
IPG and GSK Procurement QBR Meeting

September 23, 2021

Agenda

- Opening Comments/State of the Business Gonzalo/Bill
- 2021 Highlights to Date Kate
 - Key Highlights from the Last 6 Months – Vaccines, COVID, Oncology, CEP, CHC
 - BBRM Summary and Action Plans from H1 Reviews
- SRM Update Kate
- 2022 SOW Update and Timing Christine
- Open Discussion All

Opening Comments

H1 Highlights

U.S. and Global Vaccines



GSK Vaccines: Overview

Highlights

Shingrix U.S.:

- Majority of the focus this year has been around COVID-19 messaging for the brand and updates for the label. In 60 days, we were able to update all MCM components and developed a Mask Social Distance campaign and executed it across social, print and digital.

Mening U.S.:

- Developed an impactful COVID-19/Social Distancing campaigns. Bexsero unbranded 72 hours of chaos including a multimedia asset similar to a gaming experience
 - Website quality engagement improvement by 80%
 - Exceeded social benchmarks by 46%
 - Exceeded closed social Sermo platform benchmarks by 200%
 - Site engagement resulted in 3:30 minutes on site



GSK Vaccines: Overview

Highlights

Global Boostrix HA:

- The Habit Shaper content card enabled LOCs to develop a range of materials that encourage HCPs into the habit of discussing and vaccinating patients with Boostrix at the same time as their flu vaccination

Global Boostrix MI:

- Development of an innovative playbook to guide LOCs on how best to use content cards to create the assets they require for various stages of the customer journey, helping to increase adoption of content card materials by LOCs

Global Bexsero DTC the Waiting Room Experience:

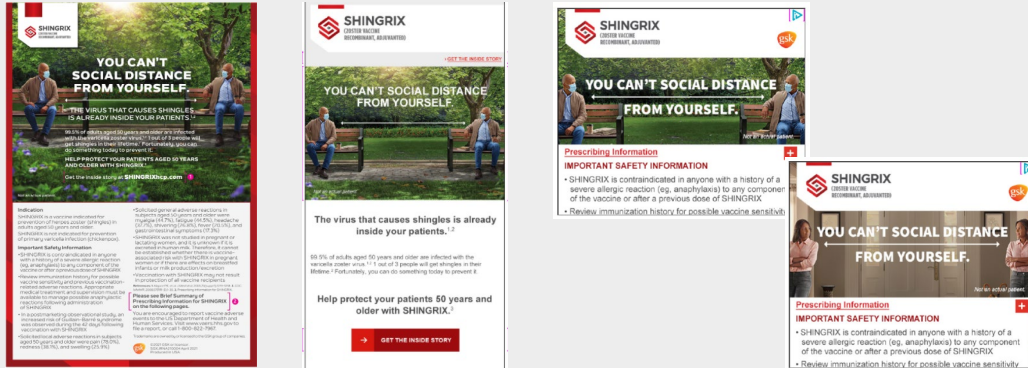
- Successful launch in the U.S. and additional markets now rolling WRE (Germany, Australia, Brazil). 2.0 kickoff where we worked to enhance and optimize experience based on data from real-world user testing

Global Bexsero HCP:

- Priority EU Acceleration tactics including content cards were delivered in less than 8 weeks

Creative Work

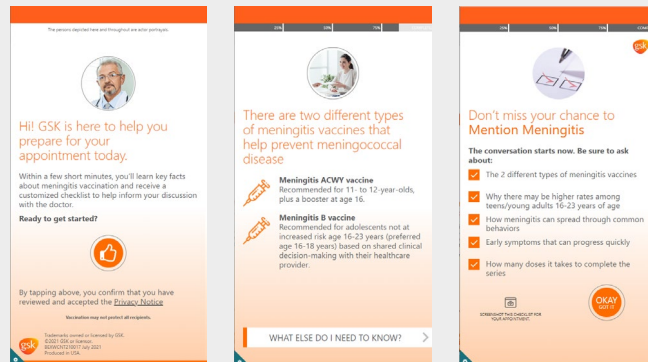
Shingrix Mask Social Distance Campaign



Unbranded MenB Social Distance Campaign



Waiting Room Experience



Boostrix "Coughing Hell" Patient Video



Rotarix "MOA" Video



VIR

Engagement Spans XEVUDY Global HCP and U.S. HCP/Consumer



Creatively developed brand logo, brand assets and full brand book to support global launch



