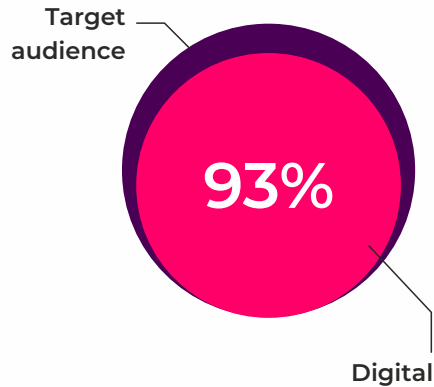
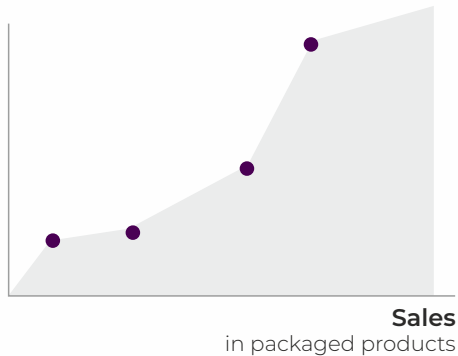
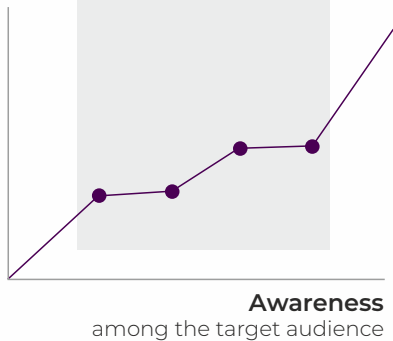


**ALL AGES,
ONE GOAL**



~~BACKGROUND~~



Product: Suppositories against Candidiasis or yeast infection, on the market since 2019

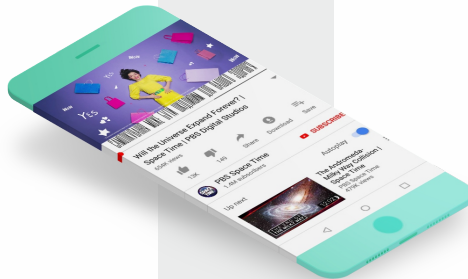
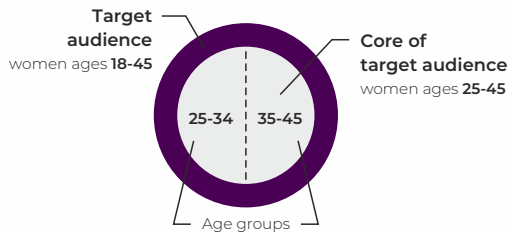
Client: Pharmaceutical company «Kusum»

This market is highly competitive. At the moment of the ad campaign launch, competitors held active communications in digital and on TV. «Clofan» brand was launching a new pharmaceutical form of the product. The aim of the ad campaign was to create awareness among the target audience, increasing sales of packaged products. Channel in digital was chosen as it covers 93% of target audience.

STRATEGY: AUDIENCE DATA

The main profile of the target audience - **women ages 18-45**. Having analyzed consumer & buyer profiles, it was identified that the audience ages up to 25 are consumers, but not buyers of the product. Given the aims of communications to raise sales, we recommended narrowing the **core of target audience to ages 25-45**.

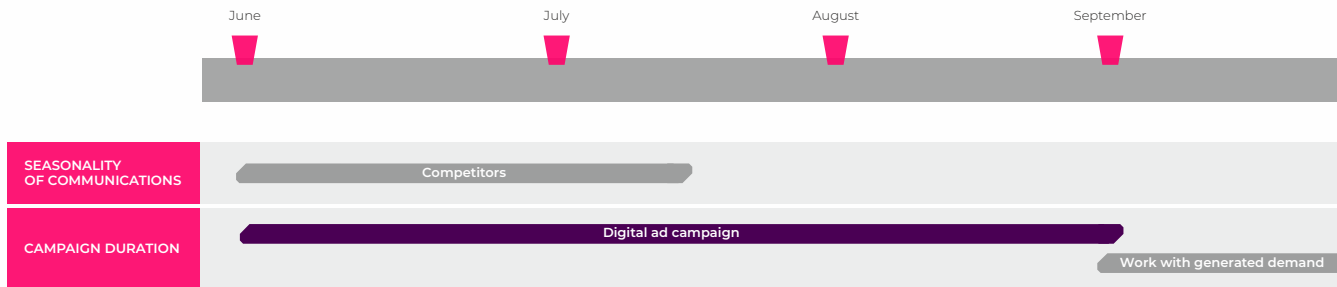
These segments were the major buyers in the category. We also recommended dividing communications by age groups: 25-34 and 35-45. These segments have separate interests in the digital environment.



