



Rock n Advil Stories Campaign Drives Consumer Engagement and Sales

Ketchum and Pfizer Consumer Healthcare, Advil, Jan 1,2013

Summary: 2013 Silver Anvil Award Winner — Integrated Communications — Consumer Products — Packaged Goods

Ketchum was challenged with creating talk value for media/consumers and increasing Advil's sales with a refreshed advertising campaign. Prior advertisements featured "real people", but to get people talking, Ketchum, Ketchum Sports and Entertainment, and Pfizer showcased Jon Bon Jovi (JBJ) and Regis Philbin's real pain stories. By not focusing on their 'celebrity' JBJ and Regis resonated with consumers and demonstrated that pain is disruptive and Advil helps. The campaign generated nearly 200 million media impressions. Following Regis' announcement, dollar sales increased 5.2% and in the six months following JBJ's announcement, dollar sales increased on average 7.2% versus a year ago.

Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

Full Text: **RESEARCH / PLANNING**

PAIN RESEARCH: Focus groups examined how consumers identify with pain.

INSIGHT: Pain sufferers, primarily women, aged 30-49, consider pain to be personal and universal. They feel less isolated when they see others in the same pain situation.

ACTION: Leverage celebrities to enhance the talk value of Advil's campaign, showcasing them as "real people" in common pain situations.

CREATING RELEVANCE & SURPRISE: Media audit reveals opportunity to create relevance and surprise, to engage our consumer.

Relevance: Regis announces departure from *Live! With Regis and Kelly*.

Surprise: For JBJ the campaign marks his first verbal product endorsement.

INSIGHT: Media/consumers would be engaged and responsive to news about Philbin and JBJ.

ACTION: Create media strategy to maximize the relevance and surprise factors of our partners.

MEASURING CELEBRITY APPEAL: E-Score ratings showed Regis had 91% awareness and 87% name recognition with over half of our target reporting they "liked him a lot." JBJ had 93% name recognition with 78% of our target reporting they "liked him" or "liked him a lot."

INSIGHT: Show spokespeople in real pain situations to create the positive halo needed to make an emotional connection.

ACTION: Showcase Philbin and JBJ's real stories in PR/ marketing efforts, limiting focus on celebrity.

STRATEGIES

- Enhance the Advil Stories advertising campaign with honest, "real people" Advil stories from celebrities who get people talking.

- Choose relevant, surprising and unexpected celebrities to make the Advil story more appealing and genuine to consumers.

EXECUTION: ROCKIN' & ROLLIN'

- **Spokespeople:** While selecting talent for advertising is traditionally the ad agency's role Ketchum and KSE were asked to take the lead due to the importance of creating talk value for the campaign.
- **Tennis enthusiast and TV legend, Regis Philbin and wife, Joy**
 - Delivered messages to top-tier media in-person and through phone interviews.
 - Incited Pfizer employees to talk about the campaign by attending a meet-and-greet.
- **Rock star, philanthropist and father, Jon Bon Jovi**
 - Provided his authentic Advil story for press materials.
 - Posted his commercial to the Bon Jovi Facebook page, which has over 14,780,000 "likes".
- **Consumer Promotion:** Invited consumers to share their Advil Stories at TakeAdvil.com for a chance to win \$25,000 and a trip to NYC to dine with Regis and Joy. This was included in Regis' interviews, promoted through blogger outreach, and featured in an FSI, banner ads and an in-store coupon.
- **Media Outreach:** Targeted pitching resulted in top-tier coverage. Regis' spot was announced on *Rachael Ray*, and interviews resulted in coverage by: *Inside Edition*, *OK! Magazine*, *Parade* and *Everyday Health*. The JBJ ad launched with placements on *OMG! Yahoo!* and *The Insider*. Through pitching behind-the-scenes photos placements were secured in *Life & Style* and *New York Daily News*.

EVALUATION / RESULTS

Business Goal:

- *Inspire brand preference and increase sales.*
 - Following Regis' announcement **dollar sales went up 5.2% versus a year ago.**
 - For six months following JBJ's announcement **dollar sales went up on average 7.2% versus a year ago.**

Media Goals:

- *Generate 75-150 million media impressions through traditional/social channels over three-months.*
 - 196.8 million media impressions
 - 416 broadcast segments included messaging
- *70% of Regis placements contained contest mentions.*

Behavioral Goals:

- *Get media/consumers talking about Advil by generating media mentions and spurring at least 1,000 Facebook/Twitter posts.*
 - Mentions of Advil's Regis and JBJ partnerships appeared in over 2,121 Tweets **surpassing our goal by over 162.1%.**
 - A post on Bon Jovi's Facebook page garnered over 11,000 "likes," 445 comments and 850 shares.
 - While Regis mentioned the campaign during numerous interviews about his departure from *Live!*, his ad also generated mentions of Advil on *Late Night with Jimmy Fallon*, *Jimmy Kimmel Live* and *Rock Center with Brian Williams*. Co-host Kelly Ripa even said while suffering from a fever, she saw Regis' ad, was inspired to take two Advil and "felt so much better."
- *Drive Advil website traffic.*

- After Regis' announcement **traffic doubled**.
- After JBJ's announcement there were sustained increases in traffic, the **biggest increase was 46%**.

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