U.S. received Early Use Authorization (EUA) with development of early use assets



Creative Concepting/development/release of global materials for LOC adaptation



Campaign Concepting:

- U.S. Consumer creative concepting
- Global creative concepting and development of full launch campaign for localization by all global markets



Developed full launch campaigns for HCP Branded/Unbranded and U.S. Consumer Concepts

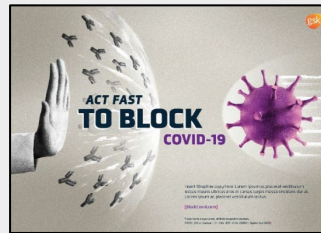
COVID-19/ XEVUDY Update

COVID-19/ XEVDY Update



Creative Campaign Development

Unbranded



Campaign Development

Branded

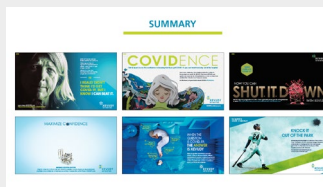


Campaign Development



Brand Logo Creation

U.S. Consumer

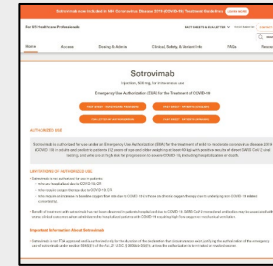


Branded Campaign Concepts

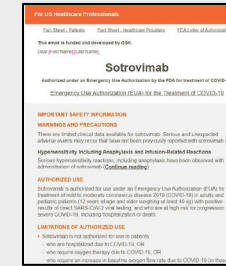


Emergency Use Approval (EUA)

U.S. HCP

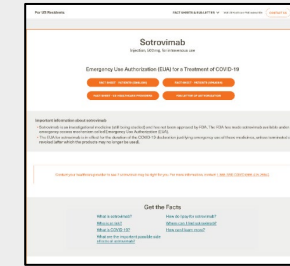


HCP EUA Website



HCP Email Series

U.S. Consumer



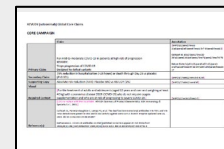
Patient EUA Website



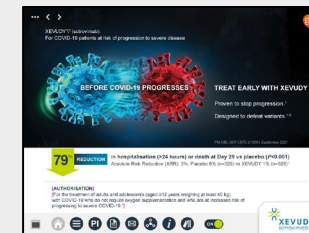
Patient Brochure



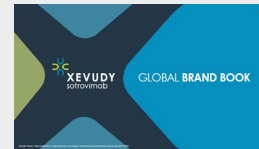
Localization of Assets



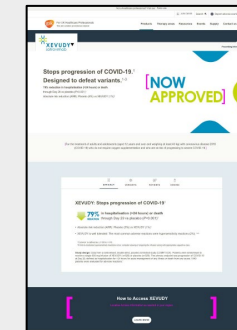
Core Claims



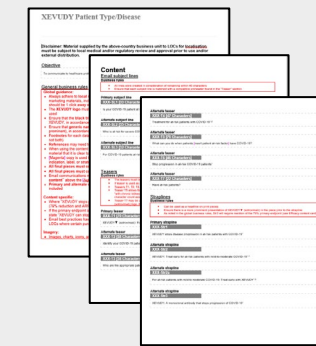
eDetail Aid



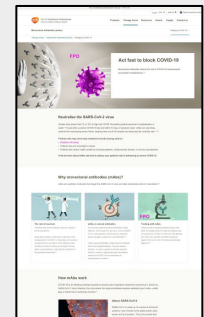
Global Brand Book



Now-Approved Landing Page



Content Cards



Unbranded HCP/Consumer Website

Oncology

Key Wins, Key Achievements, New Work, and Innovations



Peer-to-Peer: Created P2P Playbook to serve as a guide for LOCs to assist them in engaging with Heme/Oncs and ECPs in order to build a group of BLENREP experts through P2P programming. The P2P Playbook includes best practices and resources for the LOCs to use while engaging the HCPs and ECPs



