

**How, by increasing  
brand awareness by 4%,  
increase sales by 10%**

Case of STADA, Kazakhstan, 2021



# Introduction

## Client:

STADA – an international company with a wide range of pharmaceutical products

## Product:

Gynaecological preparation Hexicon

## Objectives:

- sales growth by 10-20% (2021 vs PY)

## Location:

Kazakhstan

## Campaign period:

April – December 2021

Landing page: <https://urogyn.kz/uznaj-diagnoz-po-zhenski-za-5-minut/>

The landing page was developed by the Wunder Digital team.

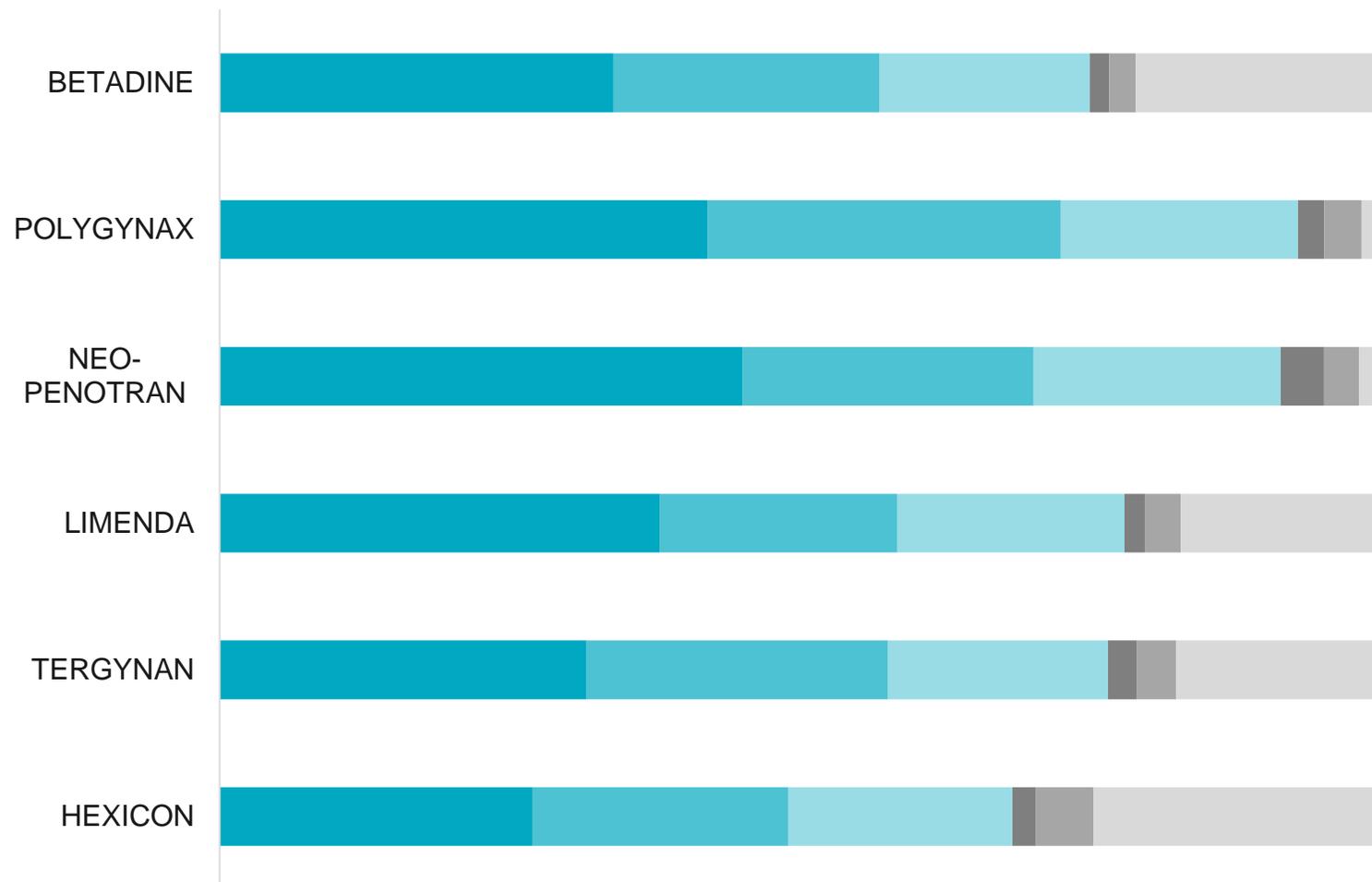


# Research: Sources of Information

Before launching advertising campaigns, we conducted a research to understand where buyers usually learn about new drugs. Based on the results of the study, we found **that a significant part of consumers prescribe their own treatment.** This audience segment was chosen as the main one for communication.

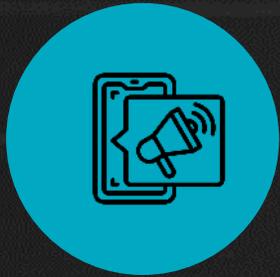
**The most popular answers were:**

- from a doctor
- from friends
- **Independently after searching the Internet.**



- Doctors prescribe
- Customers are interested
- Pharmacists recommend
- Frequent discount support
- Active promotional support
- Attendance at medical events

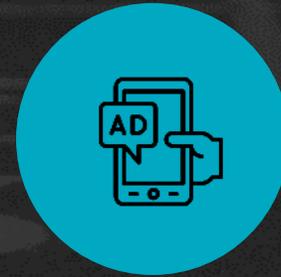
# Internet promotion strategy: creative frame «problem – solution»



## Outreach campaign: self-diagnosis

Based on the case, we form knowledge about the brand and products among the potential audience.

