

# #AllergyFree

## Sanofi

Allergy Awareness Campaign



HT

Brand  
Studio



## Background

People generally treat running nose, sneezing as a regular cold and they just buy over-the-counter medicines to get temporary relief. But what they don't understand is that **when allergies progress, they can, over the course of a few years and may turn into serious illness**



In order to spread awareness on this topic “Sanofi” started a campaign by the name of “**Allergy Free**” to make people aware about various topics related to Allergies e.g. Myths , Types , Treatment etc.

## HT Brand Studio x Sanofi

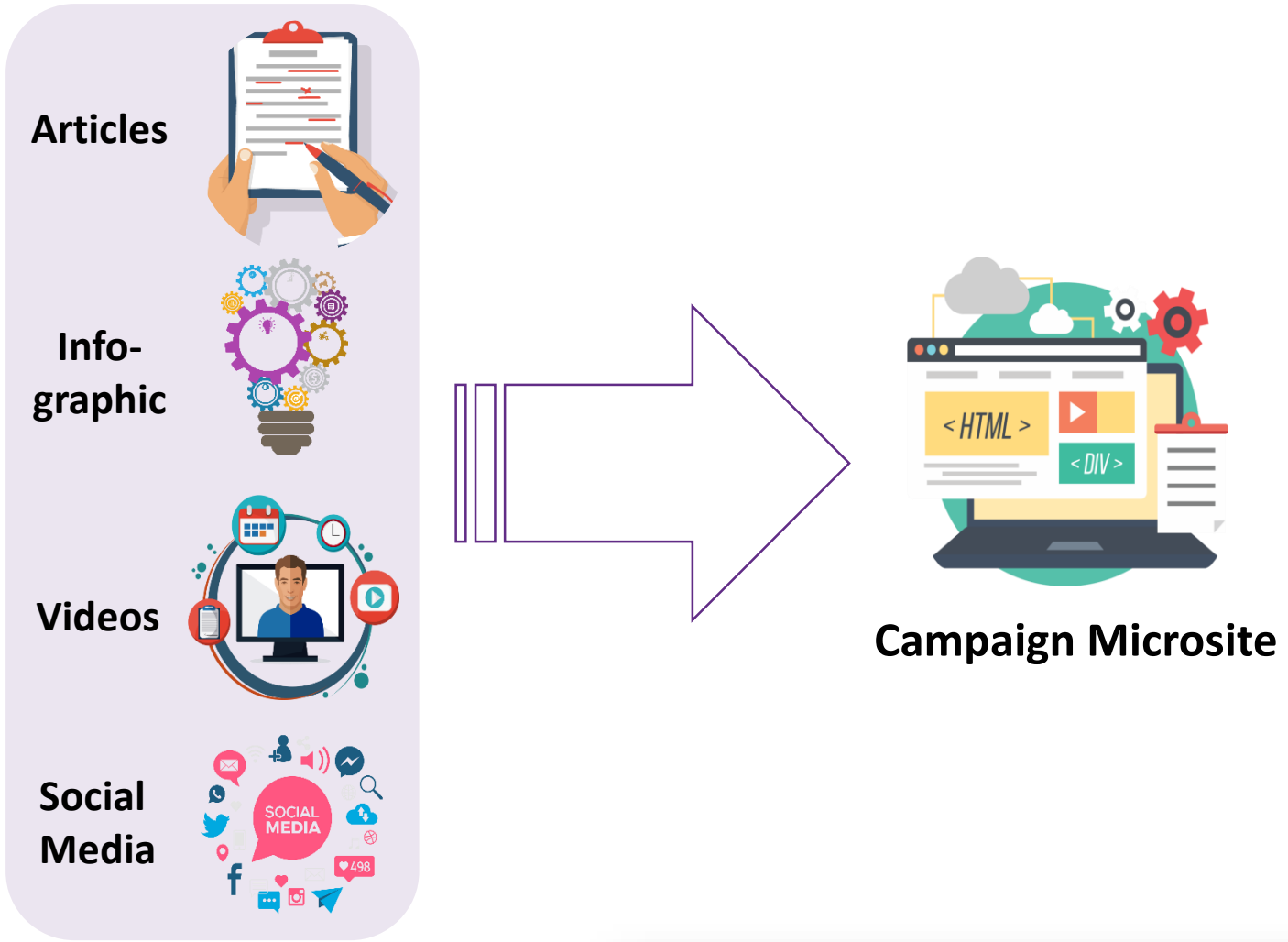
Sanofi collaborated with HT Brand Studio to **produce, moderate and distribute Articles , Discussion Videos , Microsite** through its robust & effective distribution platform reaching millions via its website & social platforms

