

GSK – Pharmaceutical

CASE STUDY

GSK works to bring together science, technology, and talent to stay ahead of disease. They wanted to raise awareness about Meningitis B among young adults and parents with young kids, encouraging them to talk to their healthcare provider about getting vaccinated.



STRATEGY

To raise awareness about meningitis B and available vaccination, the Healthing team at Postmedia crafted a comprehensive campaign featuring medical experts and influencers. This initiative featured engaging content, strategic amplification across social media, and a customized landing page that spearheaded an influencer-driven effort.

Integrated campaign:

- 1x Sponsored Content: Physician feature
- 1x Editorial Boosting: Ottawa Citizen 'Patient story'
- 1x Landing Page: In French and English, to be used as a destination for influencer campaign

Audience acquisition tactics:

- Content Amplification: Facebook, Twitter
- Reader Touchpoints: Unbranded Articles, 100% Share Of Voice

RESULTS

Our campaign achieved impressive results, exceeding the industry benchmark for readership by 60 times. Readers were highly engaged, staying with the full article. The editorial feature in the Ottawa Citizen also drove a noticeable increase in page views, visitors, and social media engagement.

60,711

TOTAL PAGE VIEWS ON
SPONSORED ARTICLE
60x Industry Benchmark
1K

57,950

UNIQUE VISITORS

3:46

AVG TIME SPENT
1.7x Industry Benchmark
2.2 mins

2.77%

TWITTER CTR

38.49%

FACEBOOK
ENGAGEMENT RATE
Over 9x Industry
Benchmark ~4%

268K+

FACEBOOK REACH