In the future, in a drug choice situation, the audience will be ready to give preference to a familiar product.



## Short-term user interests campaign (traffic)

Main types of requests:

- symptom definition
- cause and treatment
- disease prevention

According to the selected requests, the user goes to the page where he takes the test and then sees the appropriate drug.

## Creative concept: Problem - Solution

On the landing page, a woman is tested to diagnose the disease (Nonspecific vaginitis, Thrush, Bacterial vaginosis).

After diagnosing a disease, the woman goes to the page of the disease and finds a description of the drug relevant for treatment, and also downloads the instructions and goes to the online pharmacy.

## Узнай диагноз “по-женски” за 5 минут

Пройди тест



Наш век – век скоростей и отсутствия времени. Мы постоянно спешим: на работу, домой, в детский сад, к родителям, к друзьям. Не успеваем, бежим, обгоняем или постоянно опаздываем. Ставишь в телефоне напоминалку «сходить к врачу», а вечером расстроено пожимаешь плечами – опять не успела! Или врач, то здесь, то в отпуске, то болеет.

### Выделения – это нормально?

В нормальном состоянии у женщины должны быть выделения

Речь идет о репродуктивном возрасте, то есть когда женщина способна зачать, выносить и родить ребенка – это возраст с 19 до 45 лет. В этом возрасте влагалище женщины должно быть постоянно увлажнено.



