Advil became Israel's leading Ibuprofen brand, capturing a significant portion of the entire pain relief market.

Since then, in order to maintain its leading professional position, over the years Neopharm has expanded Advil's range of analgesic and fever reducing solutions by launching additional Advil products: Children's Advil - a suspension form Ibuprofen for children, with grape flavor which kids like. Advil Cold & Sinus - for the relief of flu symptoms, nasal congestion and colds.

Advil Forte 400 mg - a pain reliever that provides an effective and quick solution for a variety of severe aches and pains.

After more than a decade in which Advil established itself among consumers, the brand faced significant new challenges: to increase its market share in a dense and competitive category and ensure Advil would be consumers' first choice.

In 2011, following insights gained from consumer surveys, the company developed a new brand strategy, focusing on the most important criteria for a consumer buying an analgesic - speed of action, efficacy and safety - in which Advil has an advantage over its competitors. The new strategy has proven itself in recent years, and under the new slogan "Advil - stronger than pain", the brand has continued to grow as did its perceived efficacy among consumers.

In 2014 Advil Forte 400 mg was launched in Israel - a fast and highly effective pain reliever that begins to alleviate the pain within 10 minutes. In recent years Neopharm has continued to solidify the brand's position with this product by communicating and strengthening its message of fast pain relief, which has been identified as the most significant benefit for consumers.

### The Creative Solutions

Following a number of years in which Neopharm has positioned Advil as a leading choice for relieving pain, with a marketing focus on Advil Forte, in recent years the Company has chosen to focus its efforts on Advil's benefits in alleviating different types of pain such as menstrual pain, back pain and migraine related headaches.

Among the specific target audience were young women suffering from menstrual pain. The marketing message – "Advil – leaves your menstrual pain behind" – emphasized Advil's efficiency in quickly alleviating menstrual pain. Marketing activities included radio and points of sale.

In the beginning of 2020 Advil continued to establish its position as a leading brand in its category. In March 2020, with the onset of the COVID-19 pandemic, the general demand for painkillers grew, and consequently the demand for Advil grew accordingly. In the few days leading to the first lockdown period in Israel, the brand's sales multiplied.

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