



## AMEC International Communication Effectiveness Awards 2014 Entry Form

**Category:** Best Use of Communication Management: Business-to-Consumer

**Entering Company Name:** Gorkana

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**Client:** GSK

**Campaign title:** Aquafresh Kids

### Objective/Brief:

GSK is the UK's largest healthcare company with a 150 year heritage of developing a broad range of science-led medicines, vaccines and brands. GSK's Consumer Healthcare business is differentiated by science and the company's scientific heritage. The brands are loved and trusted household names that help people live fuller, healthier lives, including Sensodyne, Aquafresh, Panadol, Horlicks, Maxinutrition, Beechams, Piriton, Oilatum and NiQuitin.

In developed markets, such as the UK, the toothpaste market is mature and saturated. In recent years brand owners have pursued innovation strategies to differentiate and achieve growth. The oral healthcare market has become heavily segmented, with brands developing products for sensitivity, polishing, whitening and enamel regeneration.

Sales and marketing is a large part of GSK's consumer healthcare business. Marketing excellence is delivered across the entire marketing communications mix. Measurement, however, has traditionally been dominated by above the line teams. Marketing activities such as paid advertising, pricing and promotions are assessed in econometric models at the end of each year. Until 2013 this analysis excluded PR activity.

In September 2012, GSK launched a PR push behind their children's toothpaste range – Aquafresh Kids. This was designed as a three stage campaign to educate, engage and develop relationships with parents. The communications team at GSK wanted to understand the outcome of its PR campaign for the new Aquafresh Kids brand, specifically identifying the impact the campaign had on the sale of Aquafresh Kids products. Gorkana was briefed to provide an analysis which would yield a viable data set for the econometric model, thereby delivering a true reflection of the return on investment delivered by PR.

### Strategy:

The analysis strategy began with an in-depth briefing on the PR plans for the Aquafresh campaign. Gorkana had to understand the target audience for the campaign to accurately define who the team was trying to reach and affect. The campaign was aimed at parents, with a specific target audience of mothers in the UK.

Understanding the aims of the different phases of the campaign was also crucial; GSK ran the campaign across three phases and each was designed to drive either awareness or behavioral changes:

- A survey enabled a news story to raise awareness about the incidence of tooth decay amongst children, and the frustrations of parents trying to encourage children to brush

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properly (Sep 2012). The news story was backed up by crowd-sourced tips from parents on the online forum, netmums.co.uk, about how to help children to have more fun brushing their teeth, which was in turn used to generate video content

- A second tranche of research looked at the increasing price paid by the tooth fairy for milk teeth, “tooth fairy inflation” (Oct 2012) – the press release was again backed up with materials to generate conversations with bloggers, in this case customizable tooth fairy calling cards
- And finally, a musicologist worked with a dentist to identify songs that were the perfect rhythm and formula for tooth-brushing and suggested a shortlist of songs. (Feb 2013)



(The Tooth Fairy Calling Cards)

Gorkana presented the ideal strategy to fulfil this requirement through providing an analysis of content generated by the campaign and presenting weekly data points for the econometric model.

The final stage in effectively integrating PR activity with the rest of the marketing mix required breaking down internal barriers. Gorkana, the communications team and the GSK data insight team met to discuss the various data outputs which could be provided. Crucially, the data provided by Gorkana had to work effectively with the data representing the other marketing disciplines.

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### Execution/Implementation:

