

## HEALTH

Weekly reports summarizing the social media activity of the biggest players in the over-the-counter medicines sector.

We're tracking the social media activities of the global players in analgesics, cough, cold & flu medicines: the companies with brands which many people will be using during the COVID-19 pandemic.

What are the key players saying on social media? If anything. When did they make their first announcements? At corporate or brand level? Who is most/ least prominent? What are they claiming? Who are they promoting? What donations & assistance are being made? Original content or retweets?

Companies with OTC brands being tracked include Bayer, GSK, Johnson & Johnson, Mondelez, Procter & Gamble, RB and Sanofi.

## LEADERSHIP



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