



Personification of Vicks

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Copywriting (MMC520M - G01)



SUMMARY

Lifestyle

Stays active and prioritizes the well-being of self and family. Works hard to provide a good lifestyle for the family. Enjoys unwinding with movies, books, and working out. Prefers homecooked meal over takeouts.

Despite being busy at with his/her corporate job, s/he actively participates and volunteers in school activities for the kids.

Casual Enjoyment

Hosts occasional family reunions with extended family. Main planner for friend gatherings.

Enjoys spending time with the family during grocery shopping. Brings children when running errands.

Have regular date nights with partner.

Behavior towards trends

Moderate interest in trends but prefers sticking to convenient and familiar brands.

Leans more towards products that offer quality and align with their practical lifestyle.

Values recommendations from friends or trusted communities over highly experimental or niche options.

Information Sources

Relies on social media, friends, word of mouth (WOM), and online searches for information.

Actively seeks reviews and insights from parenting communities and family-focused blogs.

Engages with platforms offering practical solutions or product tips for everyday life.

CONSUMER PERSONA



Carlos De Leon, 39
Family-oriented Working Class

- **NAME:** Carlos De Leon
- **AGE:** 39
- **INCOME & SOURCE OF BUDGET:** PHP 80K+ monthly from employment and investments
- **OCCUPATION:** Corporate Manager at an international company in Bonifacio Global City (BGC)
- **RESIDENCY:** Lives in a 3-bedroom apartment in BGC with his wife, Joy, a stay-at-home mom, and their two sons, Leo (10) and Cole (7)
- **INTERESTS:** Family bonding activities, Filipino food, parenting tips and child health, work-life balance, and cars
- **HOBBIES:** Playing video games with his kids (PS5), exploring articles about parenting and health products, visiting auto shops or car expos to explore vehicle upgrades, and spending time at parks or nearby outdoor spaces with his family

MEDIA EXPOSURE:

- **Books:** Raising Good Humans, Healing Foods, Atomic Habits
- **TV Show:** TV Patrol, Batang Quiapo, Pepito Manaloto, KMJS
- **Radio Show:** DZMM Teleradyo and Monster RX93.1
- **Magazine/Publication:** Reader's Digest, Good Housekeeping Philippines, Esquire Philippines
- **Celebrity / Personality:** Dingdong Dantes, Bianca Gonzales, Vico Sotto
- **Music:** Eraserheads, Side A, Ben&Ben, Johnoy Danao
- **Movie:** Seven Sundays, The Hows of Us, Four Sisters and a Wedding
- **Social Media:** Facebook (Parenting Tips Philippines), Instagram, LinkedIn
- **News Apps:** Rappler, Inquirer.net
- **Digital Apps:** Lazada, Foodpanda, Spotify, Netflix

CONSUMER PERSONA



Carlos De Leon, 39
Family-oriented Working Class

5:24 AM. Friday. Carlos, a 39-year-old corporate manager at an international company in BGC, wakes up to the sound of his wife, Joy, helping their two boys, Leo and Cole, get ready for the day. Still drowsy, he shuffles around his bed while finding his phone, then does a quick scan of work emails. Now half-awake, Carlos mutters to himself, *"Asan na 'yun...ah, eto!"* He then takes a sniff of his reliable Vicks Inhaler, which keeps his stuffy nose relieved all day long.

As Carlos' life is a delicate game of balancing his responsibilities, he gets up to prepare for work while also making sure that his kids are dropped off at school every morning. While taking his morning coffee, Leo approaches him with a stuffy nose. *"Dad, sinisipon ako. Pwede ma-borrow 'yung Vicks VapoRub mo?"* Carlos hands his Vicks VapoRub to Leo, but not without teasing him first. *"Okay, but can you not lose it this time, 'nak?"* says Carlos while smiling with his eyes. Eager to join the fun, Joy and Cole chime in, teasing the eldest son's tendency to lose things, especially when it comes to his dad's Vicks VapoRub.

For Carlos, it's moments like these when everything just comes together. Despite being a busy corporate manager, family always comes first. Thus, even in the morning rush, he does not miss a beat in making sure that he and his family are all smiles and full of love.

Later that day, as he jumps in and out of meetings in the office, Carlos takes a 5-minute breather with his Vicks Inhaler. While doing so, Carlos hears the sound of raindrops falling against the office's glass windows. *"Ah, tag-ulan na naman. Sisipunin na naman lalo sila Leo nito."* As a precaution, he makes a mental note to restock the family's go-to health essentials. During his lunch break, Carlos hops online, reading reviews and blogs about parenting and family health from the various Facebook groups he and his friends are a part of. Being the family man he is, he takes recommendations and reviews from his peers and trusted figures seriously. He even uses Google regularly to make sure that the information he reads is legitimate and sound.

