



HIZEN
silverpush



Panadol Extra is about powering through life's toughest moments. From battling intense headaches to overcoming the strain of muscular aches and fever, it stands by you with fast and effective relief.

Contextual Triggers:



We fenced objects such as Ice packs, Pills, First-aid box etc. as they were relevant to the brief of the campaign



Targeted Brands (Logos) like Abbott, Roche, Getz and others which resonate with the campaign.



Actions such as Taking pills, Stretching neck etc were identified as relevant triggers.



Audio/Text related to Headache and Migraine were selected to relate with the campaign's communication.

Results:

The campaign, launched on Sept 10th, exceeded expectations, performing significantly well against the KPIs

0.34% Overall CTR

89% VCR on N-Skip

1.4M Reach

Top Contextual Verticals:



Logos: Videos which were fenced for having relevant Logos resulted in a CTR of 0.38%



Text/Audio: Videos with relevant Triggers such as Migraine, Headache etc. resulted in a CTR of 0.34%

Results Summary

	<i>Impressions</i>	<i>Comp. Views</i>	<i>CVR</i>	<i>Clicks</i>	<i>CTR</i>
Non-Skip	2,552,749	2,273,707	89.07%	8,595	0.34%



CASE STUDY



Brief:

The client wanted to position Panadol Extra as the trusted companion for delivering fast and effective relief from intense headaches, migraines, etc. enabling consumers to stay strong and keep going.

Strategy:

Our strategy was to ensure Panadol Extra appeared at the *right moment* by leveraging Mirrors AI to identify and target triggers like *headaches, migraines, muscular aches*, and other relevant pain points, allowing the brand to connect naturally with consumers when they need fast and effective relief.

RESULTS

90%

Vid. Completion Rate

113% Rise in

Click Through Rate



HIZEN



HIGHLIGHTS

113%

Rise in CTR, against Planned

89.07%

Video completion Rate (NSkip)

0.38%

CTR on Brands Trigger

Top Videos



<https://www.youtube.com/watch?v=PYstkCj-tkM>



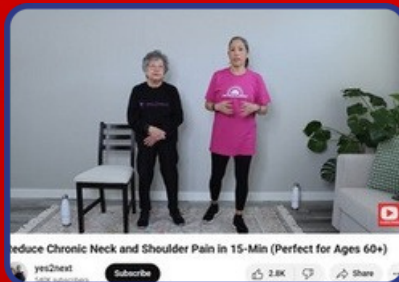
<https://www.youtube.com/watch?v=G9A88Qqvjg>



<https://www.youtube.com/watch?v=Z26tHXoNH8w>



<https://www.youtube.com/watch?v=NkgdlCCrTs>



https://www.youtube.com/watch?v=pwwVha_KwSM



<https://www.youtube.com/watch?v=mQYIMdpo2Dc>