



CASE STUDY

IMMUNOMAX: CM GLUCAN

BRAND AWARENESS



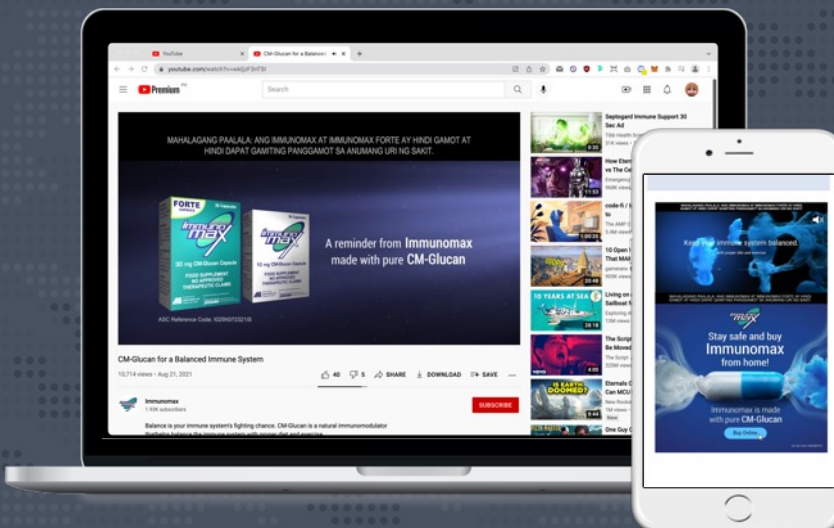
OBJECTIVE: During the pandemic, Immunomax became a popular choice of vitamins to combat viral infections. About this time, competing brands have also stepped up their game. Objective is to drive awareness on the Immunomax's health benefits and USP.

INSIGHT: Immunomodulators are not very popular in the Philippines and CM-Glucan is an unfamiliar ingredient to Filipinos. In short, education on these are vital for the brand's success.

SOLUTION: Leverage on the Filipinos high video consumption as well as the change in user behaviour of relying in ads for content and information. The campaign utilized both mobile and desktop placements and ads contained thorough information to ensure that the audience understand the benefits of Immunomax especially during a pandemic.

RESULTS

TECHNOLOGY: Ambient DSP
and Ambient DMP, Youtube



4,049
Clicks

0.34%
CTR%