CONSUMER PERSONA



Carlos De Leon, 39
Family-oriented Working Class

It's now 6:30 PM, and it's time for Carlos to head home. Before he leaves for his evening drive, he texts his wife: *"Love, daan lang ako pharmacy for a quick meds run. Bukas, grocery na lang tayo with the kids. Speaking of, are they home? Love you! Also, excited na me sa crispy liempo mo. Hehe."* As he arrives home and walks to their doorstep, he is overpowered by the aroma of Joy's crispy liempo and the sound of his two boys playing with their PS5.

Now gathered at the dinner table, Carlos is at ease, smiling at his wife and two boys with a strong sense of happiness and togetherness that makes his work all the more worthwhile. As he and Joy crash on the sofa to end the week with a movie, he grabs his Vicks VapoRub—which Leo returned to him after dinner—and keeps it handy for himself and for his wife.

For Carlos, life is all about balance and stability. He's not one to chase every trend, but he values brands that have stood the test of time. To him, Vicks isn't just a product; it's a trusted companion that helps him care for the people who matter most. Whether it's a sleepless night soothed by Vicks VapoRub or a long meeting eased with a Vicks Inhaler, Carlos knows that he can always count on it to help him breathe through the downs and ups of life.

MEDIA ITINERARY

TIME	WEEKDAY ACTIVITY	MEDIA TOUCHPOINTS
5:30 AM - 7:00 AM	Wakes up and enjoys his morning coffee while scanning work emails and catching up on the latest news.	Smartphone: News apps (Inquirer.net, Rappler), Social Media (LinkedIn, Parenting Tips PH - Facebook)
7:00 AM - 8:00 AM	Helps his kids get ready for school while checking updates on his phone.	Smartphone: Parenting Facebook groups and Spotify for background music
8:00 AM - 9:00 AM	Drives to work.	Radio: DZMM Teleradyo or Monster RX93.1; OOH Ads: Billboards along EDSA or BGC.
9:00 AM - 12:00 PM	Attends meetings and works at his desk.	Smartphone: LinkedIn for professional updates
12:00 PM - 1:00 PM	Lunch break while browsing for articles and reviews about parenting tips or car upgrades.	Smartphone: Facebook groups, Google searches for vehicle product reviews
1:00 PM - 5:00 PM	Afternoon meetings and desk work.	Smartphone: Quick LinkedIn or Instagram breaks during downtime
5:00 PM - 6:00 PM	Drives home while listening to the radio.	Radio: Podcast (Parenting Differently) on Spotify; OOH Ads: Billboards for health and wellness products.
6:00 PM - 8:00 PM	Family dinner, catching up with his wife and kids.	TV: 24/7 Smartphone: Posts family bonding moments on Facebook or Instagram stories.
8:00 PM - 10:00 PM	Plays PS5 games with his kids or watches a movie together.	Gaming Console: PS5 ads/promotions; Streaming Apps: Netflix or YouTube.
10:00 PM - 11:00 PM	Winds down with his wife, scrolling through parenting articles or social media.	Smartphone: Facebook groups, LinkedIn, Netflix for late-night viewing.

MEDIA ITINERARY



TIME	WEEKEND ACTIVITY	MEDIA TOUCHPOINTS
6:00 AM - 8:00 AM	Wakes up, drinks coffee, and reads news on his phone while planning the weekend with his wife.	Smartphone: Facebook events and family groups, news apps (Inquirer.net), LinkedIn.
8:00 AM - 10:00 AM	Prepares breakfast and gets the family ready for the day's activities.	Radio: DZMM Teleradyo; Smartphone: Spotify playlist for family-friendly music.
10:00 AM - 12:00 PM	Takes the kids to the park or their soccer practice.	OOH Ads: Billboards on the drive to the park.
12:00 PM - 2:00 PM	Lunch at a family-friendly restaurant or mall food court.	POS Ads: In-store ads for health or family products
2:00 PM - 4:00 PM	Grocery shopping or errands like visiting the pharmacy for health essentials.	POS Ads: In-store displays (Vicks, vitamins)
4:00 PM - 6:00 PM	Visits an auto shop or car expo for vehicle maintenance or upgrades.	OOH Ads: Directional signs to shops; Smartphone: Reads car reviews
6:00 PM - 8:00 PM	Dinner at home with the family, followed by light bonding activities like watching TV or playing games.	TV: Family movie; Smartphone: Posts on Instagram stories about their day.
8:00 PM - 10:00 PM	Spends time with his wife, catching up on their favorite Netflix series.	Streaming Apps: Netflix or YouTube; Smartphone: Lazada or Shopee for browsing online deals.
10:00 PM - 11:00 PM	Winds down by scrolling through Facebook or LinkedIn, reading parenting or health articles before sleeping.	Smartphone: Social media (Facebook parenting groups, LinkedIn)

THANK YOU

APPENDIX

DATA DUMP (SOCIALS)



Vicks Philippines
November 12, 2024 · 🌐

Malaking abala ang baradong ilong dulot ng sipon?
Use Camphor + Menthol (Vicks Inhaler) para sa mabilis na ginhawa mula sa baradong ilong kahit kailan, kahit saan!
If symptoms persist, consult your doctor.
ASC Ref No.: P0075P102924V



