

# Three KPIs, premium OTT video, and the perfect media mix for Sensodyne

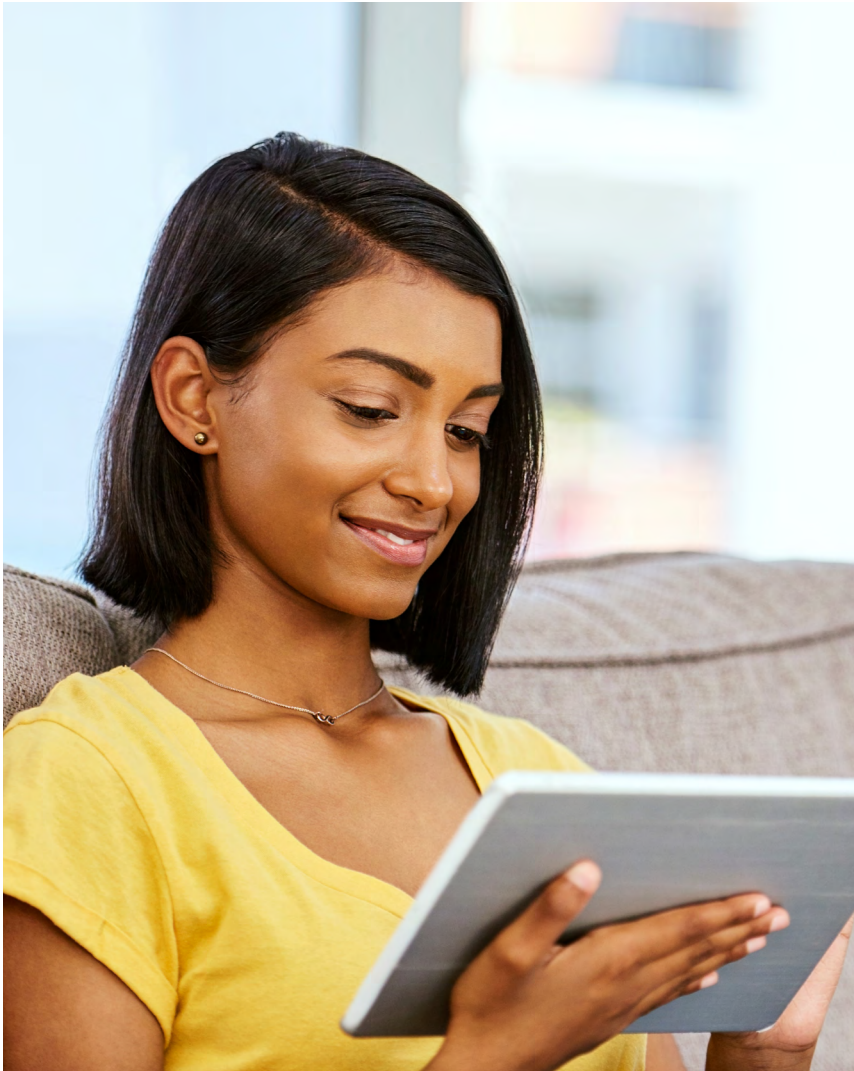
## CASE STUDY

### Client/Advertiser

Haleon, formerly GlaxoSmithKline (GSK)

### Method

Programmatic over-the-top (OTT) video



## THE RESULTS



**25x**

more cost-efficient to run programmatic OTT than traditional TV



**4x**

more impact on consumer trust delivered through programmatic OTT than YouTube

## UNDERSTANDING THE VALUE OF EACH CHANNEL TO FIND THEIR IDEAL MIX

Haleon, which was recently rebranded from GlaxoSmithKline (GSK) Consumer Healthcare, is a leading global pharmaceutical and health care company with a large suite of consumer brands ranging from oral health and pain relief products to vitamins and supplements, including Sensodyne, Voltaren, Panadol, and Centrum.

Its main marketing challenge was to understand the value of each media channel plus how they work together to accomplish campaign outcomes and optimise the mix for the highest brand impact. Specifically, Haleon wanted to prioritize upper- and mid-funnel marketing goals of product consideration and purchase motivation on top of its traditional focus on awareness.

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## ADDING OTT TO THE MIX FOR THE SENSODYNE 'MOMENTS' CAMPAIGN

Haleon teamed up with the world's leading data, insights, and consulting company, Kantar, as well as The Trade Desk to measure the impact of its Sensodyne 'Moments' campaign. This rebranding campaign was designed to drive awareness and penetration among consumers with mild tooth sensitivity.

Using a cross-media methodology, Kantar assessed the campaign's impact across media channels by interviewing 1,100 respondents ages 25 to 50 across Thailand from October to December 2021.

These media channels were selected to capture changes in media consumption among consumers. For example, over-the-top (OTT) video consumption is up 22% year over year in Southeast Asia, where the average viewer spends 48.6 hours streaming OTT every month, according to The Trade Desk's Future of TV Report.<sup>1</sup>

As a result, OTT video was added to the media mix. Haleon particularly wanted to reach the increasing number of Thai viewers streaming content on OTT platforms such as Viu, WeTV, and TrueID. The Trade Desk platform's programmatic OTT capabilities enabled Haleon to control ad frequency, preventing overexposure of ads and creating positive ad experiences for the target audience.