# Campaign Details

**Microsite** was hosted on LH’s main website.  
**Articles** were published on HT, LH & Heath Shots  
**Social media** platforms were used to amplify the campaign to reach larger & relevant audience

## Duration

Nov’20 to Jan’21



## Platforms for Amplification

### Properties



### Platforms



## Microsite

## Article

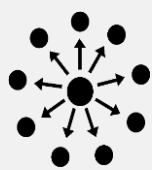
## Facebook

## Twitter

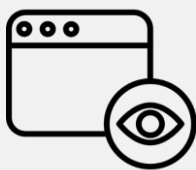
A screenshot of a tweet from the account @Live\_Hindustan. The tweet is in Hindi and discusses the symptoms of a severe allergic reaction (anaphylaxis), such as difficulty breathing, swelling of the face and throat, and a rapid heartbeat. It mentions that these symptoms can be life-threatening and advises seeking immediate medical attention. The tweet includes a link to a website, @Allergyfree!, and a translation of the tweet. The tweet is displayed on a mobile device screen, with the time 12:36 PM and the date Nov 23, 2020, visible at the bottom. The Twitter Web App logo is also present.

# Campaign Performance

**Focused Content on Relevant Day to Day Allergy Related Problems including discussions with Subject Experts & Relevant TG Resulted in a very Successful Campaign**



**11M+**  
Reach\*



**2M**  
Video Views



**1.3L+**  
Engagements

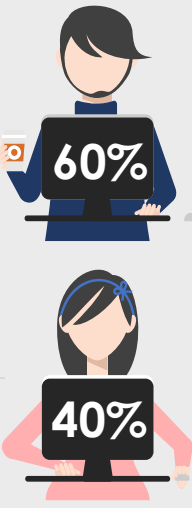
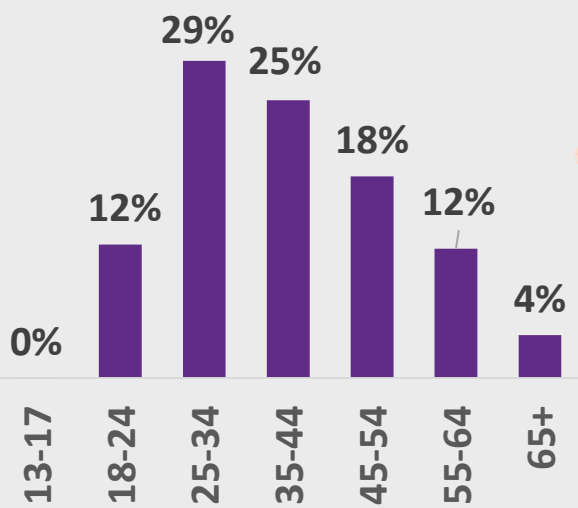


**10K**  
Watch Time (Hrs.)



**5L**  
Page Views\*

# Audience Profiling



“ Campaign Targeting seem to be very effective as majority of audience is from Adult / Parental Age Group i.e.25+  
Relatively high contribution from women TG who is the decision maker in Indian Households

