

GSK drives incremental reach with unified OTT buys and custom data solutions in India

CASE STUDY

Client

Platform GSK, part of Publicis (acting for and on behalf of its client GlaxoSmithKline Pharmaceuticals Limited)

Method

OTT, Custom Data



THE RESULTS

90%

average completion rate

3.7MM

unique persons reached

75%

higher incremental reach with Disney+ Hotstar

REACHING AUDIENCES WHERE THEY'RE WATCHING

As Indian consumers spend more and more time watching over-the-top video (OTT), the world's largest pharmaceutical company, GSK, moved quickly to increase its ad spend on this surging new channel. The brand turned to its media agency, Publicis, to develop a campaign strategy to drive incremental awareness for its Iodex line of topical pain relievers among viewers in India. The big challenge was reaching niche audiences that largely consume content on their mobile devices.

SIMPLIFYING OTT BUYS ACROSS STREAMING PLATFORMS

GSK and Publicis identified The Trade Desk as the ideal demand-side platform (DSP) to execute the campaign. Through our platform, the agency team could access a marketplace of premium OTT inventory, get holistic visibility across the user journey by unifying their buys across multiple OTT providers, and leverage advanced targeting capabilities and third-party data partners. And since we're one of the few DSPs with access to Disney+ Hotstar's private marketplace in India, Publicis was able to tap into some of the most premium inventory in the region.

BUILDING A DATA-DRIVEN AUDIENCE STRATEGY

Publicis was able to reach pain sufferers and sports enthusiasts with custom audiences and relevant third-party data segments from our platform. Then, to drive incremental reach outside of linear TV, the agency used an industry-first (and only) direct audience integration with Zapr's Audio Content Recognition to target 31- to 50-year-old cord cutters in specific cities (West Bengal, Andhra Pradesh, and Telangana).

Moreover, Publicis activated Koa Identity Alliance to help target audiences across different devices to maximize overall reach and maintain frequency caps. Finally, the agency applied frequency caps at the strategy, channel, campaign, and cross-campaign levels, helping GSK avoid overexposure and improve the overall customer experience, while also reducing wasted ad spend on unwanted impressions.

DRIVING SUCCESS WITH UNIFIED MEDIA BUYS

The OTT campaign returned impressive results, achieving a 90 percent average viewer completion rate (VCR) across four leading OTT platforms in India — surpassing an initial goal of 85 percent. Among the OTT platforms chosen for the campaign, Disney+ Hotstar drove the highest video engagement with a VCR of 94 percent. Furthermore, the incremental reach was 75 percent higher with Disney+ Hotstar compared to the other streaming platforms.

“Consumers have shifted, en masse, to streaming OTT, and marketers have started to chase those eyeballs. As the global leader in CTV/OTT advertising, The Trade Desk has helped us optimize our OTT buys by managing frequency across all of our advertising channels and measuring what's working and what's not. Additionally, their ability to layer data and niche custom audiences helps us drive higher relevancy and efficiency.”

Sheetal Goel

Digital Marketing Head, GSK Consumer Healthcare

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