

INDUSTRY: Public Health/PSA
GOAL: Drive Awareness and Site Traffic, Measure Brand Lift and Message Impact

State Public Health Department INCREASES SITE TRAFFIC AND CONVERSIONS WITH STRATEGUS

2,816
 WEBSITE
 VISITORS

14.9%
 LIFT IN BRAND
 AWARENESS

3.2%
 LIFT IN
 PURCHASE
 INTENT


OVERVIEW:

A state public health department wanted to reach smokers and tobacco users to let them know about a program to help them quit. The department partnered with Strategus to run a 2 month flight of the PSA (Public Service Announcement) in order to generate awareness of their service and drive traffic to their website. In order to ensure the effectiveness of their message a brand lift measurement was incorporated following the campaign.

THE CHALLENGE:

This public health department was traditionally a broadcast advertiser and had struggled to reach their full target audience in an effective manner. Would Strategus really be able to help them reach smokers and tobacco users in their state that were wanting to quit?

THE SOLUTION:

Thanks to Strategus' hypertargeting capabilities, the campaign was crafted to reach smokers that were ready to quit, actively trying to quit, or that just knew they should quit at some point in the future. Strategus was also able to help the public health department reach various high-risk groups with the PSA by blending 3rd party audience targeting to specifically reach smokers, tobacco users, and e-cigarette users. The viewers were reached through CTV ads and then retargeted with Encore Display retargeting ads that included a CTA to drive them to the website.

Following the flight, a comprehensive brand lift study was conducted to prove the effectiveness of the messaging by measuring brand awareness, brand favorability, message association, and purchase intent.



THE SUCCESS:

Strategus identified 2,816 users that visited the website following ad exposure. In addition to this exciting stat, the brand lift study that followed the flight revealed a 14.9% lift in brand awareness, much higher than that experienced by most of the competing services and products that use national campaigns, including well-known prescription drugs.

Another exciting unit of success measured by the brand lift was purchase intent. Participants were asked whether they intended to use the state public health department's service rather than the services and products offered by other stop-smoking ads. There was 3.2% lift in purchase intent following the flight. The competition each had only a 2.5% lift or less.

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