



ASIA

Wyeth Nutrition Influences Purchase Intent Amongst Parents With Mobile Gaming



Solution
Understanding Consumers, Identifying Target Audience

About Wyeth Nutrition

Wyeth Nutrition is part of Nestlé SA Wyeth Nutrition which develops premium quality nutritional products, scientifically designed to meet the nutritional needs of children. The brand's vision is to help future generations to develop to their full potential and lead healthier lives by providing mothers and children with high quality, innovative and scientifically proven nutrition in the crucial first years of life.

The Highlights

3x

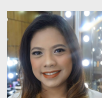
click-through rate as compared to industry benchmarks

79%

positive actionability upon watching the ad

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Our mission has always been to #NurtureTheExceptional in kids and our scientifically advanced products are designed keeping in mind their myriad nutritional needs. However, considering the highly fragmented market of child nutrition, we were on the lookout for a robust technology partner who could enable us to drive purchase intent amongst Indonesian parents. The mobile-first campaign helped us get the attention of our target audience through interactive, gamification-driven advertising. The high engagement rates of this activity are testimony to the mind and market share we've been able to garner through our association with InMobi.



Maria Fransisca
Category Marketing Manager, Wyeth Nutrition S-26

The Brand Objective

When it comes to choosing the right nutritional products for their children, parents only want the best. With buying preferences becoming diverse and more unpredictable, and consumers being in a constant state of decision paralysis, convincing them of a product's superiority over its competitors comes with a whole bunch of challenges. Wyeth Nutrition, known for industry-leading nutritional solutions, faced similar roadblocks in strengthening their position in Indonesia's highly competitive market. In order to boost awareness about its scientifically advanced solutions and drive purchases for its premium product, the S-26 Procal GOLD, Wyeth Nutrition decided to provide play-act based on scientific learning to feed kids' imagination. The brand provided a progressive learning kit on purchasing S-26 Procal Gold for parents that instigates the little doctor in kids. The idea was to empower parents to #NurtureTheExceptional in their children and thus stand out in the highly cluttered digital space. With this goal in mind, the brand wanted to launch a campaign with the following objectives: 1. Resonate with Indonesian parents, emphasising on the importance of good nutrition in fostering child development. 2. Establish product superiority and influence purchase intent through innovative mobile-first advertising. 3. Partner with a technology provider to drive full-funnel impact through unique, scalable and measurable solutions.



The Solution

Wyeth Nutrition partnered with Dentsu and InMobi to create an interactive activity on mobile. Leveraging the power of rich media and going beyond the limits of cookie-cutter advertising, the brand achieved its objectives through the following steps: Identifying high-intent cohorts with InMobi-Gojek Audiences With InMobi-Gojek Audiences, the brand identified over 20 niche audience segments such as 'grocery store visitors,' 'health and fitness enthusiasts' and 'millennial moms.' With access to rich demographic, appographic and behavioral data, Wyeth Nutrition was able to identify potential consumers with the highest affinity for conversion, across Android devices.

Driving conversions through gamification

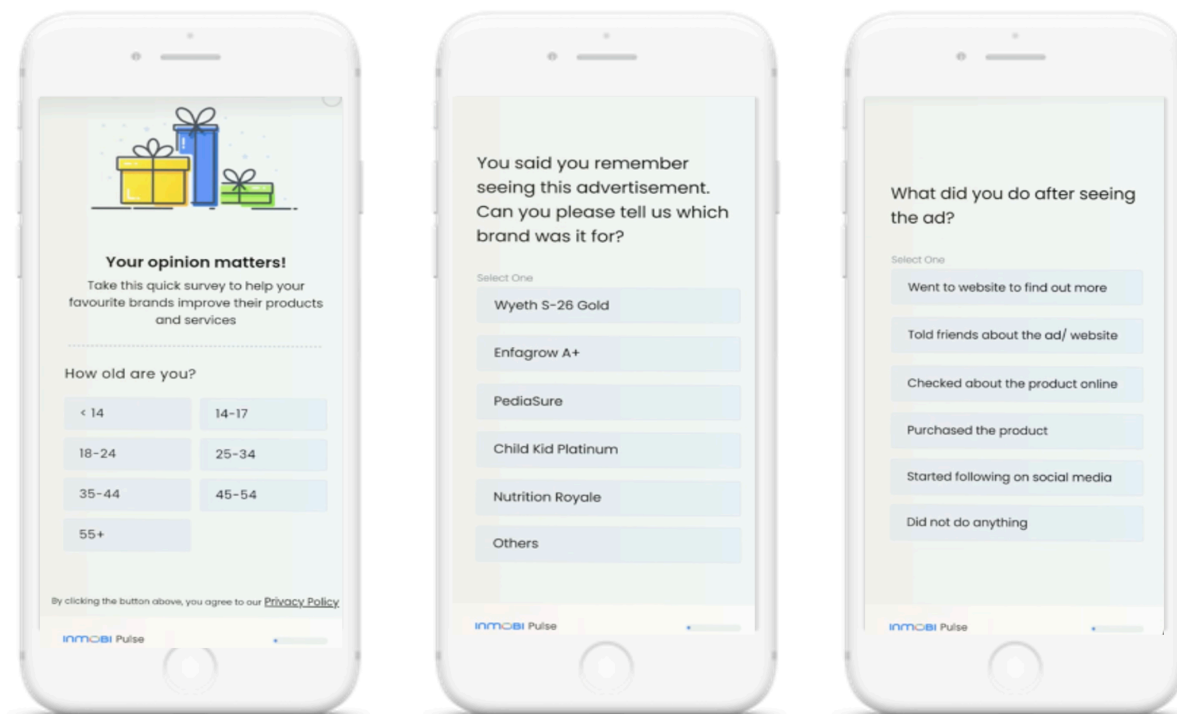
The campaign was built on deep consumer insights and executed through a gamified mobile ad campaign for maximum impact. The brand delivered a rich-media gamified interstitial that urged mothers to invite their little ones to learn to become a doctor and enabled them to download their child's doctor ID card as a token of remembrance of their learning efforts.



