THE COLD, HARD FACTS

breaktime

How often they catch a cold or the flu during the year:



27% Never



1-2 times

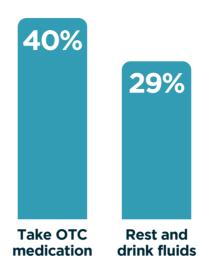
4% 3-4 times

5+ times

SICK SEASON

We surveyed shoppers to find out about their cold and flu season habits - from where they purchase their over-the-counter (OTC) medicine to when they start stocking up on cold and flu supplies. Check out the results!

The first thing they do when they feel the onset of a cold or flu:



3% See a doctor

13% **Continue with Try home**

remedies normal activities

12%

3%

Other

COUGH AND COST

Where they usually purchase cold and flu medicine:



3% **Delivery** Service

5%

Club

Store



Grocery

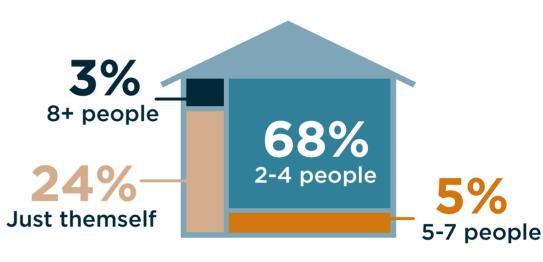
31%

5%

Target

Pharmacy/ **Drug Store**

How many people live in their household:



When they typically purchase cold and flu medicine:



When people

around them

feel sick

5%

Other

When they feel

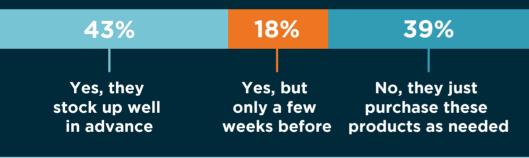
like they might

be getting sick

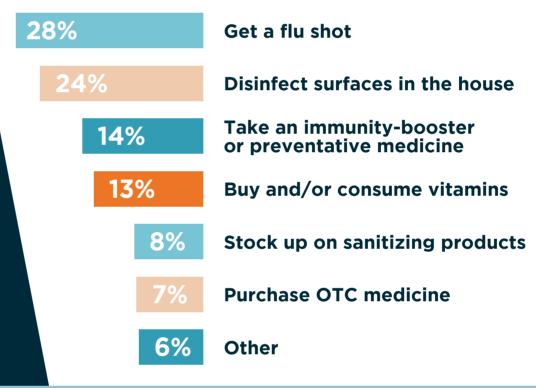
When they feel very sick

In advance to have on hand

Whether they stock up on cold and flu supplies before the season begins:



What they do to prevent their household from getting sick:



MEDICINAL MUST-HAVES

Which factor influences their choice of cold and flu medicine:



personal experience



Symptom relief claims



Ingredients



Price



Brand reputation



Advice from healthcare professionals



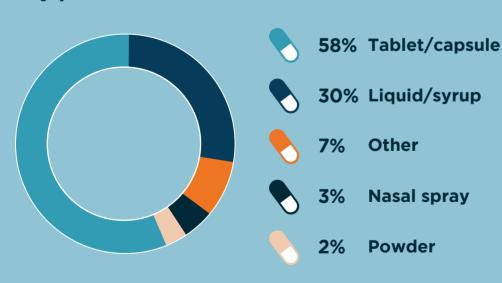
Advice from friends/ family



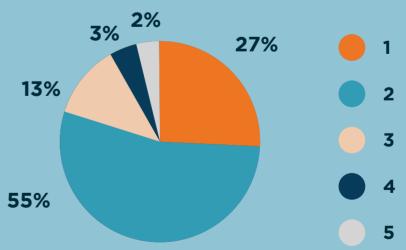
Social media

1%

They prefer their medicine in the form of a:



How many different OTC cold and flu remedies they buy when someone in their household is sick:



How confident they are in their ability to select the right medicine for their symptoms:

26% **Extremely** confident

Somewhat confident

4% **Neutral Not very** confident Not at all

confident

COLD AND FLU SEASON WITH BREAKTIME:

Here are just a few ways our fun, personalized, interactive content can help your brand engage and educate shoppers, while driving sales, as prepare for the upcoming cold and flu season:

- Help shoppers choose the right wellness product for their needs using a personality quiz that gives them a personalized recommendation based on their inputs
- Feature a list educating shoppers on how to prepare and stay healthy using your brand's products during cold and flu season
- Test shoppers' knowledge of flu season statistics while educating them on the efficacy of your brand's products through trivia
- Implement our easy-to-use, built-in **add-to-cart** feature to encourage shoppers to place an order for their must-have wellness products from your brand