

UPSA Digest Forte saves you when you need it the most



Astrid Mérenne
SEΠETIS

**An adult spends on average 3 years
of his life feeling “hungover”**



**1/6 Belgians claim they suffer from
stomach ache every day**



NOUVEAU



Formule unique
en Belgique

Complément alimentaire

Réservé à l'adulte, à partir de 18 ans
2g citrate de bétaine
120 mg de calcium

20 comprimés effervescent
1 à 3 comprimés / jour
CNK: 4844-031
PP: 12,95€

Comprimé effervescent



Dissolution **RAPIDE** pour
une digestion **OPTIMALE**^{1,2}

DÈS
30 MIN³





A highly competitive category



Step 1: when do we communicate?



After Excess



**Larger audience with high
purchase likelihood**

+

**High emotional
engagement**

+

**More challenging to target
precisely**

-

Moment-based strategy



Step 2: audience habits





#BONSVIVANTS

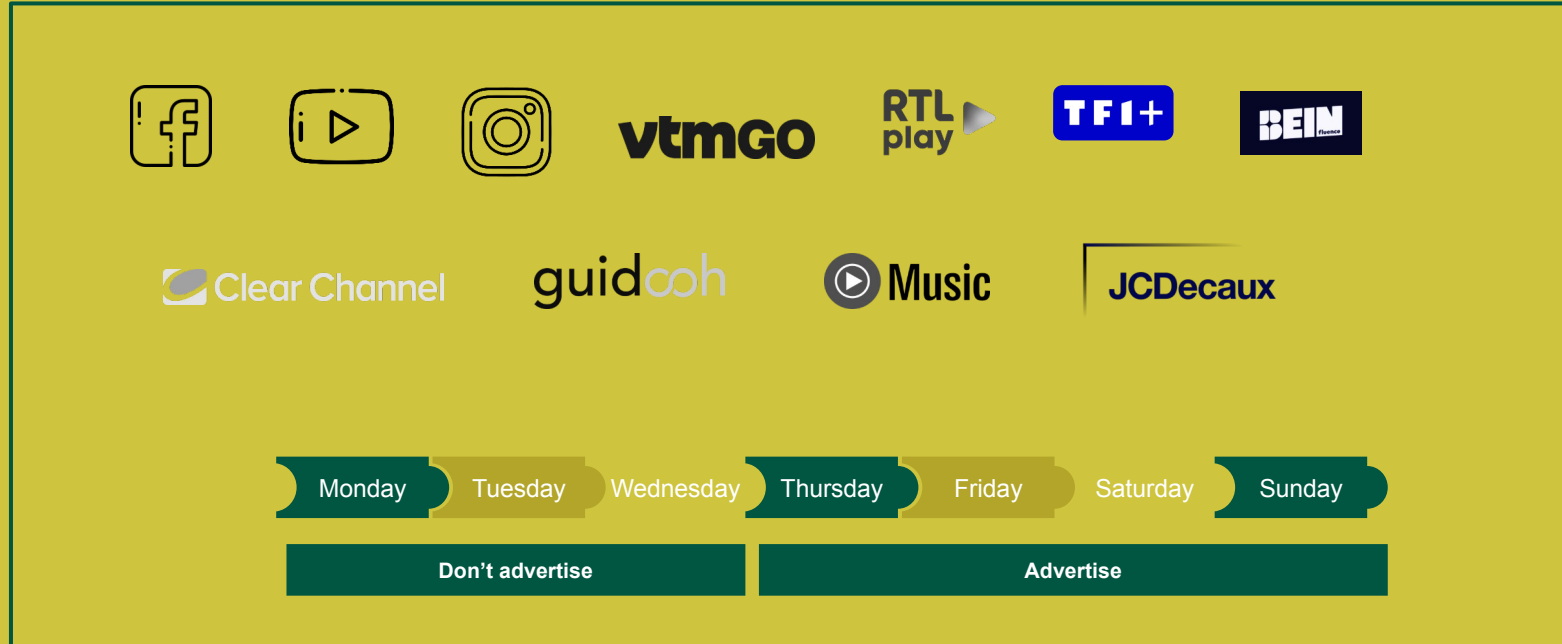
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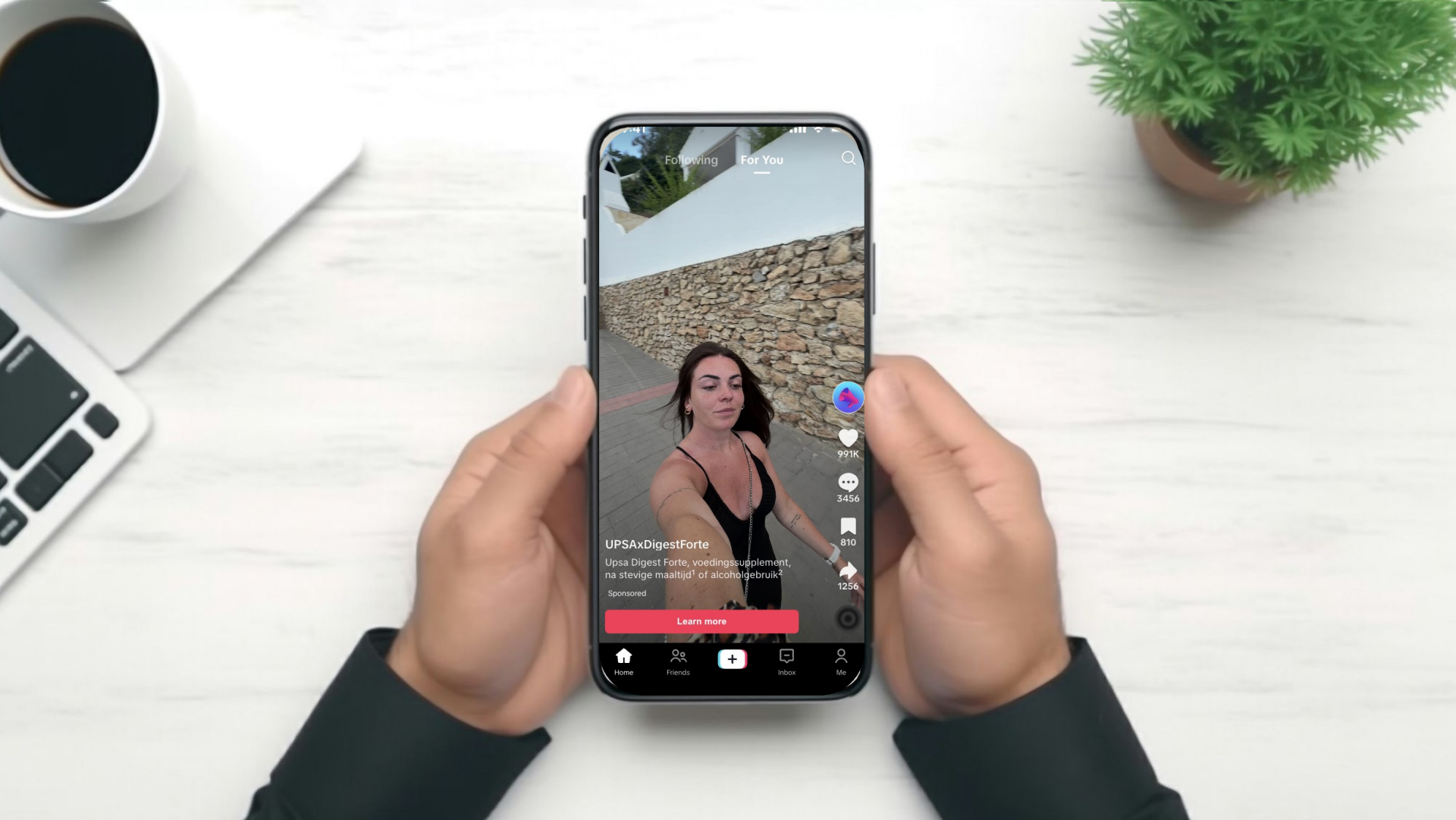
THE MORNING AFTER



A fully integrated media ecosystem activated during recovery windows:







Following For You



991K



3456



810



1256

UPSAXDigestForte

Upsa Digest Forte, voedingssupplement,
na stevige maaltijd¹ of alcoholgebruik²

Sponsored

Learn more



Home



Friends



+



Inbox



Me

val des
**SEIGNEURS
HERENDAL**
brugge



Did we save the morning?



View Rates > 50%



6.6M Belgians reached





+1.7pp
Market Share



Why is this case deserving an award?

FROM AUDIENCE TO MOMENT BASED

Synchronizing our
media with a specific
recovery window

EXECUTION WITH PRECISION

Anchoring our
strategy in real-world
habits

BRANDING DRIVING SUSTAINABLE BUSINESS RESULTS

+1.7pp Market Share
& strong sell-out





**UPSA Digest Forte wins
because we are there at
the moment you need us
the most**

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