Camphor + Menthol
FAST RELIEF
FROM BLOCKED NOSE DUE TO COLD

0:13 / 0:15

Vicks Philippines
June 19, 2023 · 🌐

Introducing NEW Vicks Lozenges! It helps clear the nose, soothe the throat, and relieve cough.
If symptoms persist, consult your doctor. ASC P125P121222VS



NEW VICKS LOZENGES
HELPS RELIEVE
SORE THROAT
BLOCKED NOSE
COUGH

Menthol + Glycyrrhiza glabra (Licorice) Root + Zingiber officinale (Ginger) Rhizome + Phyllanthus emblica (Indian Gooseberry) Fruit
VapoDrops*
7 mg/15 mg/10 mg/10 mg Lozenge
THROAT · NOSE · COUGH
8 HONEY LEMON MENTHOL LOZENGES

0:04 / 0:06

Vicks Philippines
June 21, 2023 · 🌐

Inuubo at sinisipon ka ba, at namimiss na si mama? Ramdam pa rin ang haplos ng pagmamahal niya sa bumabalot na ginhawa ng Vicks VapoRub (Camphor + Menthol + Eucalyptus Oil). Ipahid sa dibdib, leeg at likod para sa ginhawa mula sa 6 na sintomas ng ubo at sipon, kaya mahimbing din ang tulog.
ASC P171P100121VS
If symptoms persist, consult your doctor.



ONE VICKS RELIEVES 6
cough, blocked nose, breathing difficulty, body aches, headache, muscle stiffness

0:04 / 0:06

Vicks Philippines
August 21, 2024 · 🌐

Ipahid ang Camphor, Menthol, Eucalyptus Oil (Vicks VapoRub) sa dibdib, lalamunan, at likod para tulong ginhawa sa 6 na sintomas ng ubo't sipon (headache, body aches, muscle stiffness, cough, blocked nose and breathing difficulty).
ASC Ref. No. P0047P072624V
If symptoms persist, consult your doctor.



ONE VICKS RELIEVES 6
headache, body aches, muscle stiffness, cough, blocked nose and breathing difficulty

0:14 / 0:15

5:59

VICKS
XTRA STRONG
FOR YOUR
TOUGH COUGH & COLD SYMPTOMS

MENTHOL, EUCALYPTUS OIL, CAMPHOR
vs. Vicks VapoRub

VICKS

Vicks Philippines 🌐
360K likes · 367K followers
The official Facebook Fan Page of Vicks Philippines.

