LEADING
OTC PAIN BRAND

WINS WITH THE BEST AD CAMPAIGN IN 30+ YEARS

HOW **NEWRISTICS** CREATED A WINNING ADCEPT FOR A LEADING OTC ANALGESIC BRAND THAT TESTED BETTER THAN ANY AD IN THE HISTORY OF THE BRAND.

BUSINESS SITUATION

• A leading OTC analgesic brand was facing a unique marketing challenge:

- The brand had strong equities, but its advertising had historically performed below norms on important metrics like Brand Enjoyment, Brand Appeal, and Brand Persuasion.

- More recently, branding tracking research had showed that the brand's emotional connection with consumers had been eroding and fewer people thought of it as a "Brand for people like me".

• The brand team had conducted deep insights work with pain sufferers to identify powerful insights that could drive advertising concepts and had also used a variety of ideation techniques to develop ideas.

• However, they had missed advertising database norms for 4 years in a row for all the campaigns created using conventional approaches.

• The team was looking for an advertising concept that was BOTH persuasive and campaignable at the same time.

• Frustrated, and with no good options on the table, the team decided to give "behavioral science" a shot as a new approach to developing "adcepts" for the brand.

SOLUTION

• AiGILE identified a list of Top 20 dominant heuristics that drive treatment decisions for people suffering from chronic or acute pain.

• Newristics also reviewed past consumer research in the pain category and extracted deep behavioral insights about consumer behavior that can only be explained with heuristics.

• Newristics engaged the entire brand/agency team in a heuristics-based ideation session that led to creation of 300+ adcepts in half a day.

• All adcepts were reviewed and evaluated by the team and after two rounds of prioritization and editing, 48 adcepts were moved forward to quant research.

• Two rounds of research led to a winning adcept that was used to develop storyboards, animatics and ultimately a finished TV commercial that tested better than any ad in the history of the brand.

newristics

LEADING OTC PAIN BRAND
wins with the best ad campaign in 30+ years

RESULTS

Insights from the winning ad campaign

The winning ad leveraged three unique heuristics that had previously been barely leveraged in the brand's advertising:

- Duration Neglect
- Bizareness Effect
- Availability Heuristic

• **Duration Neglect** heuristic played an important role in reminding consumers that pain can take a lot of valuable time away from them in life. However, the communication was not done by visualizing people sitting on the sidelines. Instead, it was done by showing the exact opposite – people being active and never having to lose time at all!

• **Bizarreness Effect** also played a key role in the visual communication because people were shown enjoy bizarre sports or physical activities that even people without pain would normally not perform.

• **Availability Heuristic** played an important role in the copy of the ad. Since the most readily available information and memories in pain patient's mind are usually about pain, the copy fought Availability Heuristic and left consumers with the message that you can "forget" pain and move from a state of "pain is always on my mind" to "can't remember the last time I felt pain".

Market Research Performance

• The winning commercial in the campaign tested significantly above norm on all 5 metrics in Millward Brown Link testing – Branding, Enjoyment, Engagement, Relevance, and Brand Appeal.

• Many other commercials also beat the norms, which was validation of the power of using heuristics in advertising messages.

• The winning commercial had the highest Awareness Index and Persuasion Index of any commercial produced by the brand in 30+ years.

• The creative idea in the commercial was very campaignable and led to a campaign that lasted for 6+ years. One of the commercials in the campaign ran during the Super Bowl and was rated among the Top 3 commercials by multiple ratings.

PERSUASION SCORE	0 - 2	3 - 5	6+
22+	Average	Good — Ad #3	Very good
16 - 21	Poor	Average	Very Good — Ad #1 / Ad #2
0 - 15	Poor	Average	Good

AWARENESS INDEX