\*Reach is of Social Platforms






\* PV's are of Articles & Microsite



# Audience Genre Affinity

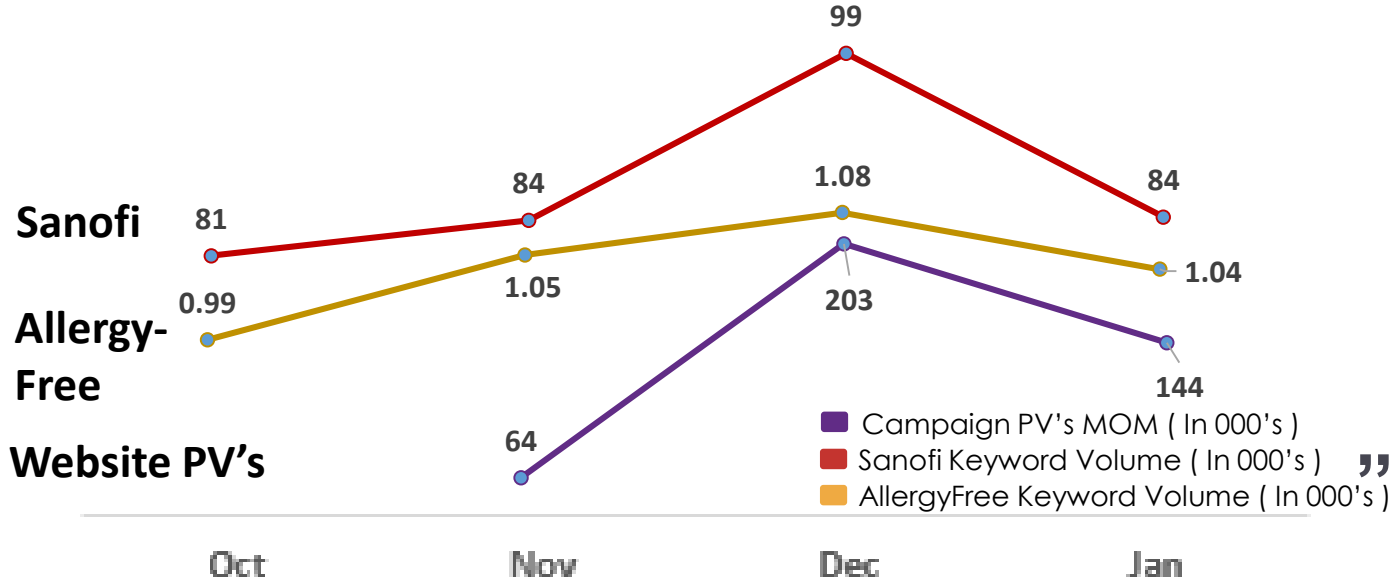
More than 50% audience who viewed\* the content have **Affinity/Interest that overlaps with relevant TG Interests** e.g. **Women centered genres**

Rest 50% includes Entertainment (20%) which is a neutral genre and genres like Travel etc.

Audience Interest		Share
	Lifestyle & Hobbies	22%
	Food & Dining	16%
	Fitness & Sports	6%
	Wellness & Beauty	4%
	Others (Entertainment, Travel etc.)	50%

## Brand Impact – Keyword Search Volume

**Positive impact was observed on Brand Awareness measured in terms of Keyword Search volume\*** i.e. similar trends were observed in PV’s garnered on Content Published under this campaign & Search Volume around **“Sanofi” , “Allergy Free” & related keywords** i.e. proving a campaign had positive impact of the brand



\*Audience Genre Affinity is of Article’s & Microsite

## Industry Benchmarking - Video Content

**Campaign outperformed when benchmarked\* against content of 2 related verticals i.e.**

- **Medicine (Abbot, Novartis , Amgen & Novo) &**
- **Publisher Industry (Hindu , TOI , HT , DH , Indian Exp.)**

**on 2 Important KPI's i.e.**

- **Average Views &**
- **Average Engagement**

### Average Views Per Post

**8x** views than Publisher Industry

**11x** views than Medical Industry

### Average Engagement Per Post

• **2x** Eng. than Publisher Industry

**9x** Eng. than Medical Industry

\*Benchmarking

- Last 12 Months , Facebook Platform, Engagement is based on public data i.e.. excluding post clicks
- Campaign - Based on 7 Main Videos on Facebook Platform

Thank You !

#एलर्जीफ्री



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