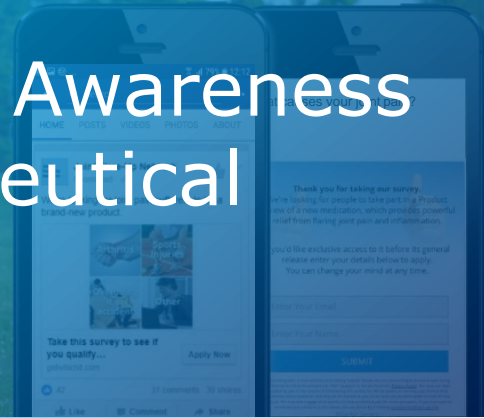


CASE STUDY

Boosting New Product Awareness Through Pharmaceutical Influencers



ABOUT THE CLIENT

Flarin is an oral soft capsule developed by Infirst Healthcare, created for the relief of rheumatic or muscular pain and pain of non-serious arthritic conditions. Flarin derives from infirst's portfolio of patented technologies. **Infirst Healthcare** is a company which is determined to bring meaningful innovation to Consumer Healthcare and Primary Care practitioners to contribute to improved early medical intervention for everyday ailments.

OBJECTIVES

Infirst Healthcare wanted to promote Flarin, a new pharmaceutical product, increase brand awareness and recruit a panel of pharmaceutical influencers, to test the product and naturally spread the word.

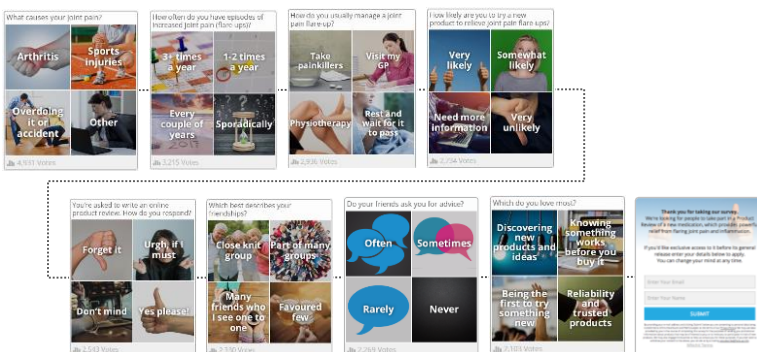
STRATEGY

Whichit designed an **8-question Quiz that ended with an exclusive commercial offer** inviting the users to join the product review panel and test the product before its general release. Also Whichit's compatibility with Facebook Instant Article enabled the quick collection of 1st party data from the quiz. All data was recorded in real time in the Whichit Analytics Dashboard to inform current and future marketing strategies.

The Whichit Quiz was advertised on Facebook and posted on the *Joint Flare-Up Network*, a community forum on Facebook for those suffering from episodes of flaring joint pain.

CAMPAIGN STRUCTURE

A series of relatable questions has been designed, combining questions about the audiences medical condition along with social routines. **This enabled the capture of valuable data but also identified the type of audience that can lead opinion and influence others** when discussing their treatment.



FLARIN

Client:
Flarin by Infirst Healthcare

Sector:
Healthcare

Campaign's Objectives:
Awareness, lead generation and panel recruitment

Date:
20/04/17 – 10/05/17

Distribution Channels:
Facebook

Target audience:
Location: UK
Gender: Male and Female
Age group: 30-90

Interactive Content Type:
Quiz
Engage Card (Call-to-Action):
Lead Generation

The Whichit Quiz delivered an exclusive commercial offer to the type of audience segmented by their social behaviour and their medical condition

CAMPAGIN PERFORMANCE

Channel – Facebook

Targeting – UK based males and females aged 30-90, suffering from episodes of flaring joint pain

Emails Collected – 2,318

Facebook Ad Engagement – Over 6%

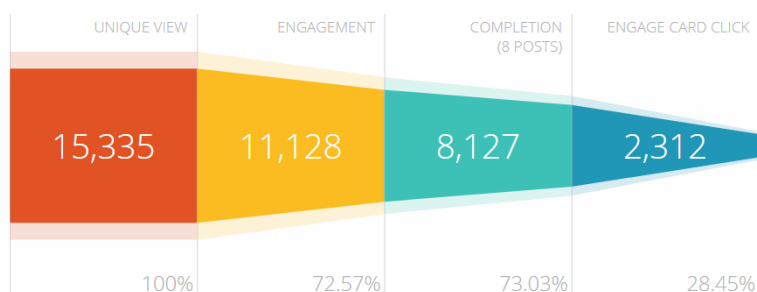
Run time – 28 days

Result – The Whichit quiz delivered a **phenomenal engagement rate that is X7 Higher than the average CTR on Facebook (0.9%) X40 higher than the average benchmark** of Health & Beauty Industry engagement percentage (0.14%) ([source](#)).

The campaign gained **1st party data and actionable insights** about joint pain sufferers including their level of interest to test and review a new product.

Statistics - The Whichit Quiz delivered 15,335 unique views, 11,128 engagements, and 8,127 completions. The client collected 2,318 potential influencers and customers' emails.

Completion Rate Funnel



Considering the length of the quiz and the mature age of audience, it generated **exceptionally high completion rate of 73%** from people starting the quiz to finishing it after answering 8 questions. A high Call-to-Action rate has been recorded, with over 28% of participant also submitting their details.

Recommendation – In order to recruit a higher amount of pharmaceutical product influencers, it is recommended to run future campaigns in other channels apart from Facebook.

ABOUT WHICHIT FOR ADVERTISERS

Whichit is Interactive Commercial Content at the forefront of its field. By asking target audiences a series of questions through addictive image based polls, surveys, quizzes and trivia, advertisers increase brand engagement, open new revenue streams & gain actionable insights. It runs as rich media ad units through IAB formats, native ad slots, and on social platforms i.e. anywhere across the internet (programmatic and/or straight display) across all devices and channels. The Whichit Ad unit is dynamic, responsive and interactive.



6.5%
Facebook Ad CTR



2,318
Emails Collected

X40 higher Facebook Ad Engagement than standard benchmark for Health industry



15,335
Whichit Unique Views



73%
Engagement Rate



28.5%
Call-to-Action Rate



120
Social Shares

Actionable insights about joint pain sufferers and their behaviour were collected and can be used for remarketing