#### Нормальные выделения

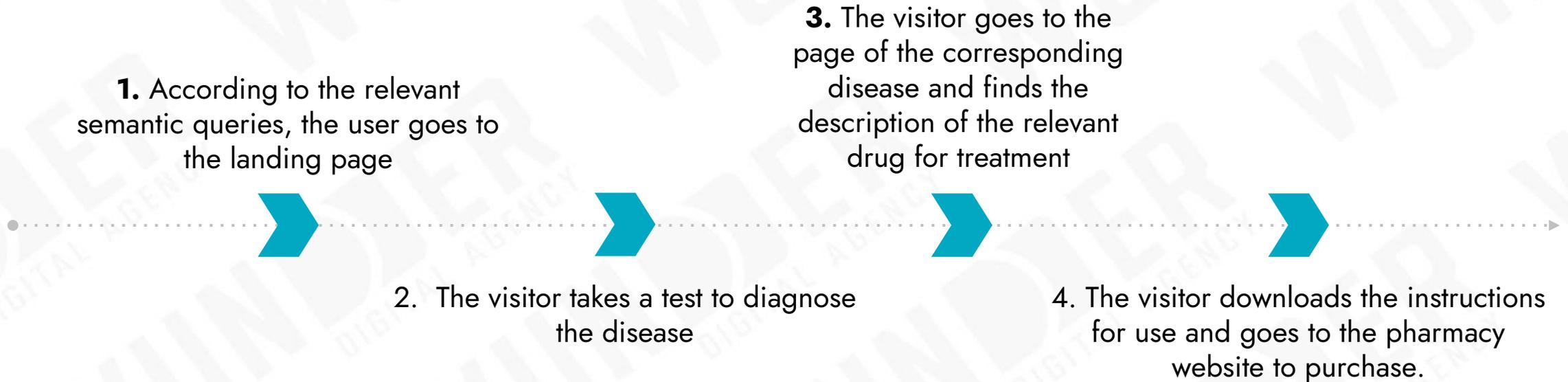
- ✓ Не пачкают белье
- ✓ Не пахнут, или пахнут совсем немного кислым
- ✓ Не приносят никакого дискомфорта
- ✓ Не обильны - до 4 мл в сутки

#### Тревожные выделения

- ✓ Творожистые
- ✓ Кровянистые
- ✓ Водянистые
- ✓ Тягучие
- ✓ Прозрачные
- ✓ Зеленоватые
- ✓ Коричневые
- ✓ С примесью гноя

Если это приносит вам дискомфорт, значит, что-то не то происходит в вашем женском организме

# Advertising Campaign Mechanics: Traffic Strategy



- Wunder Digital analysts set up goals for each useful action and used them to track the user's journey.
- If a visitor left a product card instead of going to an online pharmacy, **retargeting** was set up for a specific creative and product.

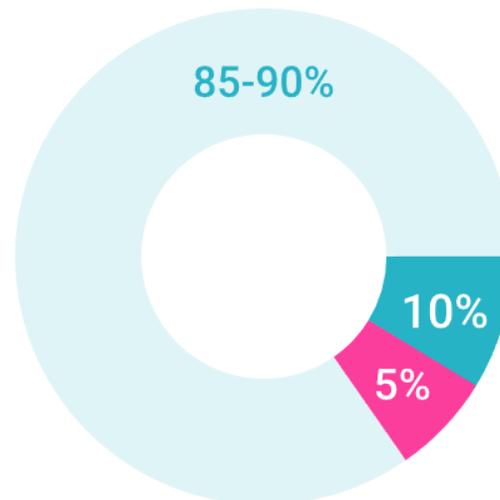
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### Здоровое состояние микрофлоры

Бактериальный мир  
слизистой оболочки



Естественную микрофлору влагалища составляют:

- ✓ Лактобактерии 85-90%
- ✓ Бифидобактерии до 10%
- ✓ Кокки (В норме не должны превышать 5% от общего количества бактерий)

### Нарушение баланса здоровой микрофлоры влагалища

Неспецифический вагинит



Молочница (вульвовагинальный кандидоз)



Бактериальный вагиноз

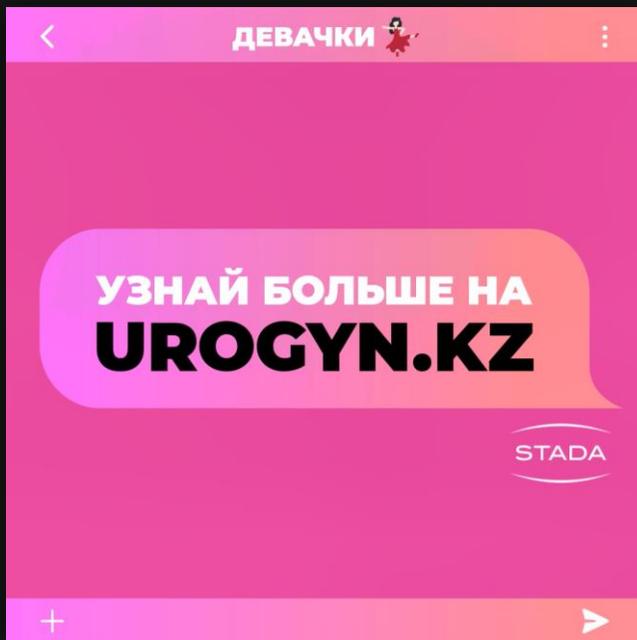


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# Creative concept: Problem - Solution



The advertising campaigns covered 12,405,890 unique users.