This created additional opportunities for switching attention from competitors. More than 2/3 of search queries, related to medical topics, come from **mobile devices** (Google Ukraine data), and mobile device usage is prevalent among our TA (**more than 94%**).

That's why we recommended using mobile formats to communicate with the TA. We launched **5 creatives** (video ads 20 sec and 6 sec long), which were appropriate for the interests of different age groups and consumption patterns: Boxing, Yoga, Shopping, Storm (Emotions), Forum.

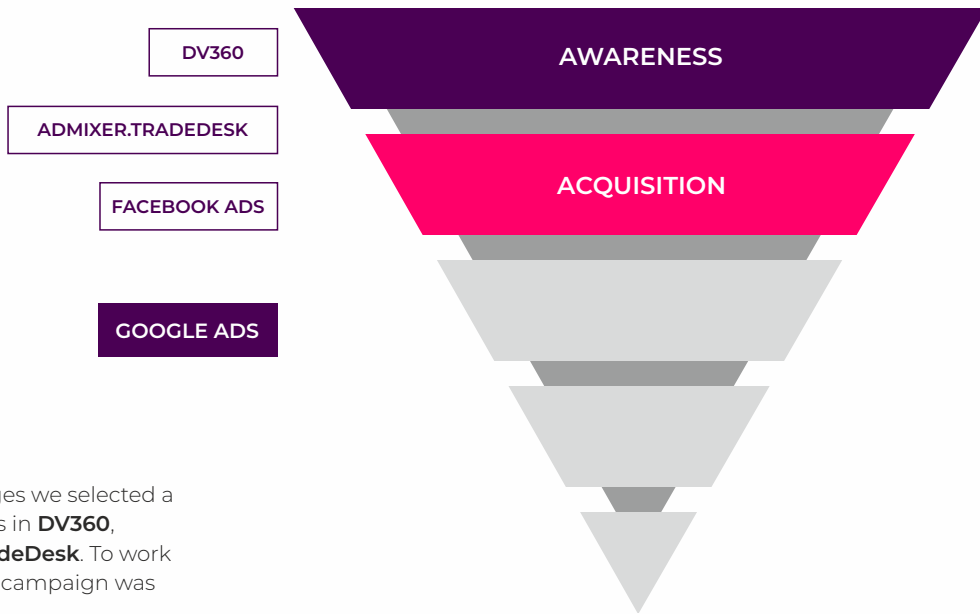
STRATEGY: COMPETITORS AND CAMPAIGN DURATION



While analyzing competitors, we discovered that they have the major part of OLV-communications. Hence, we should use eye-catching communications formats.

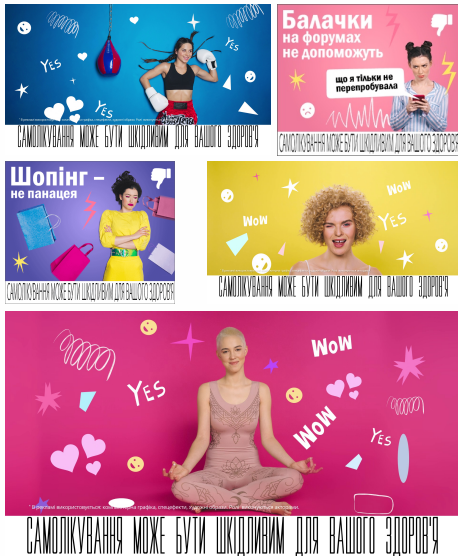
During analysis of competitors' seasonality of communications, we discovered that the second half of summer was free. The digital ad campaign lasted **from June till September**. The work with generated demand lasted till the end of the year.