The other selected media channels were traditional TV, YouTube, Facebook, programmatic display, and TikTok.

## MEDIA CHANNELS USED IN THE 'MOMENTS' CAMPAIGN



The team studied the role of each channel in driving three KPIs for its upper-and mid-funnel goals.

1. Brand awareness: Position Haleon products top of mind among consumers.
2. Brand association: Attain consumer trust in Haleon products.
3. Brand motivation: Inspire consumers to purchase Haleon products.

<sup>1</sup>The Trade Desk, The Future of TV Report, June 2022, [pages.thetradedesk.com/southeast-asia-ott-report-2022.html](https://pages.thetradedesk.com/southeast-asia-ott-report-2022.html)

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## OTT DELIVERED THE STRONGEST IMPACT ACROSS ALL THREE KPIS

The study uncovered three powerful insights that made Haleon reconsider its strategy of primarily using traditional TV, YouTube, and Facebook. It validated the impact of OTT within a cross-media strategy and delivered the following three key findings.

### 1. Programmatic OTT delivers the highest overall brand impact.

Across the board, digital media channels performed well, achieving a high impact at relatively low ad spend. However, programmatic OTT contributed the most to the campaign KPIs overall, at 1.5 times that of traditional TV and six times that of YouTube. With ad clutter already low in the premium OTT environment, programmatic OTT targeting enabled further optimization by serving more relevant ads to drive stronger brand impact and consumer motivation.

Specifically, programmatic OTT had the strongest impact on brand trust, as it was four times more effective than YouTube. It also proved its value in driving motivational KPIs, such as consideration – in this area, the study revealed that the uplift achieved by the campaign was fully attributable to OTT.

### 2. Traditional TV and programmatic OTT perform better together.

Traditional TV is often recognized as one of the best and most credible ways to build brand trust. But the study showed that while traditional TV contributed to brand association, it delivered an even higher impact when coupled with programmatic OTT.

### 3. Cost efficiency and brand uplift can be further improved by reallocating traditional TV spend to OTT.

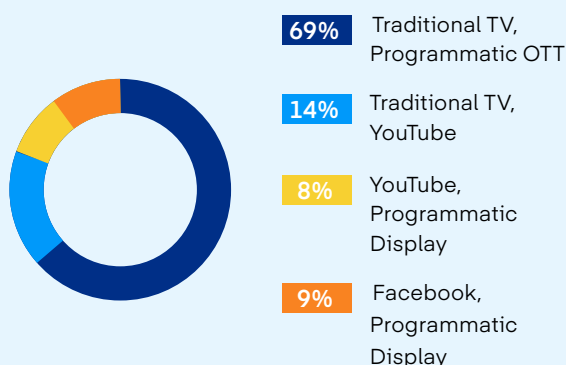
Programmatic OTT is 25 times more cost-efficient than traditional TV and delivers the strongest upper- and mid-funnel impact. In addition, the analysis revealed that a 10% reduction in traditional TV spend would have no impact on the campaign's overall reach, indicating that spending could be optimized for stronger brand impact by shifting the budget from traditional TV to programmatic OTT without compromising awareness.

## TESTIMONIAL

“The study has provided us with fresh insights into the strong impact that streaming TV/OTT has on our full-funnel marketing goals and also our push towards effective media buys. We look forward to continuing these buys on The Trade Desk to deliver better ad experiences for customers and further strengthen our brand engagement.”

**Shweta Jhamb, Digital and E-Commerce Marketing Director, Haleon**

The best combination of channels that drove the highest impact was traditional TV and programmatic OTT, followed by traditional TV and YouTube



## THE FUTURE IS PEARLY WHITE FOR SENSODYNE AND HALEON

These insights from the cross-media study have enabled Haleon's marketing team to understand how they can optimize its multichannel ad spend while achieving its upper- and mid-funnel marketing goals to improve the effectiveness of its campaigns. In particular, the team will be reviewing the media mix to achieve the best impact on the market.

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## LEARN MORE ABOUT PROGRAMMATIC OTT VIDEO

WHAT IS PROGRAMMATIC OTT?	WHY SHOULD I USE PROGRAMMATIC OTT?	WHERE CAN I PLACE MY ADS?
<p>Real-time, automated buying of ad space, including programmatic video and banner ads on streaming television platforms.</p>	<ul style="list-style-type: none"> <li>• Extend your reach to audiences who have moved away from traditional TV.</li> <li>• Access premium ad inventory from major networks and streaming platforms.</li> <li>• Embrace a more flexible buying approach to achieve the most optimal performance, reach, and delivery.</li> <li>• Control your ad frequency across all channels to avoid reaching the same viewer repeatedly.</li> </ul>	<p>In Thailand, premium OTT publishers include Viu, WeTV/ iFlix, iQIYI, TrueID, Channel 3, and Channel 7.</p>

## METHODOLOGY

Kantar surveyed men and women who were non-rejectors of toothpaste, ages 25 to 50, across Bangkok (50%), and the central (17%), northeast (15%), north (10%), and south (8%) regions of Thailand. Pre-campaign surveys (n = 407) were conducted from 5 October, 2021 to 10 October, 2021 to establish a baseline of KPIs for measurement. In-campaign surveys (n = 755) were conducted from 11 October, 2021 to 7 December, 2021 through online interviews via Kantar's panels to establish exposure to media and impact on KPIs.