## Reaching HCPs/Industry

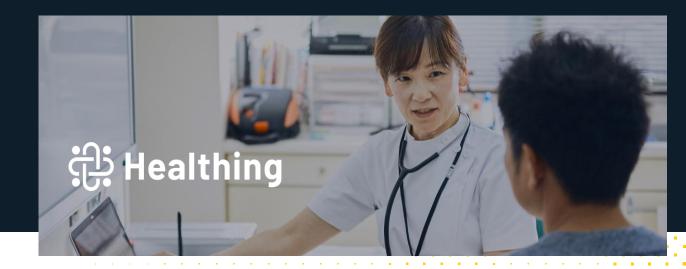
A medical diagnostic client wanted to raise awareness among business decision-makers, healthcare professionals, and frontline workers about the importance of antibody testing in response to Covid-19. Their goal was to highlight antibody testing as a key element in helping governments and businesses manage the pandemic more effectively.

## STRATEGY

Working closely with the client, the Healthing team at Postmedia created a targeted sponsored content campaign and audience-building strategies, which included:

- · 2-part Sponsored Content piece hosted on the National Post
- 1 story in print National Post
- Native ads on Postmedia Network in News, Health and Life categories
- Social Media amplification Facebook
  - Segment targets: Healthcare workers, frontline workers, hospitality/public sector, health/wellness interests, pharmaceutical industry
- Digital Display advertising campaign with clickthrough to a custom landing page and call-to-action created in collaboration with the client. The information microsite included:
  - 101 explainer of antibody testing
  - Benefits of antibody testing
  - Impacts of antibody on policy decisions, return-to-work strategies and protective measures
  - Call to action speak to your healthcare provider

© 2025 Postmedia Network Inc. All rights reserved. Unauthorized distribution, transmission or republication strictly prohibited.



## RESULTS

Both stories had a strong impact on those in the healthcare industry. Story 2 became Postmedia's topperforming story in terms of social engagement and cost per page view. Social engagement was exceptionally high, with nearly 12% of readers sharing the story, and a large number of comments. came from nurses. The engagement rate for Story 2 stayed above 92%, showing a clear and strong interest in the content.

## **31.4K+ 0.41% 9.04%**

NATIVE CTR

1.6x industry benchmark0.6%

PAGE VIEWS ON 2 SPONSORED ARTICLES 32x industry benchmark 1k

4.2 min

2x industry benchmark 2.2 min

TIME SPENT

DIGITAL CTR 4.6x industry benchmark 0.09% FACEBOOK ENGAGEMENTS 9.05x industry benchmark 1.09

PRINT READERSH

0.97% 1.2M

POSTMEDIA