

Analysis Report on Media Communication for Galderma

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COMMUNICATION TRENDS OF BRANDS UNDER GALDERMA

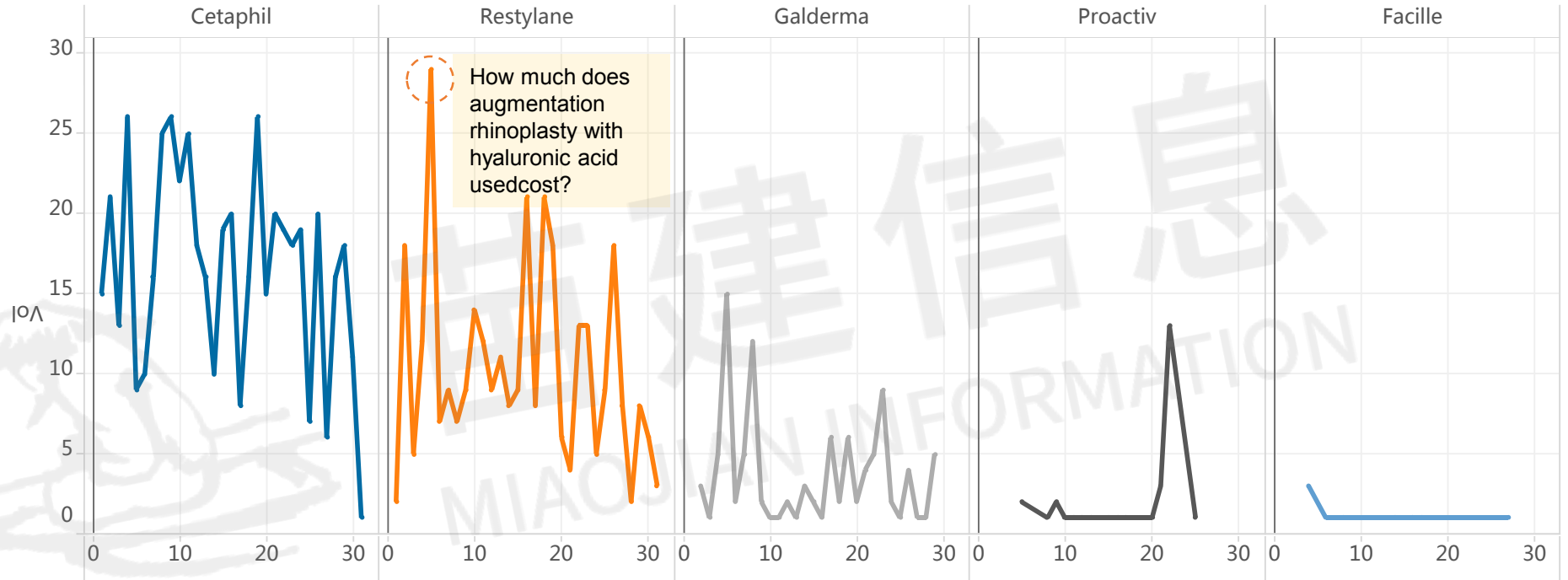


Cetaphil and Restylane ranked well ahead of other brands in terms of volume.

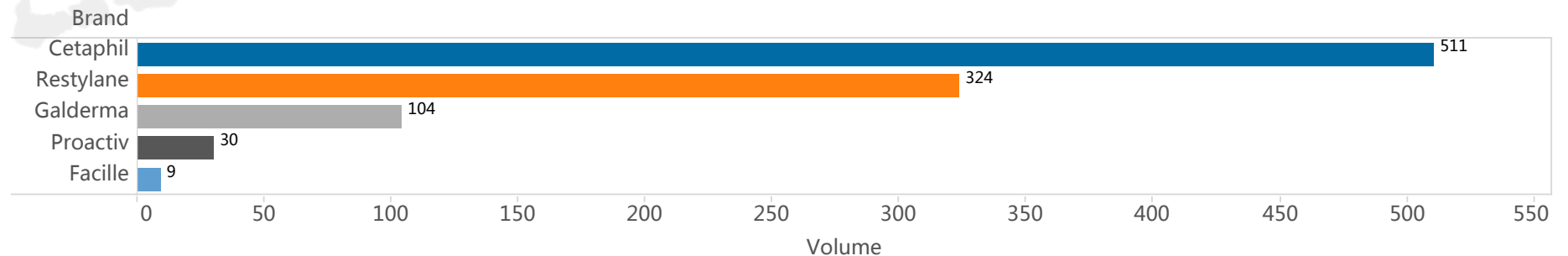
Cetaphil contributed 51.8% to the total number of news articles on Galderma.

The number of news articles on Restylane peaked on January 5. It also outnumbered other brands on the day. More than 20 news articles were from BBS on the day. Soft news "How much does augmentation rhinoplasty with hyaluronic acid used cost?" was the hottest topic on the day.