#### Testing phase

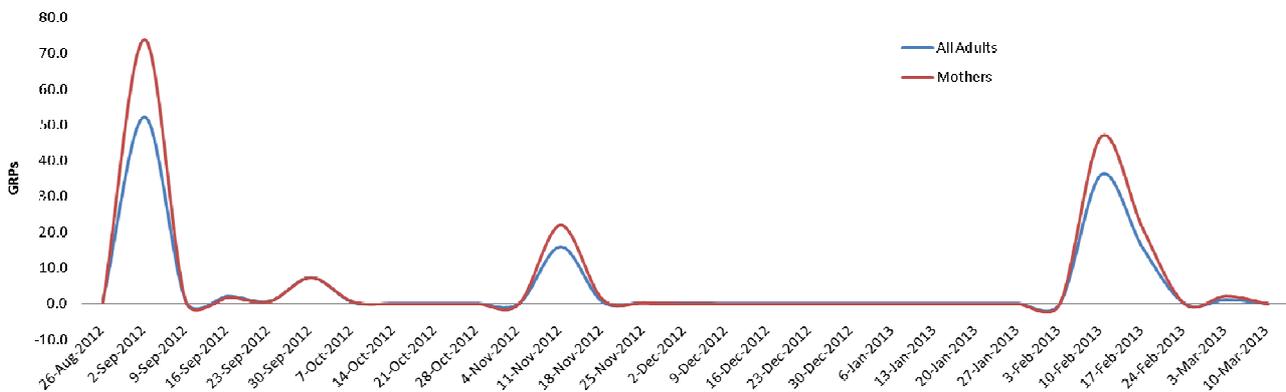
Gorkana analysed all content around Aquafresh Kids PR activities. To allow the GSK data insight team to effectively test and choose the most representative feed of data for PR, multiple weekly data sets were produced and provided by Gorkana.

#### Gross Rating Points (GRPs)

The viability of the data within the existing econometric model was important but making the data comparable with the other marketing disciplines was crucial. Gorkana provided GRPs, which were already representing advertising within the model, allowing the insight team to successfully integrate the PR data into the mix.

Gorkana used primary research (sample: 10,000 UK adults) to model the following target audiences:

- All UK Adults
- Mothers with young children (under 12 years old)



The research, which combines lifestyle attributes and media consumption habits, was used to understand if content had been effective at reaching UK mothers. Gorkana's ability to generate GRPs to specific audiences based on PR generated content was fundamental to the communications team being able to prove ROI through the existing model.

The content generated by the GSK campaign was mapped to the survey answers, establishing the percentage of each audience exposed to Aquafresh Kids coverage ("reach") and the average number of times each person was exposed to coverage ("frequency"). GRPs were then calculated by multiplying *reach* x *frequency* per week, giving an illustrative data set: The three spikes across the four month period directly reflected the three stage implementation of the programme. The first phase of awareness building generated the highest GRPs.



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### **Cost per GRP**

In addition to allowing the data insight team to integrate PR and generate a true ROI for PR activity, GRPs also allowed direct cost comparisons to be made. The need for the communications team to align their language of success with the rest of marketing could be satisfied. The UK communications team used a secondary metric to the econometric model outcome: cost per GRP to UK mothers. The PR spend for the programme for the 13 week period covering the first two stages was £60,000 making the cost per GRP to UK mothers £335.74, compared to £449.35 for all UK adults, demonstrating effective and resourceful targeting of activity. These numbers also compared favourably to paid activity.

### **Conclusions:**

The PR team successfully integrated with the rest of the marketing mix. The econometric model proved PR was responsible for 2.7% of sales for the Aquafresh Kids campaign in during the months of the PR campaign in 2012. This means that for every £1 spent almost £4 was generated in incremental sales. This was a significantly higher return on investment than was demonstrated in the model for the other marketing activities during the same time period.

This was a huge breakthrough for the communications team as they had never before been able to make a definitive claim about their impact to the bottom line.

Bernadette Murdoch, Communications Director EMEA, said: *“This analysis demonstrated that PR has a measurable sales impact and is an important part of the marketing mix. It also helped us identify which channels such as TV, radio, print or online drove the greatest return which will improve our targeting in the future.”*

As a result of the success of this model subsequent data sets have been commissioned to feed into the wider global econometric programme for other brands. Bernadette effectively summarised this seismic shift for GSK: *“Further analysis of other campaigns in other countries will help us understand the synergies between PR and paid media and promotions and whether the PR activities are driving sales for GSK’s brands only or for the whole category. This will ultimately help us make more informed investment decisions in the future.”*

The work by the GSK communications team and Gorkana has allowed PR to speak with the language of the wider business and should be held up as an example of truly integrated marketing communications measurement.