

OUTBRAIN TRUE ENGAGEMENT[©] BRAND LIFT STUDY:

GSK Increases Brand Awareness for Voltaren by 15 Percent With Outbrain

Goals:

Brand Awareness
Purchase Intent

Results:

Brand Lift
Increase of Purchase Intent

Products:

Outbrain Amplify
Story Sequencing
True Engagement[©] Brand Lift

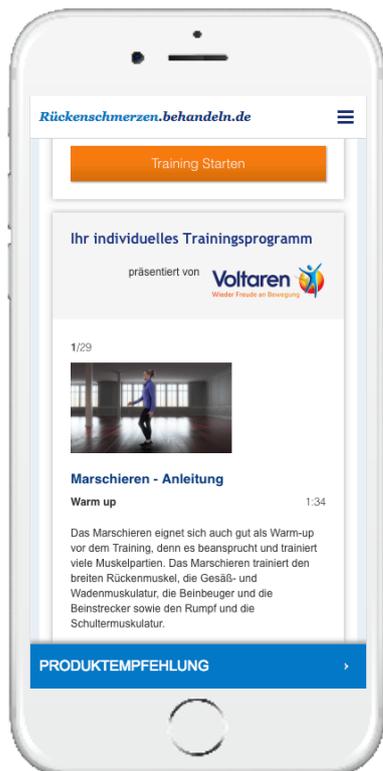
Overview

GSK is a global, research-based healthcare company with a mission to help people live more active, longer and healthier lives. Together with the digital healthcare agency Ellusion, GSK developed the Healthy Workout program - an interactive, individualised training program to prevent muscle and joint pain. It was important to GSK and Ellusion to focus on consumer interests and to integrate Voltaren, an anti-inflammatory drug for muscle and joint pain, in a native and unobtrusive way.

In order to make the Healthy Workout program known to a wider audience and reach people who are struggling with back pain, GSK and Ellusion developed a Native Discovery advertising campaign together with DVGE Verlag and Outbrain.

The Nielsen Brand Lift study measured how native advertising with a clear focus on the consumer experience and the activation through the Outbrain Premium Publisher network increased brand awareness and purchase intent. People who took part at the Healthy Workout program via an Outbrain recommendation were marked using the Story Sequencing tool and given the opportunity to participate in the Brand Lift study. In the form of a quiz, questions were asked about brand awareness and buying intentions.

Results



+15%

Brand lift
among all participants

+10%

Increase of purchase intent
among all participants

+15%

Brand lift
among participants, who
are affected by severe
back pain (weekly or more
often)

76%

Purchase intent
among participants who use
back pain relieversn

About the Results

"Native advertising with Outbrain and high-quality content are the ideal combination - not only to achieve engagement, but also to increase brand awareness. The increase in purchase intent shows that users associate the Voltaren brand positively after viewing the Healthy Workouts and are more likely reach for our product."

Claudia Trübenbach, Digital Content Manager Dach, GSK Consumer Healthcare

"Content and user engagement are essential keys to success in the marketing of healthcare products. The development of the Healthy Workouts for Voltaren is an excellent example for the fact that it is worthwhile to put the consumers themselves and the solutions to their health problems in the foreground. But good content always needs a tailor-made, integrated activation strategy. With Outbrain's superior algorithm, we could achieve this once again - the significant uplift in awareness and buying intention proves the role content and suitable native ads play in the digital ecosystem."

Sebastian Seydak, Geschäftsführer, Ellusion

How it Works

Step #1

GSK and Ellusion distribute content across the Outbrain premium publisher network.

Step #2

Two groups are created - those who clicked on the page and those who did not. Both receive the survey quiz.

Step #3

Quiz results are analyzed and validated by Nielsen proving how the exposed group saw a significant brand lift.

About the Study

True Engagement© Brand Lift measures the direct impact that content has on awareness and perceptions around brands and products. The study measures key metrics including Brand Awareness, Favorability and Recall. For this particular study, 1,246 internet users were surveyed in March 2018.