EXECUTION



On Awareness & Acquisition stages we selected a split of video and banner formats in **DV360**, **Facebook Ads** and **Admixer.TradeDesk**. To work with generated demand, search campaign was launched in **Google Ads**.

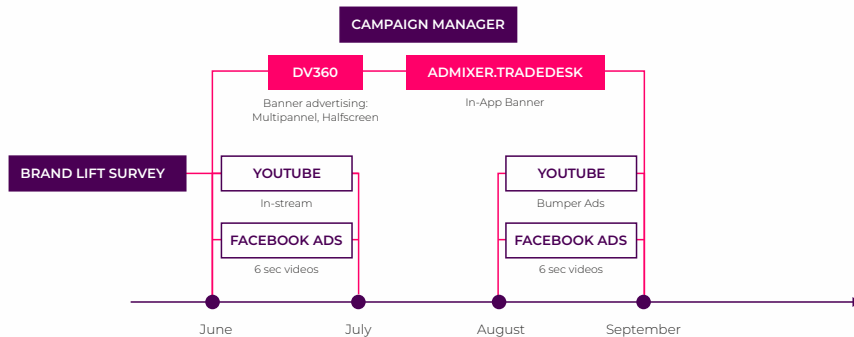
EXECUTION



Active media support lasted **4 months**.

For the first 2 months, the major reach was achieved using video ads in **In-stream on YouTube** for generating awareness by watching video ads in full, and videos in **Facebook Ads** - for broadening reach and engaging users, who couldn't be reached on YouTube. For Facebook, we used 6 sec videos with subtitles and the brand's logo during the first 3 seconds.

From 3rd month, In-stream format has been replaced by **Bumper Ads** to consolidate awareness at a cheaper cost of TA reach.

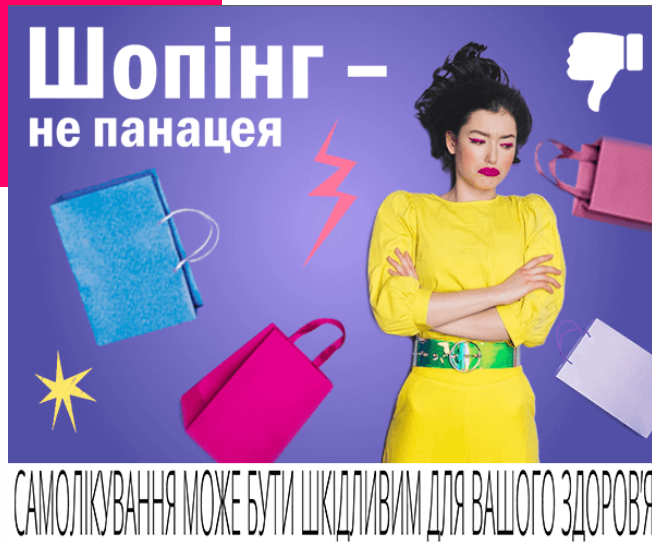


EXECUTION

To build awareness with cheaper CPR, we used banner advertising for 4 months in DV360& Formats: **Multipannel, Halfscreen, In-App Banner** in Admixer.TradeDesk.

Search campaign in Google Ads aimed at generated demand, which was growing due to media activity. During this period, remarketing was activated in Admixer.TradeDesk with the **Multipannel** format.

Targeting for media activity was selected based on portrait of target audience and the split depending on creatives. Ads were targeted by gender, age, interests, website categories and placed on direct platforms with high target audience concentration.