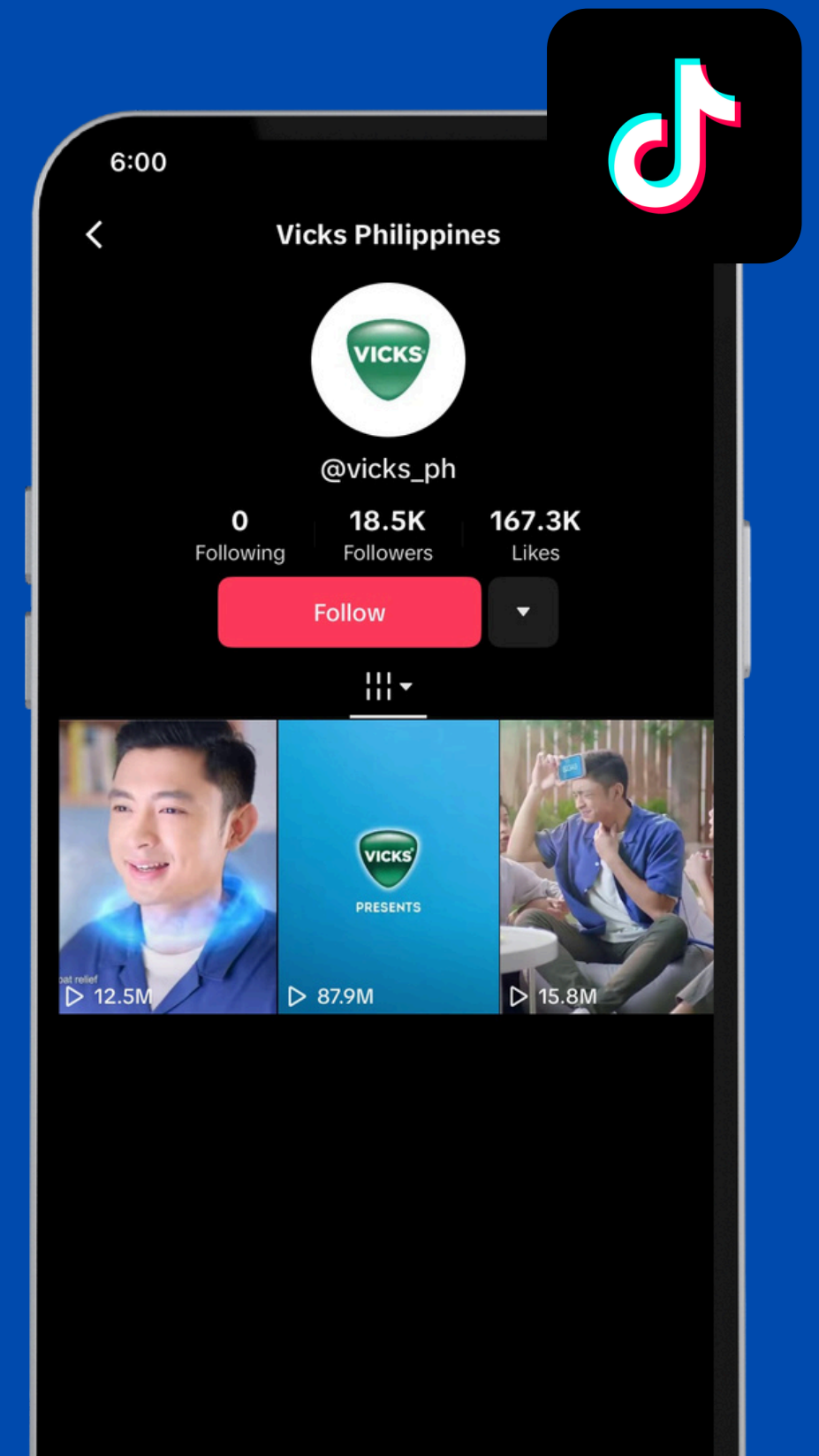
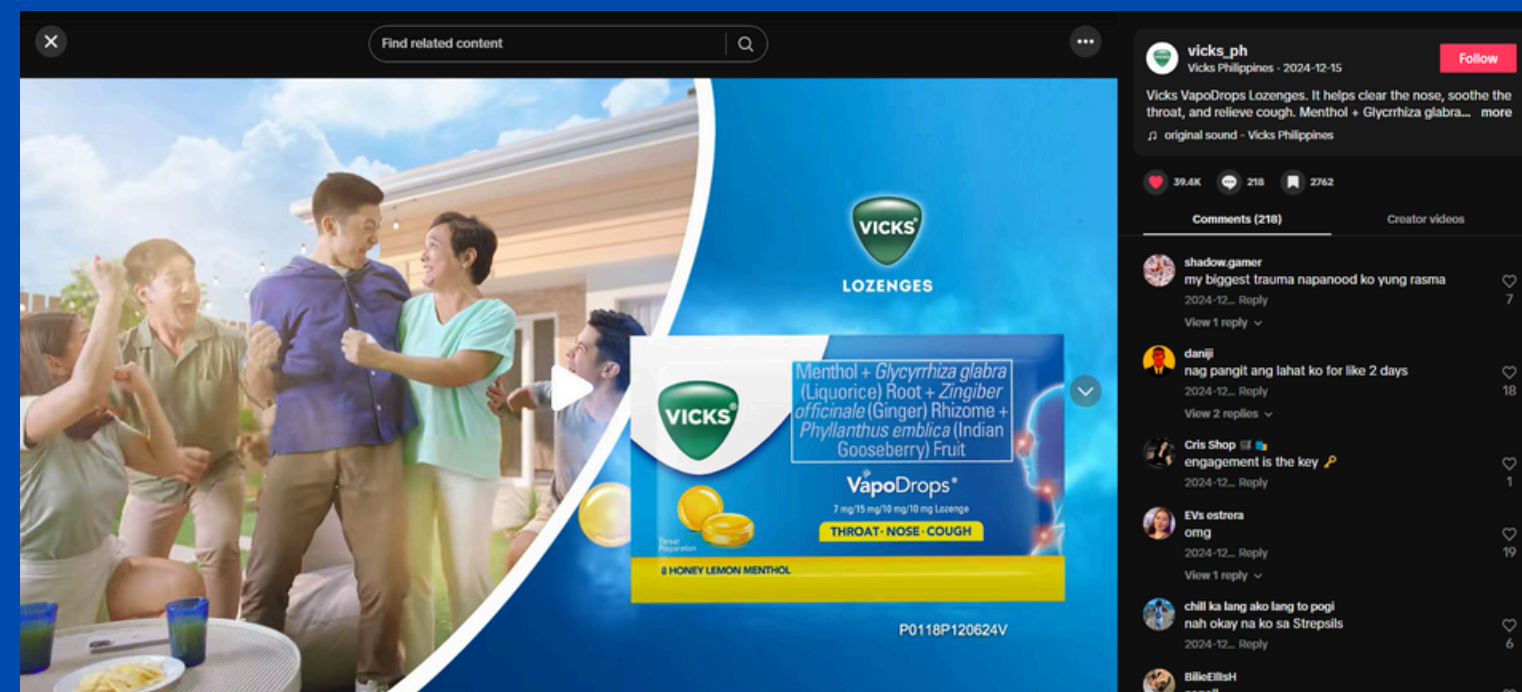
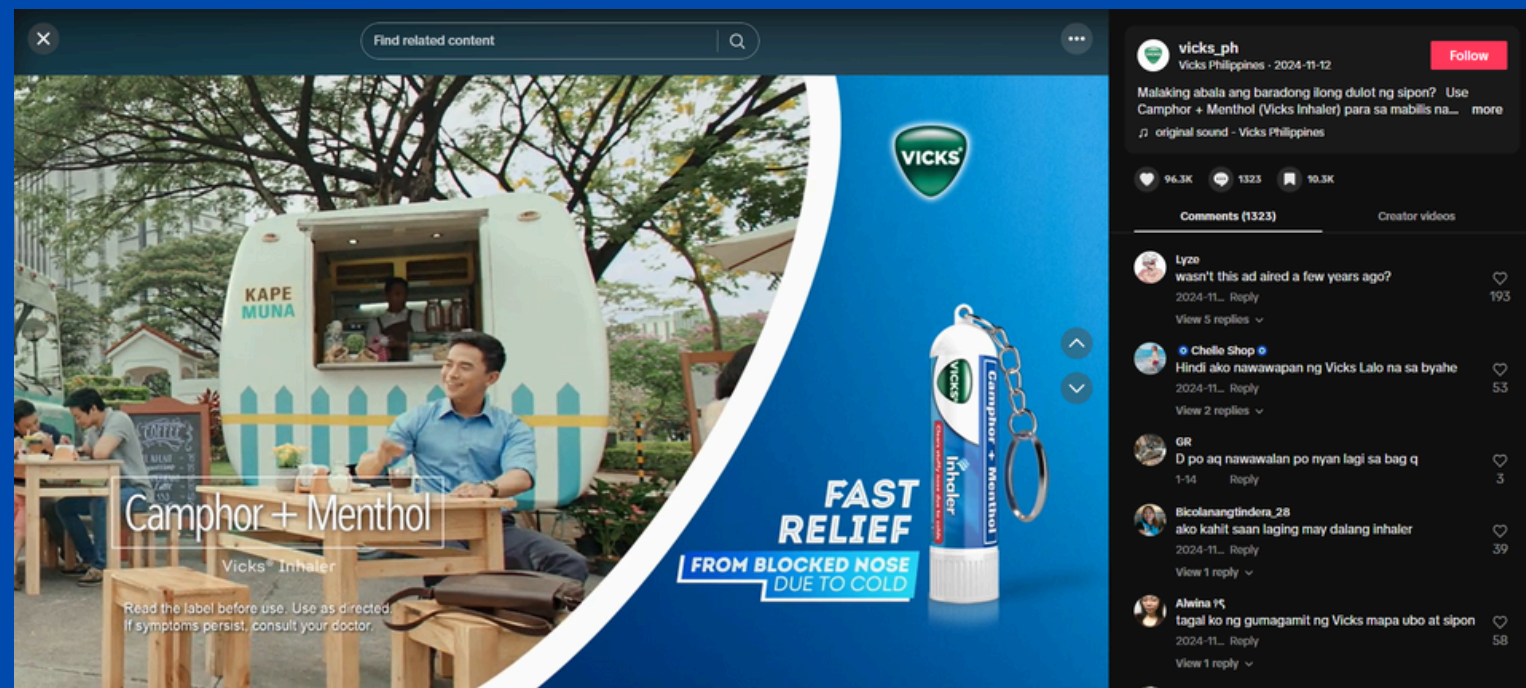
