

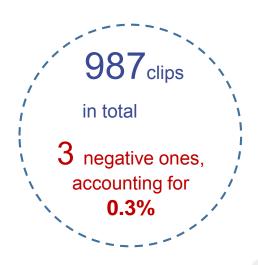


Analysis Report on Media Communication for Galderma

Galderma's Communication Trends







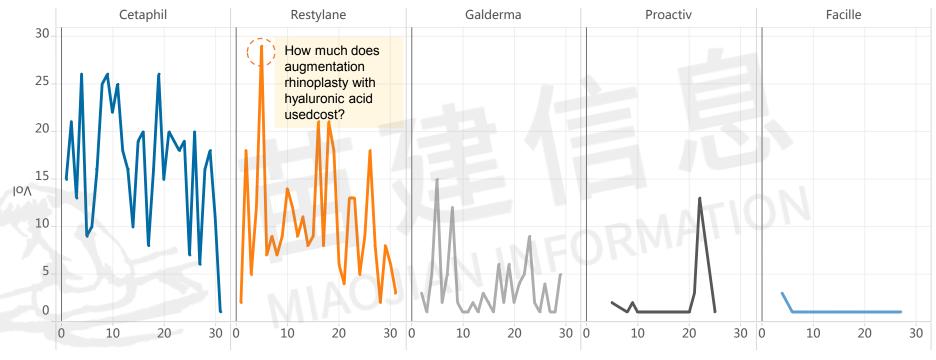
Cetaphil and Restylane ranked well ahead of other brands in terms of volume.

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

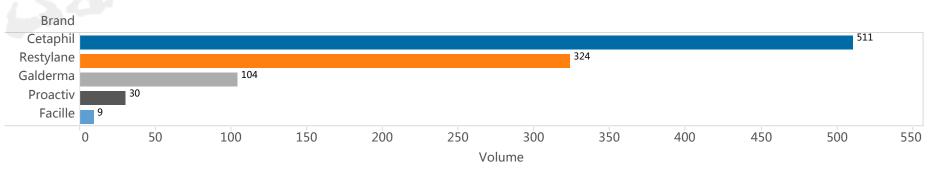
The number of news articles on Restylane peaked on January 5. It also outnumbered other brands on the day. More than 20 news articles were from BBS on the day. Soft news "How much does augmentation rhinoplasty with hyaluronic acid used cost?" was the hottest topic on the day.

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

COMMUNICATION TRENDS OF BRANDS UNDER GALDERMA



NUMBER OF NEWS ARTICLES ON BRANDS UNDER GALDERMA



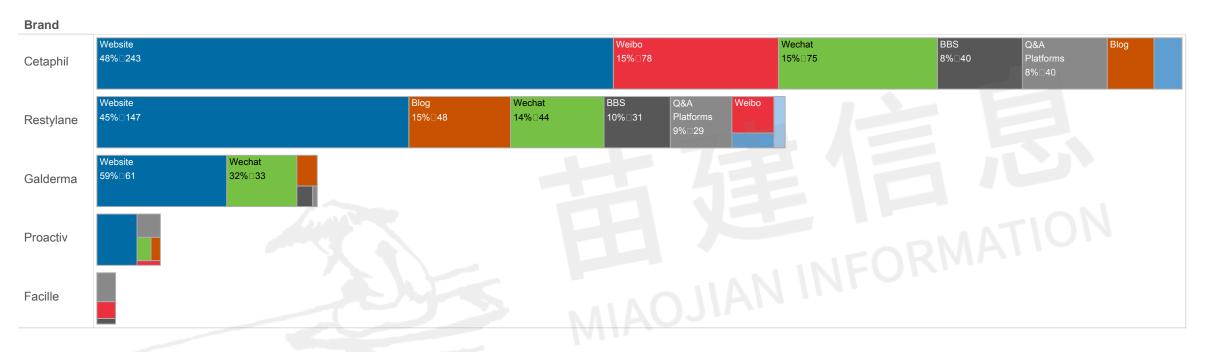
Analysis Report on Media Communication for Galderma

Galderma's Communication Channels





Communication Channels of Brands under Galderma



Overally, 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.

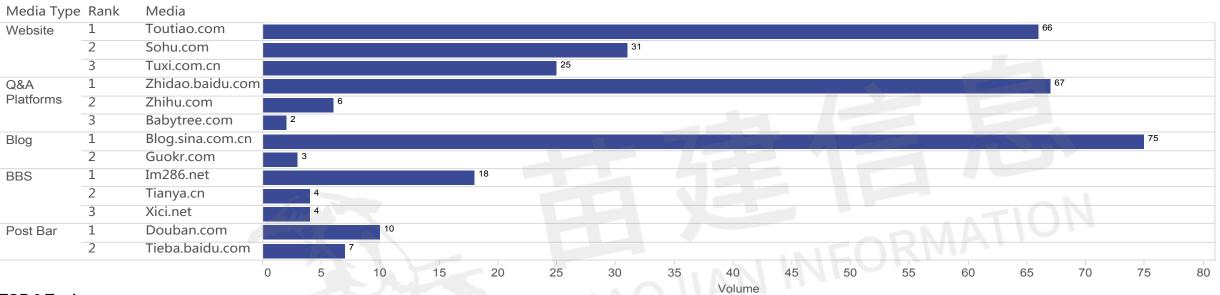


Analysis Report on Media Communication for Galderma TOP 3 Media Outlets and Topics On Galderma





TOP 3 Media Outlets



TOP 3 Topics

Website	1	Learning lesson from cooperation with Cetaphil, Bairun chooses to acquire a new brand to expl	0							13		
	2	Proactiv's 30-day guide for Valentine's Day						10				
	3	In addition to Avene and La Roche-Posay, these French skincare products are worth buying						9				
Wechat	1	An incredible Nestlé empire							12			
	2	Eighteen executives with drug companies resign				6						
	3	Effective skincare products of the year 2017				5						
BBS	1	Cetaphil celebrates 70 years of healthy skin									16	
	2	How much does augmentation rhinoplasty with hyaluronic acid usedcost						9				
	3	Processes of augmentation rhinoplasty with hyaluronic acid used				6						
			0	2	4	6	8	10	12	14	16	1
			Volume									

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







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