TARGETING OPTIONS

Facebook Ads Traffic

video 1: Boxing

Interests > Additional Interests

Sports and outdoors
Sportswear (activewear)
Sports club
TRX
Exersice machine
Sports equipment
TRX Training

Interests > Fitness and wellness

Fitness
Running

video 2: Yoga

Interests > Additional Interests

Spiritual practice
Healthy diet
Healthy lifestyles
Massage
Fitness and wellness

video 3: Shopping

Interests > Additional Interests

Shopper
Shopping
Sale

Interests > Shopping and fashion > Clothing

Women's clothing

Interests > Shopping and fashion > Shopping

Online shopping
Shopping centres

Behaviour > Purchasing behaviour

Engaged shoppers

video 4: Storm (Emotions)

Interests > Additional Interests

Nervous system
Panic
Panic disorder
Stress
Boredom
Self-confidence
Emotion

video 5: Forum

Interests > Business and Industry > Online

Social media

Interests > Fitness and wellness

Internet forum
Internet meme
Mass media
Sticker
Chat
Emoji
Facebook
Instagram
Telegram
Viber

Facebook Ads Reach

Interests > Fitness and wellness

Physical exercise
Strength training

Interests > Fitness and wellness

Yoga
Meditation

Interests > Fitness and wellness

Shopping and fashion

No targeting, exclude previous

Behaviours > Digital activities

Early technology adopters

TARGETING OPTIONS

D&V 360

video 1: Boxing

Audiences

In market

Sports & Fitness
Fitness Products & Services
Sporting Goods
Exercise Equipment
Fitness Classes & Personal
Training Services
Gyms & Athletic Clubs

Affinity

Sports & Fitness
Health & Fitness Buffs
Running Enthusiasts

Categories

Live Sporting Events
Individual Sports
Sports Coaching & Training
Fitness
Weight Loss

video 2: Yoga

Audiences

In market

Sports & Fitness
Fitness Classes & Personal
Training Services

Affinity

Sports & Fitness
Health & Fitness Buffs

Categories

Nutrition
Yoga & Pilates
Alternative &
Natural Medicine
Fitness
Massage Therapy
Healthy Eating

video 3: Shopping

Audiences

In market

Seasonal Shopping

Affinity

Shopaholics
Luxury Shoppers
Shoppers
Superstore Shoppers
Shoppers by Store Type

Categories

Shopping
Fashion & Style
Sales

video 4: Storm (Emotions)

Audiences

In market

Employment
Childcare & Education

Affinity

Family-Focused

Categories

Neurological Conditions
Self-Help & Motivational
Anxiety & Stress
Risk Management
Management
Depression
Parenting
Troubled Relationships

video 5: Forum

Audiences

Affinity

Social Media Enthusiasts
Women's Media Fans
Media & Entertainment
Mobile Enthusiasts

Categories

Online Media
Web Portals
Email & Messaging
Web Services
Teleconferencing

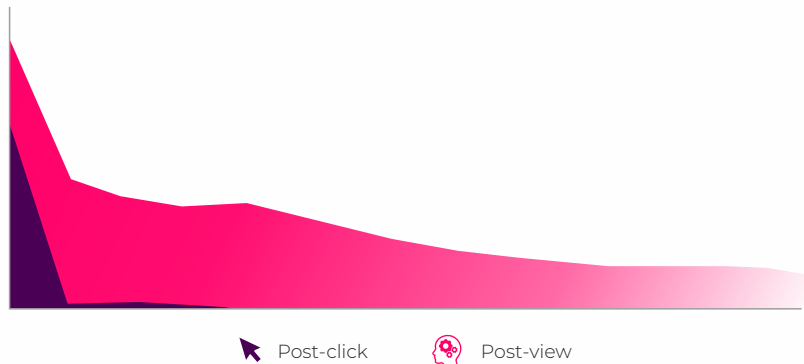
TARGETING OPTIONS

D&V 360

video 1: Boxing	video 2: Yoga	video 3: Shopping	video 4: Storm (Emotions)	video 5: Forum
Audiences	Audiences	Audiences	Audiences	Audiences
Affinity	Affinity	Affinity	Affinity	Affinity
Sports & Fitness Fitness & Wellness Running enthusiasts Sports enthusiasts	Sports & Fitness Beauty & Wellness	Department store shoppers "Bargain Hunters" Shopaholics	Office workers	Social media enthusiasts Media & entertainment
In market	In market	In market	Events	Topics
Sports & fitness Fitness products and services Gyms & Athletic Clubs Fitness Classes & Personal Training Services Exercise Equipment	Yoga clothing Fitness products and services Swimming pools & SPA	Women's clothing Seasonal shopping	Job change Recently Started New Job Starting New Job Soon	Web portals Social media Women's interests Cliparts & animated GIFs Microblogs Videoblogs
Topics	Topics	Topics	Topics	
Sports events Activewear Cycling Sports studying and preparing Fitness	Yoga & Pilates Meditation Fitness Gyms & Athletic Clubs Massage	Clothing Manufacturer discounts Coupons and Discount Codes Trade portals Shopping Fashion & Style	Anxiety & Stress Depression Women's health	

