



7.58% Uplift in Awareness of the usage of Panadol to treat potential side effects post-vaccination

2022 | **MSA AWARDS**
SILVER - Best Media Performance

Brand Challenge

Drive awareness of Panadol to treat fever post-vaccination

LoopMe Solution

LoopMe leveraged PurchaseLoop Brand to measure consumer sentiment towards Panadol in real time. LoopMe used geo-locations of vaccination centers around Malaysia to target users with a 20 second video creative to drive engagement. Users who visited the vaccination centers were then retargeted with another 6 second video to put Panadol front of mind when recovering from the Covid19 vaccination.

Results

LoopMe's media performance exceeded client benchmarks across both video creatives.

Overall Creative Performance

7.58% Uplift in Awareness	0.72% Above client CTR benchmark	88.6% Above client VCR benchmark	4.39M Impressions Delivered
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Audience Insights



Female



35-44



Lifestyle, News, Education, Music