Persistence Work Stream: Initiated work stream with brand team in 2021 but will continue development in 2022. Developed idea for ISP3 initiative in partnership with McCann Detroit to create a database for HCPs to find ECP partners to work in partnership with while treating patients of BLENREP



Pivoting and maneuvering between multiple hybrid conferences in order to meet the brand needs and ensure a successful showing for BLENREP at high volume conferences



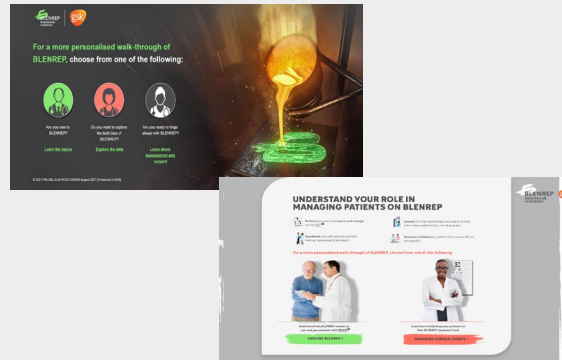
Overarching use for the ad hoc bucket to support brand needs and assist in increasing the benefit provided by the Xcelerate team in supporting new initiatives coming from the brand team

- Competitive Immersion Recycled Agents Workshops



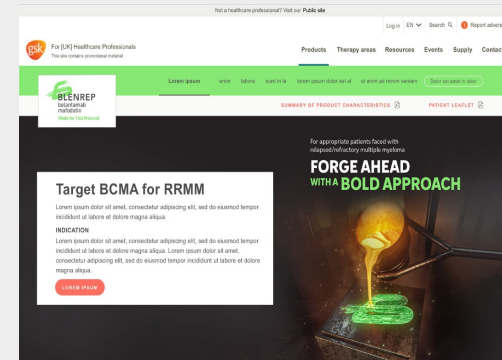
BLENREP Global Best Creative

SLEDs (HCP, ECP)



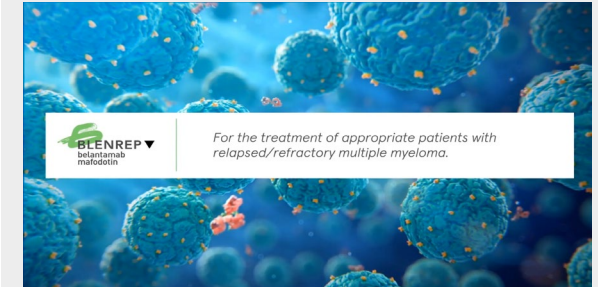
Developed interactive and easily navigable eDetail Aides derived from the Rep-led eDetail aides. They were specifically developed in order to offer a solution to the BLENREP sales representatives who were limited in their ability to visit HCPs and ECPs to explain the benefits and treatment of Relapsed Refractory Multiple Myeloma. The Self-led eDetail Aides will allow HCPs and ECPs to navigate to specific sections of interest and complement the additional materials created for the HCPs and ECPs. Both the content and layout were tailored specifically to offer the best experience and engagement and inform the HCPs and ECPs about BLENREP.

HCP Website



Created as a Channel Frame to be used by LOCs when localizing the website to their specific region. The Channel Frame allows LOCs to insert content, which was also created by the Xcelerate team in the Content Cards. The Channel Frame Branded Website includes the HCP BOLD Campaign imagery which was developed by NERD in 2020/2021. The imagery is meant to flow between pieces, and this complements the additional Channel Frames we have created in addition to some of the other pieces we have been updating/creating.