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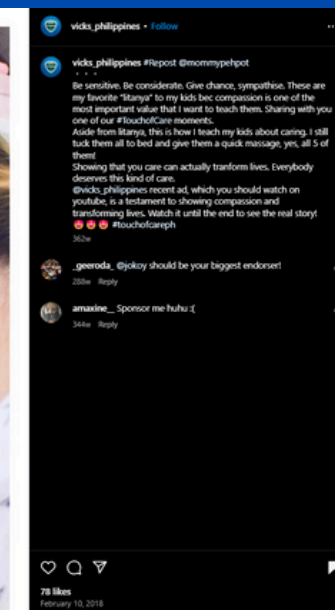
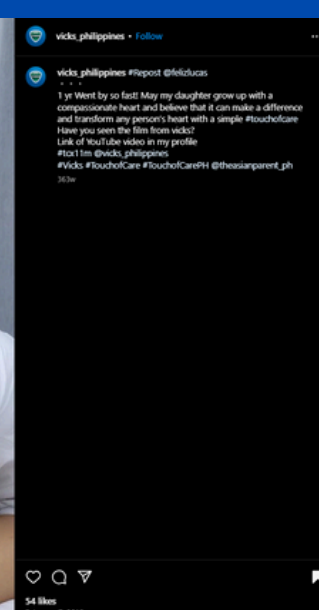
