



**THE MARKET**

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

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

**ACHIEVEMENTS**

Alka-Seltzer is one of the most iconic brands in American history,



**HISTORY**

Launched in 1931 Alka-Seltzer remains one of the most well-known over-the-counter products in the United States. Alka-Seltzer was introduced by Miles Laboratories and brought to market as a remedy for headaches and indigestion.

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

In 1951 the famous baby-faced character Speedy Alka-Seltzer was born, featuring an Alka-Seltzer tablet body with hat and "effervescent" wand. Originally known as Sparky, his name was changed by a sales manager to reflect that year's promotional theme, "Speedy Relief." In 1964 the original six-inch-high doll was insured for \$100,000 and kept in the vault of a Beverly Hills bank.

**THE PRODUCT**

Alka-Seltzer's unique formula is a combination of aspirin (acetylsalicylic acid), citric acid, and sodium bicarbonate. The product is available in the form of two effervescent tablets (one inch in diameter) which actively dissolve in a four-ounce glass of water. Once dissolved, the

acid and bicarbonate react, producing carbon dioxide gas (also known as the "seltzer" in Alka-Seltzer). The word "alka" is derived from alkali.

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

Yes, it's the bubbles! They're the result of a series of chemical interactions that provide speedy relief, fast. "Effervescence" refers to the unique and lively bubbling form that creates "The Alka-Seltzer® Experience." After dropping the tablets into water, you can be assured that relief is on the way. Simply put, the medicine dissolves fast and is ready to go to work the instant you take it. The time it would take for a pill to dissolve is eliminated.

Alka-Seltzer is now available in a wide variety of formulas and flavors, including Original, great-tasting Lemon-Lime, Xtra Strength for the most powerful relief, Alka-Seltzer Heartburn, and Alka-Seltzer Gold. The product continues to



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

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



be a tried-and-true remedy for heartburn, acid indigestion, and upset stomach with headache and body pains. Word of its effectiveness is found not only on drugstore and pharmacy shelves, but also throughout the TV airwaves via creative and memorable advertising campaigns as well as on the Internet.

#### RECENT DEVELOPMENTS

In March 2010 the makers of Alka-Seltzer® launched a new campaign that focuses on Alka-Seltzer's ability to relieve symptoms associated with various stressful occasions. The campaign features a series of "positive," even humorous, stressful occasions and how these

#### PROMOTION

Eight Alka-Seltzer commercials have won Clio awards, the ad industry's equivalent of the Oscars. The remedy's first spokesman was the animated, stop-action sprite from the early fifties, Speedy Alka-Seltzer. Radio actor Dick Beals served as the voice of Speedy in more than 100 commercials. Speedy Alka-Seltzer reigned for more than 10 years, and in the seventies again graced TV screens, singing the new "Plop, Plop, Fizz, Fizz" jingle, which ran from 1975 to 1980. Speedy appeared with Buster Keaton, blasted off in a rocket to the moon, and sang and danced with Sammy Davis Jr. In 2009 Speedy resurfaced in an Alka-Seltzer Plus commercial with Olympic skier Lindsey Vonn, appearing on her skis to give her a competitive advantage.

The Alka-Seltzer brand's best-loved television spots have traditionally focused on fictional sufferers like "Jack," the star of the "Mama Mia, That's a Spicy Meatball," an award-winning 1970 campaign. In 1971's "Try It, You'll Like It," the protagonist samples an unusual dish recommended by his waiter — with disastrous results. Even though "Ralph" couldn't believe he "ate the whole thing" in 1972, that line went on to become one of *Newsweek* magazine's 10 most memorable lines of the decade. In 2005 a remake of "I Can't Believe" was launched in honor of the brand's 75th anniversary in 2006. The ad was a playful salute featuring Doris Roberts and Peter Boyle of *Everybody Loves Raymond* fame. In each of these historical ads, the fictional sufferers have experienced upset stomach and pain from overindulgence, and Alka-Seltzer has been the remedy providing relief to them all.



can contribute to indigestion or an upset stomach with headache. Alka-Seltzer is different from other antacid brands as it provides dual relief for indigestion and pain. Recently Alka-Seltzer also aired a Spanish-language TV spot. The ad features festivities that happen before a wedding and how Alka-Seltzer provides indigestion and pain relief so consumers don't have to suffer the consequences of overindulgence from good times. Alka-Seltzer has the top Hispanic user base among stomach remedy brands.

#### BRAND VALUES

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

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

- **Multisymptom.** Consumers use Alka-Seltzer products not only to treat their upset stomachs but to combat their headaches and body aches. Alka-Seltzer is different from other antacid brands as it is the only leading brand that provides this dual stomach and pain benefit to consumers.
- **Reliable.** Alka-Seltzer has a long heritage and has been trusted for more than 75 years. Alka-Seltzer's products are a staple in many households.
- **Spirited.** Over the years, Alka-Seltzer has leveraged its heritage in humorous advertising to connect with its consumer.

#### THINGS YOU DIDN'T KNOW ABOUT ALKA-SELTZER

- Alka-Seltzer® sold more than 300 million tablets in 2010, enough of the one-inch tablets to stretch all the way from New York City to Moscow, Russia.
- The original Speedy doll was lost en route to the Philippines in 1971, but was found in an Australian warehouse five years later.
- Speedy appeared in 212 commercials from 1954 to 1964.
- The search for Speedy's voice resulted in more than 400 auditions. Twenty-four-year-old radio actor Dick Beals landed the role, and Speedy's voice was created.
- Father of actress Julianna Margulies (of TV show *ER* fame), Paul Margulies, wrote the "Plop, Plop, Fizz, Fizz, Oh What a Relief It Is" theme song.
- Kim Basinger, Morgan Freeman, and Sammy Davis Jr. are among the celebrities who have appeared in Alka-Seltzer commercials.
- In 1998 political strategists husband and wife James Carville and Mary Matalin appeared in the "National Capital Relief" ad to promote Alka-Seltzer.
- Alka-Seltzer used to be sold in glass tubes, which were discontinued in 1984 to reduce costs and eliminate breakage problems.