Campaign Videos



Xcelerate created MOA videos and various other videos for use in congresses and other uses as determined by the clients.

ViiV

ViiV – PXP Education, Training and Communications Program

Overview

Following employee insights and discovery, we developed an education, training and communications strategy to support the deployment of ViiV's Personalized Experience Program (PXP), aimed at enabling marketing teams across global, regional and LOCs to adopt new ways of working

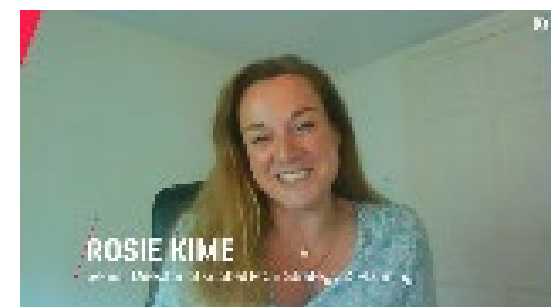
**ViiV –
PXP Education,
Training and
Communications
Program**

Key Achievements March – August

- PXP look and feel
- Launched our PXP Education and Training program:
 - 3x prerecorded webinars with animation (launching PXP, Segmentation, Modular content) of approximately 40 minutes in length and chopped up into digestible content series for use in meetings/internal social media channels
 - 2x “how-to guides” (Segmentation, Modular content)
 - PXP portal as a resource hub for all employees
- Developed a communications plan to engage PXP core audiences and ViiV-wide audiences:
 - Messaging documents
 - Engagement plan, including content and channel strategy
 - 1x PXP update video

ViiV – PXP Education, Training and Communications Program

Creative



Consumer Health

Key Highlights

In April 2021, IPG launched the Game Over for Headaches campaign on behalf of Excedrin, designed to help gamers manage their head pain – making it the first GSK OTC brand to target the growing Gaming community.

The results:

- More than half a billion earned impressions
- 26M total online video views and over 1M total social engagements
- 5.7M unique viewers via 12 Twitch influencer livestreams
- Brand lift among Twitch users outperformed platform benchmarks, including:
 - 19% lift in unaided awareness across all ages
 - 24% lift in message association for users 18-24
- We also snagged a coveted spot as [Ad Age's](#) creativity pick of the day!

What's next:

- The second iteration of gaming will go live in Q1 2022 with more Twitch livestreams, influencers, and an earned tentpole



**Excedrin
Gaming**

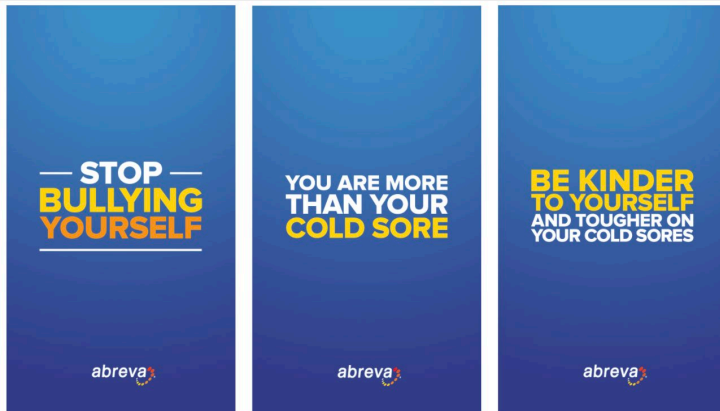




Abreva: U.S.

#StopBullyingYourself Activation – Launching November 2021

- To dispel common cold sore myths and provide empathy for sufferers, #StopBullyingYourself urges cold sore sufferers to pledge to be kinder to themselves, especially when experiencing an outbreak.
- Influencer and earned activation leveraging influencers who suffer from cold sores as well as a skin care expert to authentically amplify the #StopBullyingYourself message.
- Includes results from #StopBullyingYourself survey to learn more about how cold sores impact self-confidence and mental health.
- Includes a \$25k Donation to Born This Way — an organization that focuses on being kind to yourself and others and is co-founded by Lady Gaga.