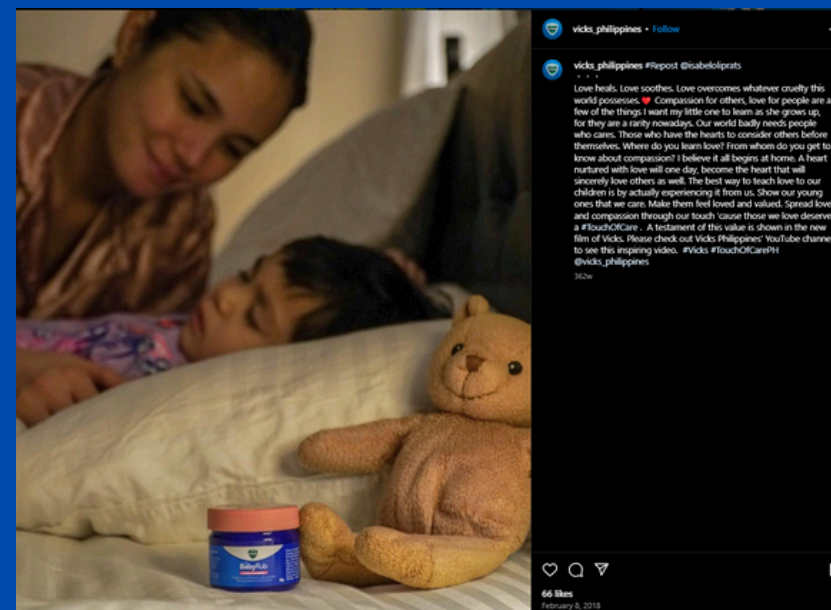
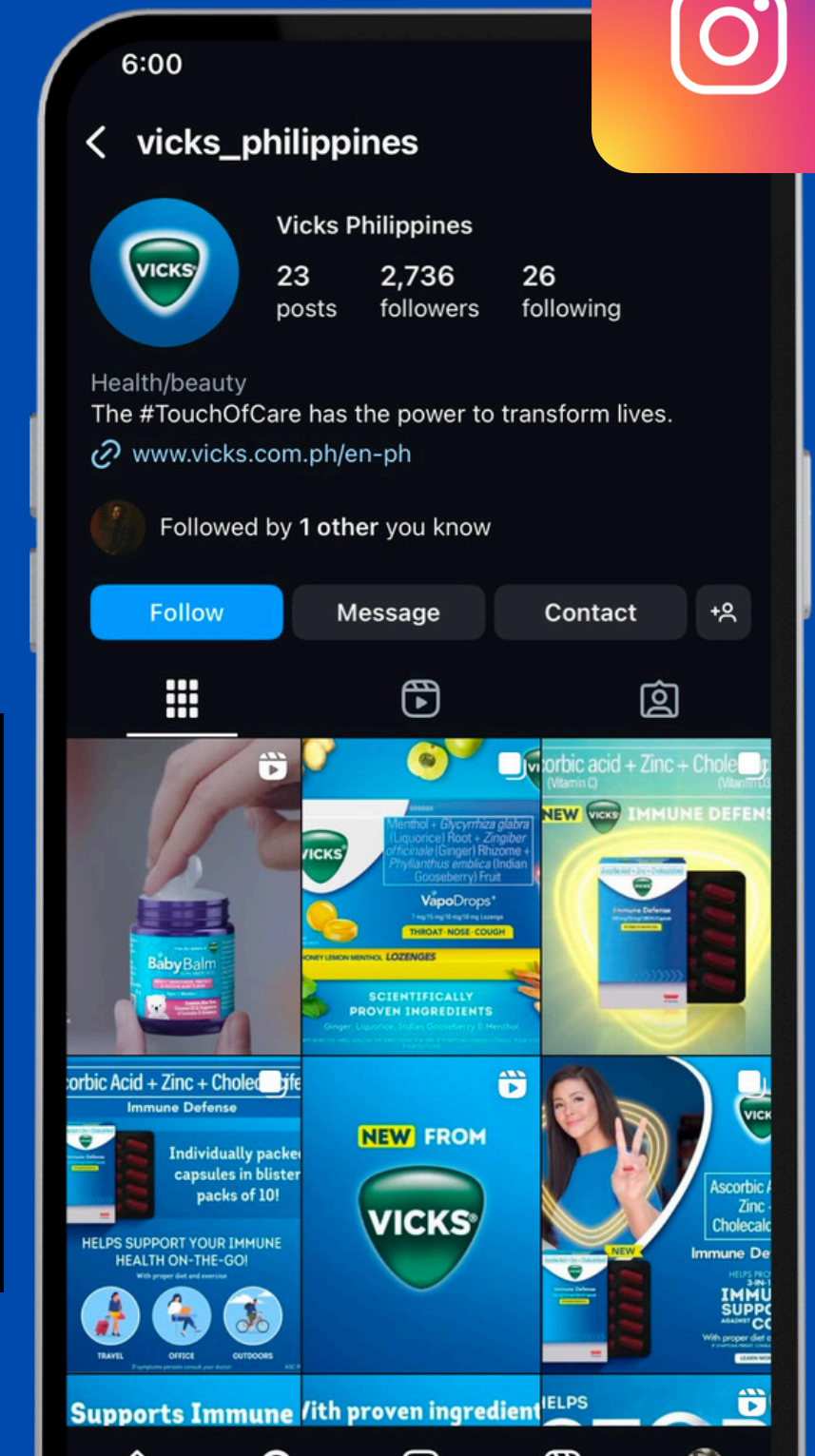
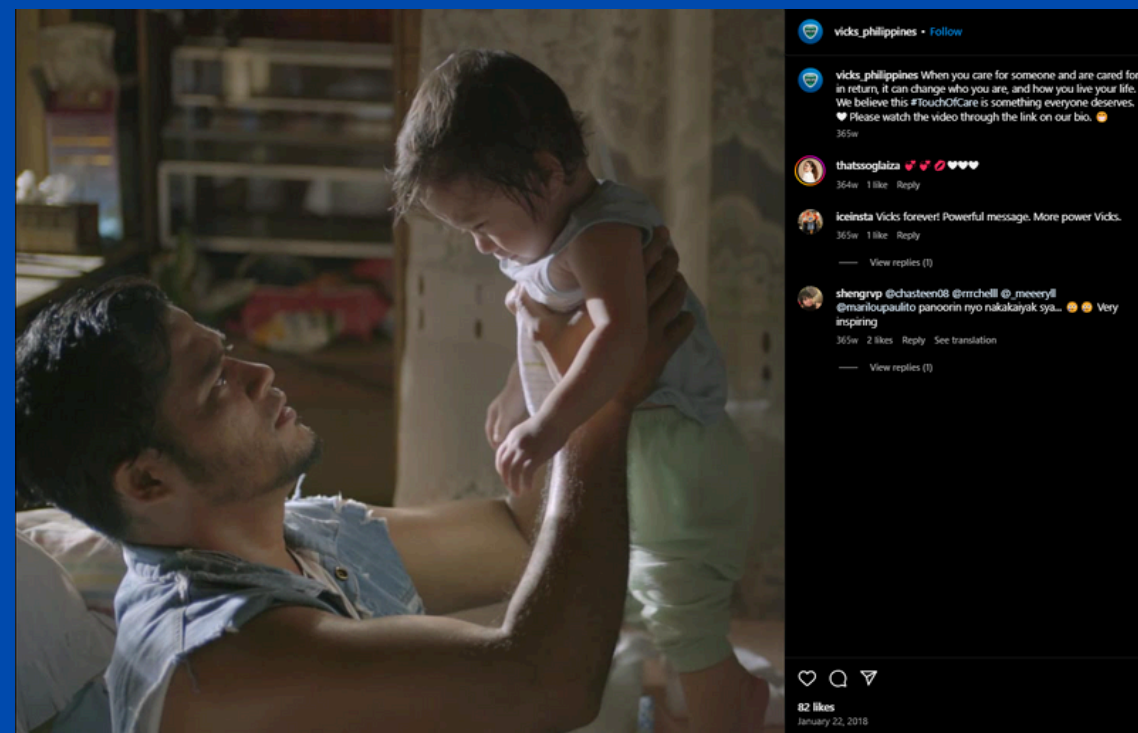
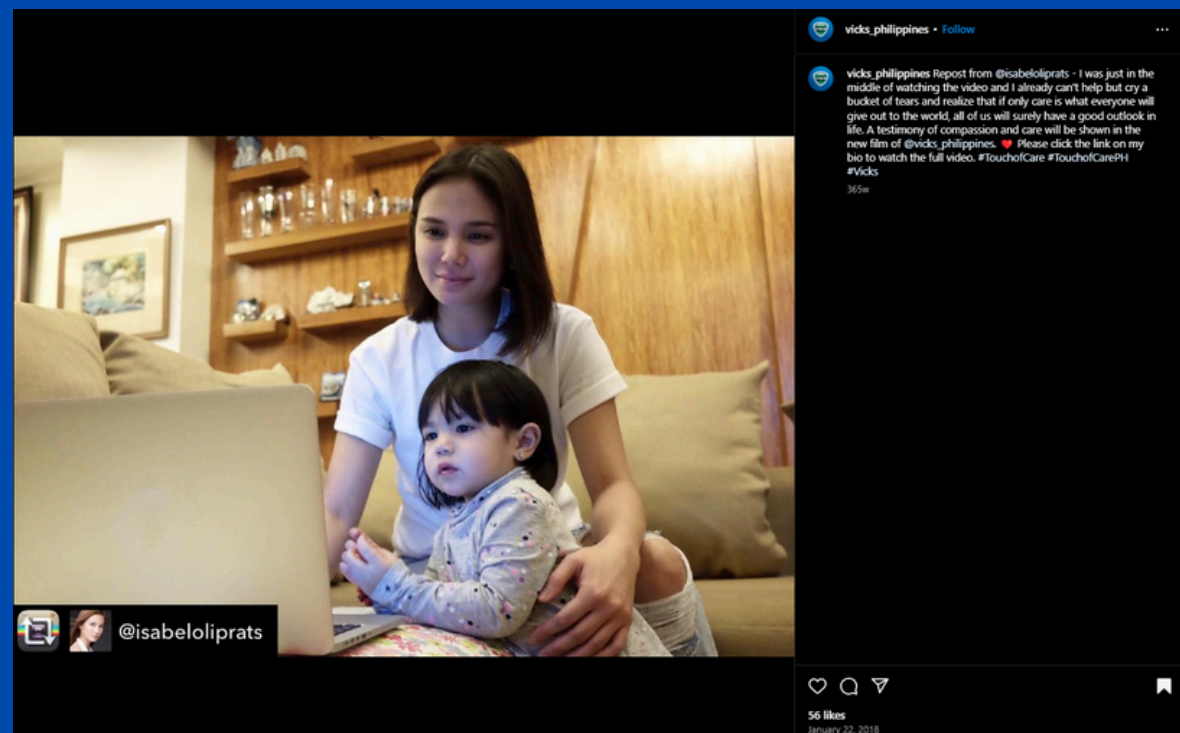
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vicks.com.ph
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Featured