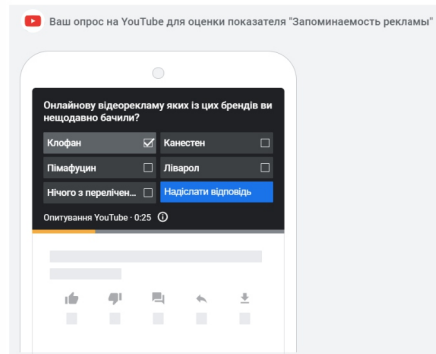
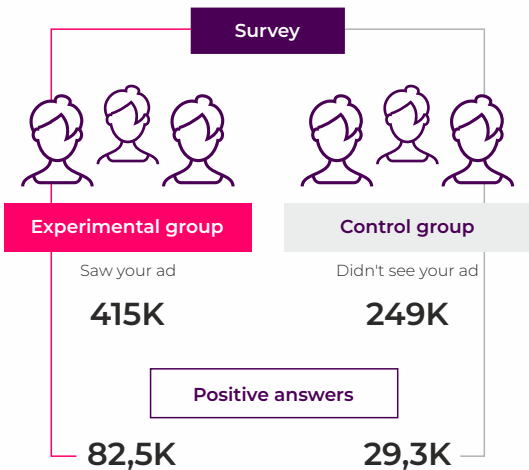
MEASURING

We used **Campaign Manager** for controlling if we hit target audience, quality of impressions, and analysis of overall frequency and audience overlap. Also tracked the effectiveness of the campaign on **PostClick**, **PostView** and **Cross-Device** for achieving target actions on website: clicking on "price" and "map of pharmacies". This allowed us to better assess the impact of media advertising and adjust placements to reach more relevant audience.



BRAND LIFT SURVEY

Brand Lift Survey allowed us to assess **the impact of the ad campaign** on growth of brand recall depending on creatives in the context of target audience segments.



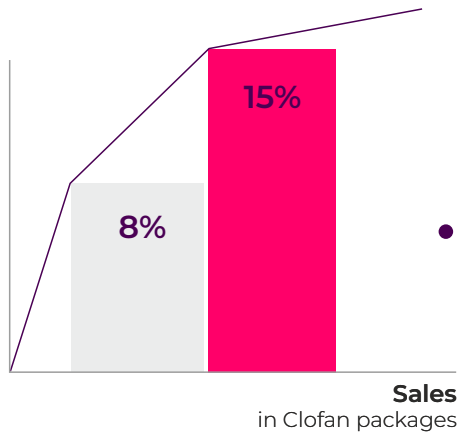
Google

* Your YouTube survey for ad recall measuring
Online video ads of which of these brands have you recently seen

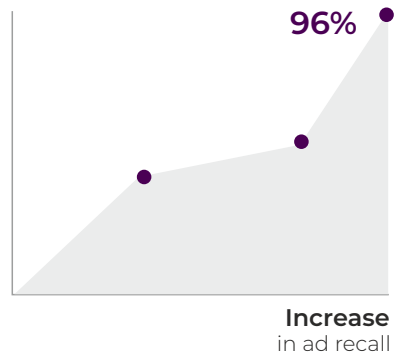
Clofan
Pimafucin
Kanesten
Livarol
None of the above

YouTube Survey

RESULTS



- An increase in the share of sales in Clofan packages by almost 2 times **from 8% to 15%**
- Growth in the number of sales of packaged products **by 40%**
- **55 million** ad impressions



- **93%** reach of target audience at a **frequency of 7.3**
- An increase in ad recall according to the results of the Brand Lift Survey among the reached audience was **96%** in relation to the control group