Encourages user-generated content through campaign affirmations and stickers



Partnering with board-certified dermatologist Dr. Annie Gonzalez



[@michaelandmatt](#)

Partnering with inclusivity-minded cold sore sufferers/influencers with diversity across ethnicity, sexuality, gender, and functional disability to spread the word



[@kamsendoo](#)



[@chelsiehill](#)

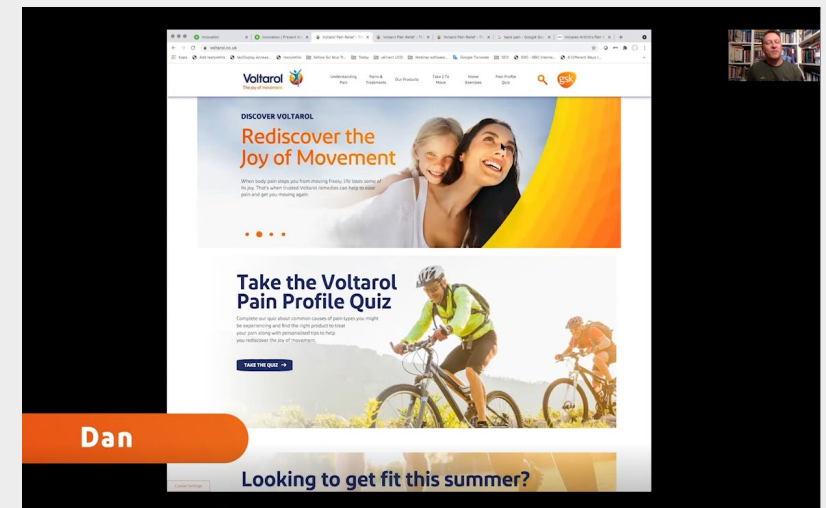
Creative FPO and influencers not all locked



Digital Inclusivity

Digital Inclusivity Initiative: Voltarol.com User Research

- 1 in 5 working adults have an impairment, but most digital experiences, particularly websites, are not designed to consider their needs and requirements.
- Building accessible products requires empathy for users with impairment and an inclusive mentality.
- Accessibility is about: colors, contrast, data entry flows, buttons, design layouts and patterns, language, clarity of information, navigation and much more.
- In partnership with the Marketing EDGE team, we undertook research on Voltarol's website with different users who had various disabilities – cognitive dyslexia, autism, physical impairment, and blindness.
- We listened to their daily struggles with online products and technology and observed their issues with using Voltarol.com. They spoke with U.S. about improvements and initiatives that would help encourage easier use and advocacy of GSK websites.
- From their input and current inclusivity initiatives we have started development of a roadmap for innovation and product development to make GSK websites more accessible, including elements like voice search and accessibility plug-ins.





Consumer Healthcare Corporate Communications: EMEA

2021 Regional Hub Highlights

- Launch of EMEA Regional Hub with 13 markets across the region – from GBI and Germany, to Turkey and South Africa.
- Building new relationships and opportunities for GSK CH as it prepares for spin-off and manages its own corporate reputation.
- Establishing efficient processes for ways of working across EMEA markets and for KPI tracking.
- Sharing and implementing best practice from across EMEA, which has included various markets conducting influencer engagement on behalf of the corporate business locally for the first time.
- Successful February launch of the first ever GSK Consumer Healthcare Twitter account globally, which launched in Spain.
- Already surpassed follower goal (2K) and had 4x the goal for the year in impressions with an engagement rate well above benchmark of 4%.