- animated «problem» banner to reach and drive traffic to the site

- product banners for driving traffic and retargeting

# The Results of an Advertising Campaign with a Traffic-Driven Strategy

**12 405 890**

unique users

**209 051**

new users went to the client's landing page

**24 430**

users got acquainted with the symptoms of diseases and passed the diagnosis

**2300**

potential buyers

# Brand Lift

To assess the growth of Hexicon brand awareness at the beginning and end of the advertising campaign, we used Brand Lift (target audience survey).

## Groups for analysis:

- experimental (those who saw ads - 579,000 users)
- control (those who did not see ads - 473,000 users)

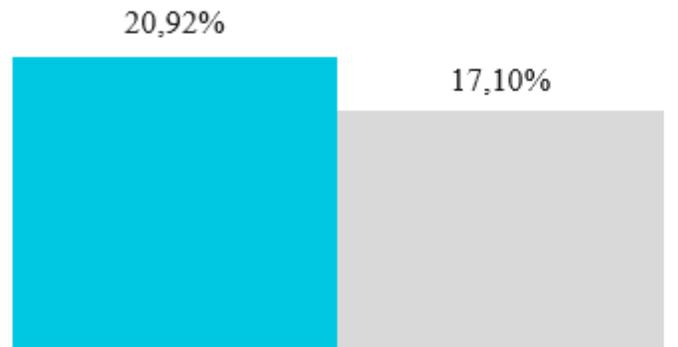
Both groups were shown a banner: «**Which brands do you know?**»

## Answer options:

Hexicon, Tergynan, Limenda, Betadine, no answer is suitable.

