

# RAISING AWARENESS AND PURCHASE INTENT

Client: Braun – Precision Sensor



Advertising | Partnerships | Search | Affiliates | Mobile

**“This was one of the most successful uses of online and superb planning, culminating in raising brand awareness by over a thousand percent. Benchmarking tells us that you may usually expect to raise message association for this kind of product by some 14%” (Vs. 364% achieved here). Dynamic Logic (who independently conducted the research).**

## BACKGROUND

- Over 50% of people aged over 50 years suffer from high blood pressure.
- Braun Precision Sensor Blood Pressure Monitor allows people to diagnose themselves from home.
  - 95% of Doctors are prepared to recommend Braun’s Precision Sensor to their patients.
- But the product had low base level of awareness.

## OBJECTIVES

- Educate people about the risks of high blood pressure.
- Raise awareness of the Braun Blood Pressure Monitor.
- Increase purchase intent and ultimately sales.

## TARGET AUDIENCE

People at risk from hypertension.

- Primary: Men and Women over 50 years old.
- Secondary: 25-44 year old pregnant women.

## ONLINE STRATEGY

Logic flow

1. Web is a highly-used source of information for medical conditions. (Source: TGI).
2. Health is a very sensitive issue, so people tend to choose brands/products that are familiar and hence trusted.
3. A Blood Pressure Monitor is not a simple sell. It is vital to give people access to all the necessary medical as well as product information.

So... the strategy was to associate with trusted information sources in a way where we could give plenty of information while piggy-backing on their existing acceptance with their audience.

## IMPLEMENTATION

- i-level worked with media owners to develop advertorials written in the site’s style.
  - 50 Connect & Over 50’s ran articles about the risks of blood pressure to the older demographic.
  - Surgery Door & Net Doctor led with general health concern articles.
  - Handbag & iVillage had articles about the risks to pregnant women.
- Traditional format advertising (banners, buttons) formed a test & support role.



Handbag.com



50 Connect



Surgery Door

## RESULTS

Did we raise awareness of the Braun Precision Sensor?

- Over 50's target audience: increased brand awareness by an incredible 1,017% or 29 points – much higher than normal awareness scores recorded for online and also much higher than other media such as TV or press deliver.
- Across the entire campaign (including pregnant women), the campaign increased brand awareness from 2% to 18%. An increase of 801% or 16 points.

## DID WE INCREASE PURCHASE INTENT?

- Across the primary over 50's audience we increased purchase intent from 11.6% to 25.5%.
- An increase of 119% - an incredible 13.9 points.

### RESPONDENTS AGED 50 AND OVER

	Control	Exposed	Difference	Impact
Unaided Brand Awareness	2.9%	31.9%	29.0	1017%
Aided Brand Awareness	23.3%	41.2%	17.9	77%
Message Association	4.7%	21.6%	16.9	364%
Brand Favourability	9.3%	23.5%	14.2	153%
Purchase Intent	11.6%	25.5%	13.9	119%
Is the BPS Accurate?	11.6%	23.5%	11.9	102%
Is the BPS Easy To Use?	18.6%	27.5%	8.9	48%

## DID WE CHOOSE THE MOST EFFECTIVE ONLINE STRATEGY?

The advertorials (association with trusted content) outperformed banner advertising across every metric being tested, supporting our original strategy.

### IMPACT BY CREATIVE

	Pregnancy Banner	Health Banner	Advertorial
Unaided Brand Awareness	516%	428%	3114%
Aided Brand Awareness	30%	82%	301%
Message Association	-16%	27%	383%
Brand Favourability	37%	72%	396%
Purchase Intent	-27%	138%	468%
Is the BPS Accurate?	40%	75%	264%
Is the BPS Easy To Use?	18%	74%	329%

## SUMMARY

- Reached an estimated audience of 750,000 of the right people in just 4 weeks
- Raised awareness and purchase intent scores across the board by unprecedented amounts
- Online now likely to be a primary awareness-building medium