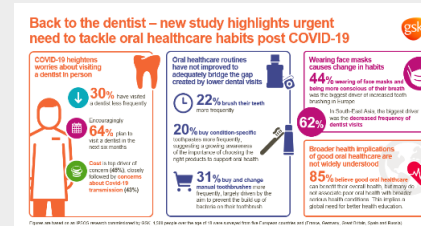
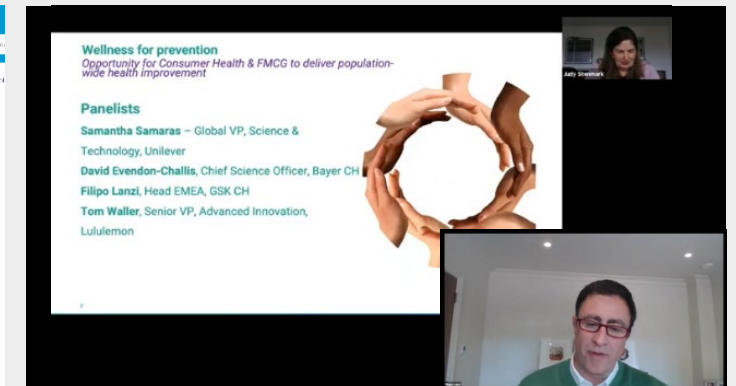
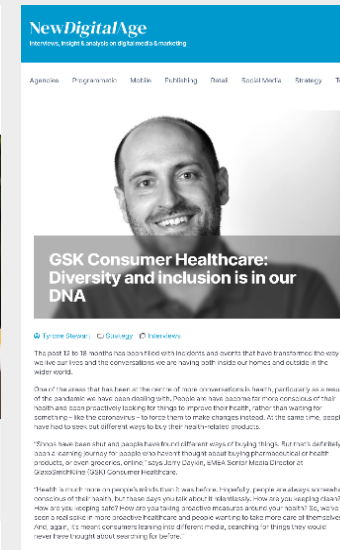




Consumer Healthcare Corporate Communications: EMEA

2021 Regional Hub Highlights

- Profiling leading EMEA executives including Filippo Lanzi, EMEA Region Head, and Anna Nightingale, Head of R&D for EMEA, through media coverage, speaking engagements and thought leadership content on owned channels
- Securing media coverage of the Regional business in top-tier titles
- Leading a number of successful global and EMEA-wide activations including an Ipsos survey into oral healthcare habits and a global pharmacist roundtable





Consumer Healthcare Corporate Communications

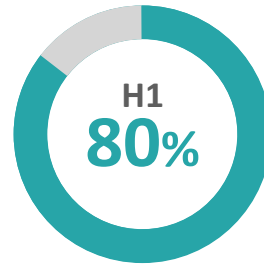
Pan-EMEA H1 2021 Results

Sentiment of Media

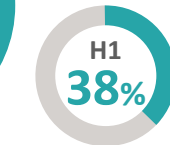


Positive-neutral
reporting of GSK CH

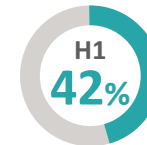
Reaching Target Audience



Overall target
audience reach*

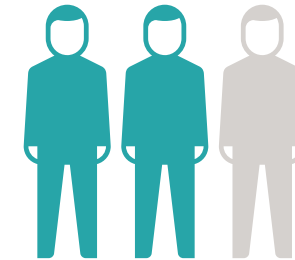


Gold media coverage



Silver media coverage

Media Stakeholder Relations



29 new
journalist*
relationships

Media Coverage

188

Articles in
relation to
self-care*



Profile of Leaders

163 mentions/
quotes

of our leaders in
EMEA media

18 posts

by our leaders
on social media



Penetration of Key Messages



270
articles*

*Based on a total of 280 articles



Aquafresh

Global Sustainability Pilot in Netherlands

The Open Vacancy

Aquafresh is starting its sustainability journey – launching recyclable packaging, tubes and more to come. How can we make sure consumers are aware of this important shift and competitive differentiator when on its own this isn't newsworthy enough anymore?

Based on our research, we realized the secret is the brand itself who makes oral care fun – allowing us to make everyday green choices into joyful choices. Aquafresh can make a sustainable future something that feels easy and achievable for parents and kids alike. We want to make sustainability so fun, easy and joyful that when faced with a choice in our everyday lives, the one that is better for our planet is more exciting and fun.