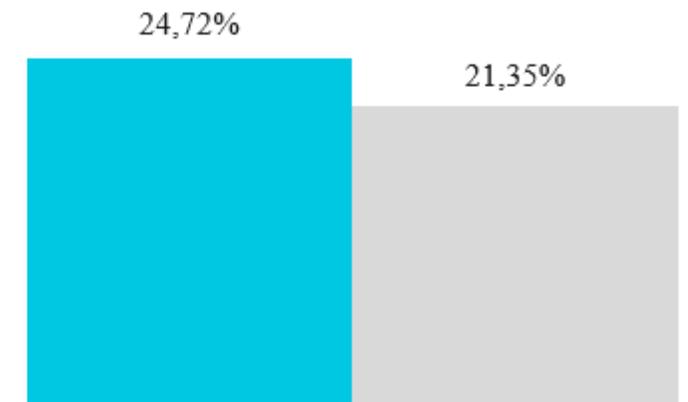
## percentage of positive answers

### campaign start



■ have seen the ad    ■ have not seen the ad

### end of campaign



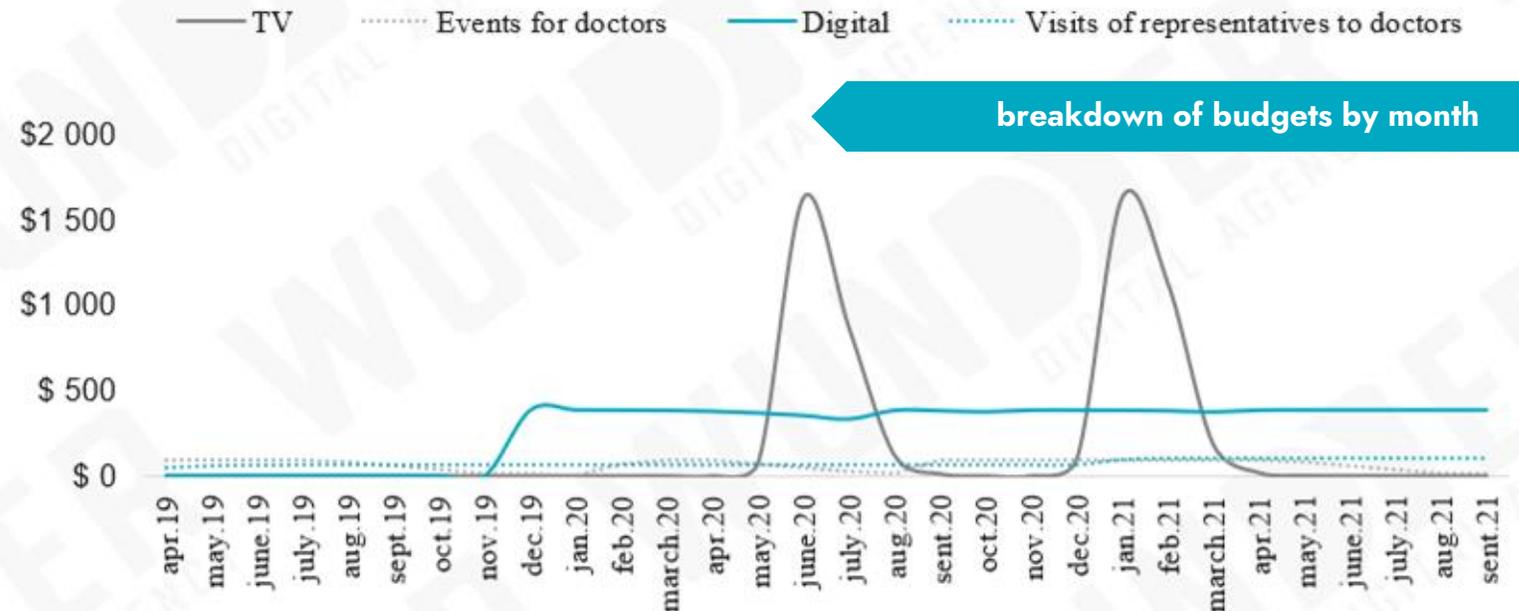
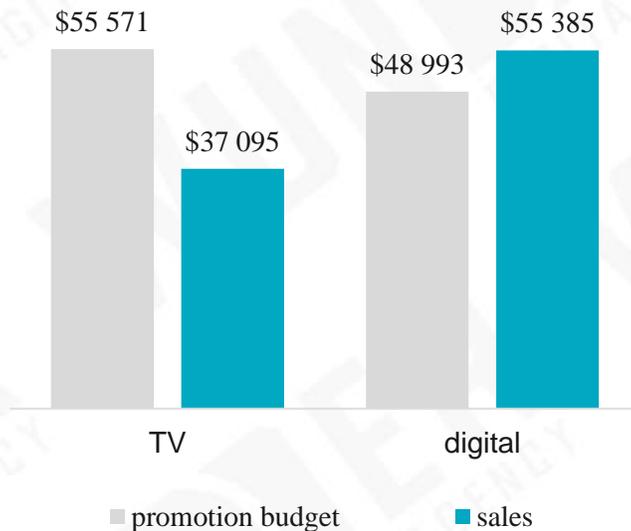
Brand awareness increased by  $\approx 4\%$ .

# Channel Performance Evaluation

To promote gynaecological products, the client used not only the digital channel, but also media promotion and trade marketing. we conducted performance simulations using the Tamburin tool to understand which channel turned out to be the most effective **(including for optimizing future advertising campaigns based on the ROI of advertising channels)**.

Based on the simulation results:

- The role of media promotion is small. There are sales, but they are less profitable in terms of ROI.
- Trade marketing - the role of this type of promotion turned out to be small.
- **Digital is the most effective channel in terms of ROI.**



\* The simulation was based on sales data for the last 3 years, the average price of the product and other relevant indicators.

# 2021 Promotion Results

For 8 months of the advertising campaign, sales of Hexicon increased by 10% compared to the same period in 2020.

- As a result of work on the advertising campaign, the planned tasks were completed for half of the allocated budget
- target audience coverage **71%**
- sales increase by **10%**

**Increased brand awareness by 4% increased sales by 10%**