The game begins with the child being given three options to immunize a patient. The child has to choose from a thermometer, syringe and a medical hammer, thus using cognitive thinking in order to pick the right tool. For a successful attempt, the child must choose the syringe, inject it and apply a band-aid to complete the immunization. This gamified experience gave wings for children to "learn by doing" and explore the opportunity of becoming a doctor. The experience concluded with the visual of the S-26 Procal GOLD, its key benefits, and the "Buy Now" CTA leading to the Wyeth Nutrition website. There was also an additional gratification added for each purchase of this milk product – a complimentary "Little Doctor" play kit.

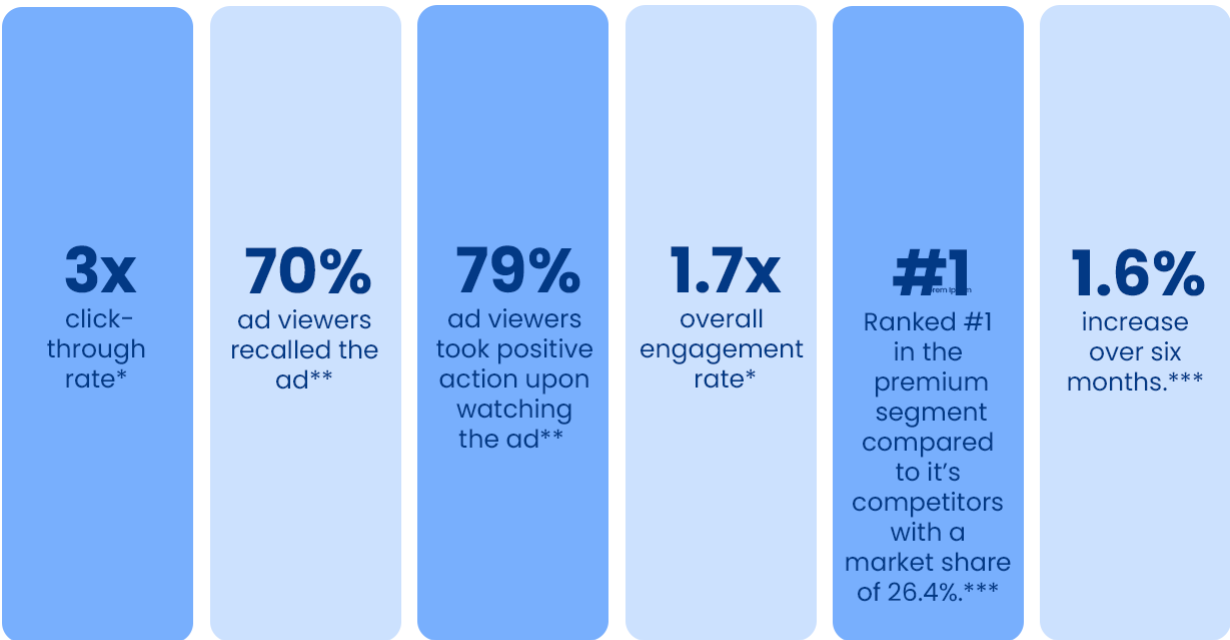
Measuring campaign performance through brand lift study

To measure the campaign performance, Wyeth Nutrition conducted a brand lift study and saw a significant lift in awareness, ad recall, and post-view action.



The Results

With the Little Doctor campaign, Wyeth Nutrition was able to connect with key audience segments and deliver its brand promise of promoting early-learning in children through industry-leading products. The compelling activation grabbed eyeballs and was successful in achieving campaign targets through incremental results.



*Compared to industry benchmarks
**As per the post-campaign brand lift study
***Based on the market research conducted by Wyeth Nutrition in Indonesia