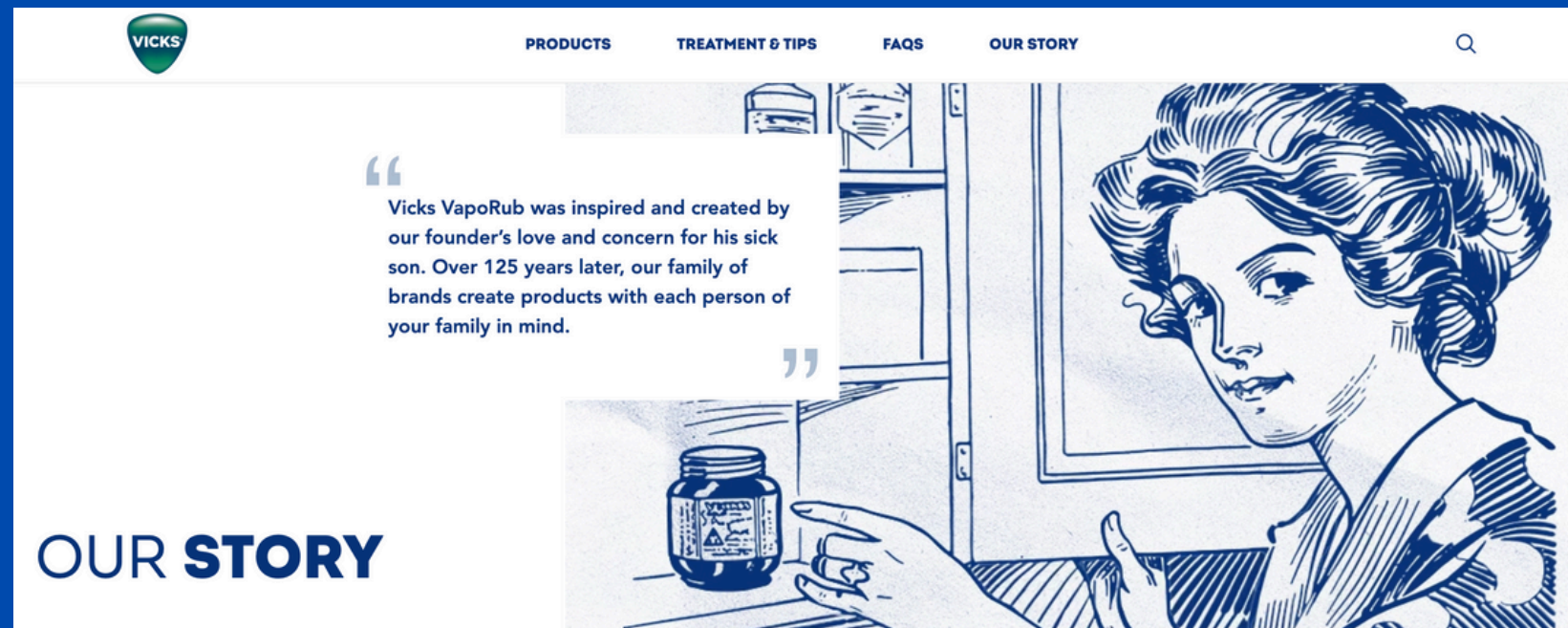
DATA DUMP (SOCIALS)



DATA DUMP (SOCIALS)



DATA DUMP (ARTICLES)



Vicks continues to be inspired to create products that allow families and friends to care for one another. Our family of brands create products with each person of your family in mind.

Vicks has always been a family of brands for your entire family. Originally named "Vicks Family Remedies" our most sought after product was Croup & Pneumonia Salve. Later named VapoRub, it was created by Lunsford Richardson out of love and concern for his sick son.

Young Smith Richardson had a severe case of croup. Lunsford combined unique ingredients into a salve that when heated by the body would release soothing vapors.

The boy soon recovered.

Vicks VapoRub is good for relieving minor throat irritation and cough. It is also used to treat minor muscle and joint pain and a number of other conditions such as toenail fungus and dry skin. Vicks VapoRub is available over the counter (OTC) and should only be used on the skin.

Although Vicks VapoRub has many benefits, it may not be safe for everyone, including young children.

DATA DUMP (ADS)



DATA DUMP (ADS)

