

Wyeth nurtures healthy brand growth for Illuma across Taiwan with data-driven, cost-effective campaign

CASE STUDY

Advertiser **Wyeth** | Nutrition
Agency **Zenith** (Publicis Media)
Methods Data-driven audience targeting, high-impact video (via **wootag**), brand lift study (via **LMData**)



RESULTS

3.9M

unique consumers reached

292%

increase in brand adoption

117%

increase in brand recognition

58%

increase in purchase intent

74%

lower cost per completed view compared to campaign target

1.6M

incremental unique users reached with frequency control

2x

higher video completion rate compared to social media and user-generated content platforms

REACHING OUT TO A NICHE AUDIENCE IN A CHALLENGING MARKET

Since 1915, Wyeth Nutrition has been a pioneer in nutritional products for pregnant women, infants, and young children. The brand's premium infant formula, Illuma, is known for its high-quality ingredients and advanced nutritional offerings that replicate the benefits of natural breast milk.

Wyeth wanted to grow Illuma's brand awareness among parents in Taiwan with a cost-efficient marketing campaign. However, with declining birth rates and increasingly diverse parenting styles across the island, it needed to reach a niche audience that prioritizes infant health care and has high purchasing power. This challenge was further compounded by regulations in Taiwan that restrict advertising for infant formula to promote breastfeeding.

Once parents choose an infant formula, switching brands can be challenging due to a newborn's delicate digestive system. Hence, Wyeth needed to target new and expectant parents. In addition, it also needed to measure the campaign's success with precision because of limited view-through insights and subpar performance of past campaigns.

At the same time, Wyeth's agency, Zenith, wanted to consolidate the data, measurement, and creative partners the brand worked with to help reach its target audience with high-impact video ads.

To nurture brand growth and impact across Taiwan, they came together to collaborate with The Trade Desk — a one-stop programmatic media buying platform for data-driven, cost-efficient campaigns.