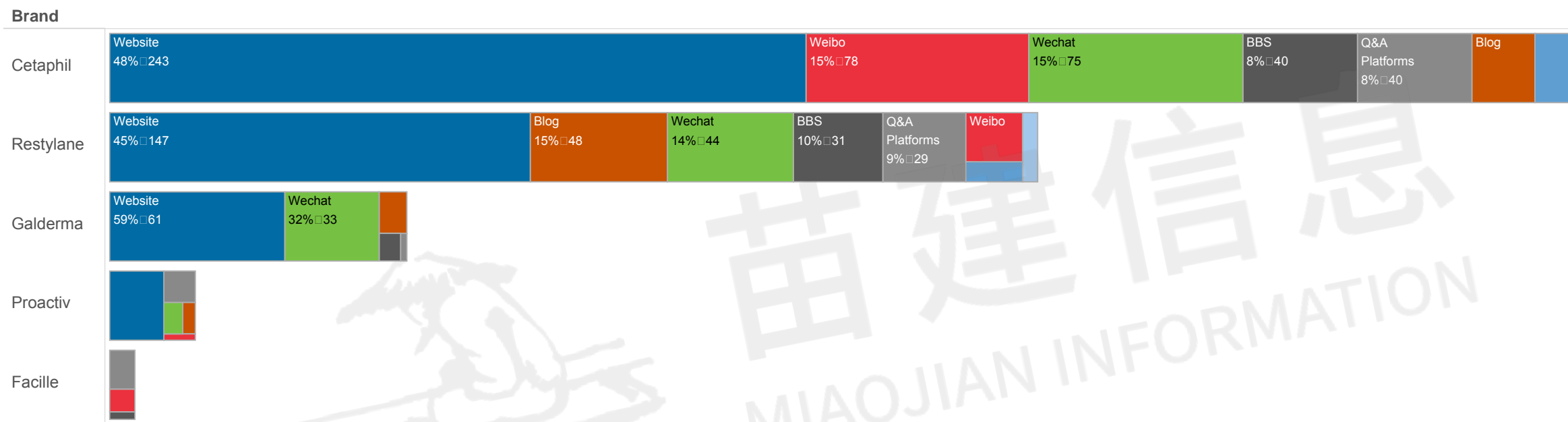
Negative articles were focused on counterfeit products sold in some channels. None of them directly targeted Galderma and its products.



NUMBER OF NEWS ARTICLES ON BRANDS UNDER GALDERMA



Communication Channels of Brands under Galderma



Overallly, Websites is the main channel for communication, accounting for more than 40% of the total volume of each brand (Facille and Proactiv are not within the scope of characteristic analysis due to the small volume).

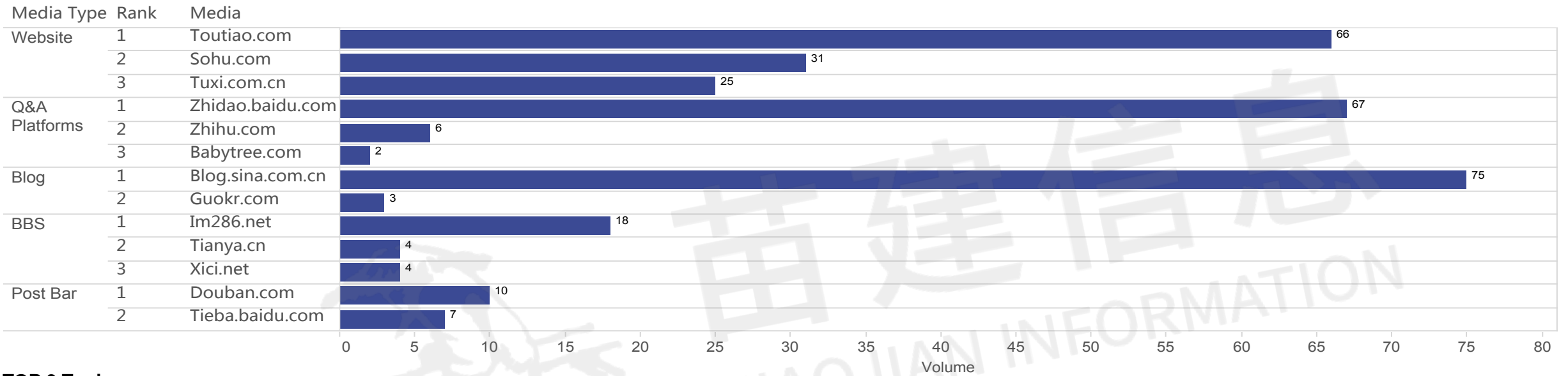
However, the second and third biggest communication channels vary for each brand:

Cetaphil's second communication channel is Weibo and WeChat, in a tie.

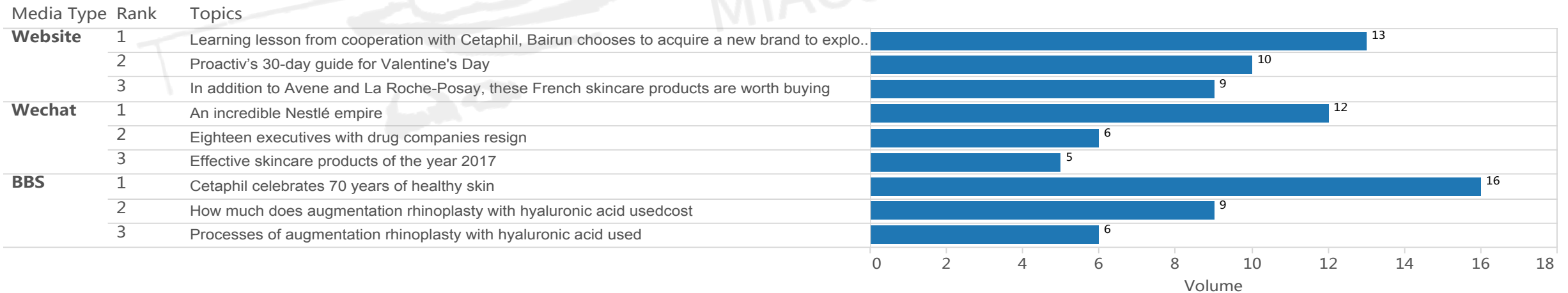
Restylane's second and third communication channels are Blogs and WeChat, respectively.

Galderma's second communication channel is WeChat.

TOP 3 Media Outlets



TOP 3 Topics



Articles from Weibo, Q&A platforms, blogs and post bars are excluded given they are inappropriate for topic statistics.



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