



CASE STUDY: Otrivin Baby

Brand of Novartis Consumer Health

Testimonial



Maria Arcenas
Novartis
Senior Brand Manager

Implementing a consumer campaign for a medical device is fraught with regulatory and legal challenges that we've had to overcome. TGarage was very hands-on in their approach and was up to the challenge. Their flexibility meant that we were able to modify communications where needed to ensure maximum engagement with our target group. The result was a successful campaign that met all of its KPIs and growing unit sales to almost 100%.

Campaign Objectives

- ▶ Trusted credible message is necessary for trial.
- ▶ Tell me why (credible trusted message) and show me how (demonstration).
- ▶ Communicate reasons to believe "preservative free & hygienic".
- ▶ Locate and target competitive users.

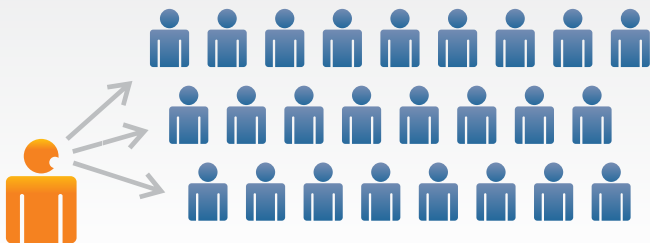
Strategic Approach

- ▶ Highly experiential, engaged 6000 mothers groups in Aust and NZ.
- ▶ Mothers group "hosts" profiled by Tgarage Fractal™ profiling as preservative free shoppers, and influential in their mothers group.
- ▶ Developed "soothing baby" theme and partnered with Dunstan Baby language.
- ▶ Engaged celebrity mother and developed demonstration DVD.
- ▶ Consumers engage physically and on-line at Vibe Village posting photos, videos, and blogs of their experience and share their experience face to face and online.
- ▶ Developed Facebook Baby Journal application "brought to you by Otrivin".

Results

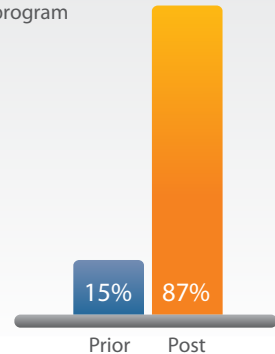
Highly persuasive reach > 381,000

- ▶ Studies indicate Word of Mouth has 10 times the persuasive power of an average broadcast message.
- ▶ Over 100,000 friends touched by Otrivin Baby Journal Facebook application.
- ▶ Otrivin web-site database doubled as a result of this program.



Change in Brand Diagnostics

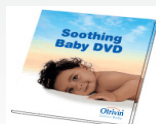
- ▶ 15% of mums cited Otrivin as the preferred brand prior to program vs 87% post program.



Brand Experience

- ▶ 6000 mums group hosts, with 37,090 attendees physically experiencing Otrivin and the demonstration video and receiving material to pass-on to others.

We'll spread the word



Consumer Engagement and Sharing

- ▶ Tgarage has unique engagement tools for capturing consumer engagement and pass-on.
- ▶ 3,970 conversation reports completed.
- ▶ Over 1000 photos, videos and blogs generated.
- ▶ Significant sharing to parenting sites.
- ▶ Over 100,000 friends touched by Otrivin Baby Journal Facebook application.