We aim to do this by unleashing teens' innate creativity for the benefit of the planet. Via influencers and TikTok, and through earned outreach, we'll search for our new superhero – *the first ever Junior Sustainability Officer*, who will work with our team to identify and develop future sustainable innovations.

So, while Captain Aquafresh is busy fighting sugar, our new partner will help us tell our sustainability story right now – and build future ideas to continue to get a grip on plastic waste and other sustainability challenges.



GET A GRIP ON PLASTIC PACKAGING

NEW 100% PLASTIC-FREE PACKS

GREAT BRUSHES FOR YOUR TEETH. BETTER PACKAGING FOR THE PLANET.

THE BEST JOB IN THE WORLD.

Island Caretaker:
Islands of the Great Barrier Reef, Australia.

Full-time, live-in position with flexible hours. AUD\$160,000 for a six-month contract. Accommodation provided – luxury home on Hamilton Island, overlooking Australia's famous Great Barrier Reef.

Responsibilities: • Explore the islands and report back • Clean the pool • Feed the fish • Collect the mail. Apply to Tourism Queensland at islandreefjobs.com

Anyone can apply!

*Refer to the Terms and Conditions at islandreefjobs.com

TOURISM QUEENSLAND

H1 Agency Assessment

Headlines and Shifts Since the Last Survey

- Overall **Performance** is **achieved (3.27)** across all businesses showing positive handle from the holding company
- Overall Performance is **improving for Consumer Healthcare**, while **Pharma** is declining slightly (-0.10)
- Performance **achieved across most agencies** with opportunities to **drive improvement in Pharma and ViiV areas**
- **Vaccines scores stable** with significant **improvement on Vaccines Global** category (+0.27), while scores are going down for **Americas** (-0.25)
- **Oncology scores falling** across regions although performance **still achieved (3.22)**

Agency Performance MY 2021 Pharma Deep Dive

Overall Vaccines score stable while Oncology and S&PC are going down

Area/Brand	FY 2020	MY 2021
Oncology	3.70	3.22
Blenrep	3.71	3.16 ↓
Dostarlimab	3.77	4.14 ↑
NY-ESO1	3.61	3.06 ↓
S&PC	3.29	3.10
Benlysta	3.43	3.95 ↑
Otilimab	2.98	3.35 ↑
VIR	3.58	2.58 ↓
Vaccines	3.29	3.29
Bexsero	3.05	3.26 ↑
Boostrix	2.81	3.29 ↑
Flu	3.58	3.45 ↓
Havrix	2.80	2.76 ↓
Infanrix	3.33	3.38 ↑

Area/Brand	FY 2020	MY 2021
Vaccines		
MDAC	3.88	3.84 ↓
Meningitis	3.34	3.44 ↑
Menveo	3.23	3.84 ↑
MMR/V	2.97	3.48 ↑
Pediatric	2.92	3.24 ↑
Rotarix	2.91	3.53 ↑
Shingrix	3.86	3.09 ↓
Synflorix	2.81	2.97 ↑
Twinrix	2.83	

Scores exclude production and media scoring globally. The data is global data across all markets.

Next Steps

- | | |
|---|----------------------------|
| • BBRM Meetings Taking Place with GSK and IPG Teams | Completed end of September |
| • Summarize Action Plans: Blenrep, Vir, Havrix | October 15 |
| • Action Plan Monthly Assessment | Q4 |

2022 SOW Update

2022 SOW Process and Timing

- Key Milestones

- September
- End of October
- Early October
- November
- Last 2 weeks of November
- December/January
- End of January

Internal GSK SOW Process Kickoff

Key SOWs in the Tool for Agency Input

Sprint Scheduling (see below for details on dates)

Ratification Sessions

Agency First Quotation in eSOW Tool

Sprints

SOW Sign-off (important so as not to disturb Separation)

- Sprint Scheduling

- Consumer
- Pharma
- ViiV McCann
- ViiV Area 23

January 10 – 14

January 10 – 21

January 3 – 14

January 24 – February 3

Thank You