

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL



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