

Consumer Health in the Digital Age

Adapting to a New Marketing and Retail Environment

Featuring multiple case studies from the digital CHC world, this investigation of **Digital Communication, Digital Health & e-Commerce** examines forward trends in a wealth of different areas:

Digital communication strategies • Social media campaigns
Health apps & super apps • Wearables • Gamified health
CHC players' digital strategies • Branded online storefronts
Influencers • Digitally native brands • QR codes
Subscriptions & more

Digital is a key battleground for CHC players. From promotional strategy to apps, use of social media to e-Commerce channels, there are multiple challenges to overcome and opportunities to grasp for those competing in the Digital Age.

The importance of a strong online presence was reinforced by the Covid pandemic, which saw ever greater numbers of consumers turn online for their healthcare needs. While the traditional bricks & mortar retail environment will remain important, e-Commerce is growing in terms of scale and sales. It is vital that companies' strategies are set up to maximise revenue from the online channel.

The report investigates the key avenues for reaching the growing online audience and provides case studies of successful e-Commerce and digital communication strategies. The digital health landscape is examined and best marketing practices for CHC players explored, including making the most of social media, companion apps and dedicated online stores. The report also appraises the growing trend for personalisation and scrutinises the merits of CHC players building subscription services or launching digitally native brands.



Despite concerns about decreasing digital adspends, stalling social media advertising and the impact of privacy measures on marketing campaigns, digital communication remains a vibrant and crucial aspect of A+P strategy. It is an area that will see continued investment but also significant changes in coming years.

The digitalisation of consumer health is seeing certain brands reach bigger – and younger – audiences via social media platforms such as TikTok and Instagram. It is increasingly essential that CHC players have a strong presence on search engines, engage with their audience via social media, offer reasons for consumers to interact with their brands, and provide trusted informative content.

The strategies and objectives of major CHC players are rapidly evolving as they bid to excel in the digital & e-Commerce sphere and seek to achieve “digital transformation”. The leading players are looking to their digital adspends, new digital technologies and strategic agreements with experts in the digital world, and of course making plans to increase their share of e-Commerce sales.

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Digital communication | Introduction

Yet despite all of the above concerns about decreasing digital adspends, stalling social media advertising and the impact of privacy measures on marketing campaigns, digital communication remains a vibrant and crucial aspect of A-P strategy. It is an area that will see continued investment but also significant changes in coming years.

Digital promotion is considered by many consumer healthcare players to be the most important way to engage with consumers, and it is increasingly essential that CHC players have a strong presence on search engines, engage with their audience via social media, offer reasons for consumers to interact with their brands, and provide quality, trusted informative content.

Shift to interactive content in digital communication

Many companies are shifting from regular digital content formats (text, images, and video) to interactive content which enhances the consumer experience. Technologies like augmented reality, 360° tours, video tours and polls will increasingly be incorporated into campaigns.

Interactive content will be a huge part of digital marketing going forward as CHC players take advantage of the ability to provide consumers with immersive experiences that showcase the value of their brands in real-time.

Sanofi uses social media videos and TikTok influencers to raise Enterogermina's profile

According to Sanofi Brazil, between August-September 2020 social media videos were used to "increase brand awareness among a more specific audience" with ads demonstrating the ease and convenience of Enterogermina vials to maintain balanced intestinal flora in children.

The marketer used the Nielsen Digital Ad Ratings study to validate the accuracy of ad delivery, which surmised 99% audience targeting accuracy, and 1.8x higher ad recall and 5x higher purchase intent than the industry average. A subsequent campaign sought to raise Enterogermina's consumer profile further: in November 2021, TikTok influencers - among them Kelly Key, Leo Feck and Jacques Vanier - posted informative Enterogermina content to a potential audience of 17m+ followers.



Amazon | Branded storefronts on Amazon a key part of e-Commerce strategy for leading CHC players

In the USA, the vast majority of leading CHC brands have extensive storefronts on Amazon. Promotional images clearly explain brand's benefits and often include endorsements quoted from user reviews and HCP Recommendation.



Image sections on the brand page are used to present promotional material as well as easy access to important information about the brand.



Manufacturer information section for many brands also includes comparison of different formats and presentations, with links to Amazon product pages for each presentation.


Features such as informative banners and presentation comparison charts are typical of longtime CHC brand websites (see right).



Health apps | Neuriva Brain Gym an example of a branded mental acuity app


Brain health supplement Neuriva (Reckitt) is supported by an app intended to help maintain brain function; Reckitt is highly active in CHC app space (see case study later), with a range of software supporting its key brands. Neuriva supplement range has grown rapidly following 2020 launch to become global No.2 in its category, and the existence of a companion app provides a key point of difference to rivals.

Neuriva Brain Gym is a personalised brain training app to be used alongside the supplement course, claimed to provide "a holistic approach to a brain-healthy lifestyle" a range of activities are available including colouring and puzzles, divided across categories including Accuracy & Learning, Coordination, Focus & Concentration, Memory and Perception.




The app also has an integrated shop, allowing users to purchase the supplement both directly from the marketer or from Amazon.

Marketing for the supplement and app highlights high levels of scientific backing to stand out within a crowded market; there are numerous brain training and mental acuity-focused apps available, with highly variable levels of efficacy from simple computer games and puzzles to more high-tech apps making use of personalisation and science-backed activities.



Brain Gym's advantages are claimed to be its ability to personalise the difficulty, complexity and variety of games based on data collected over continued use, alongside gamified aspects such as ability to compare progress with other users.

The reach of Neuriva Brain Gym app is low compared to rivals in the "brain training" space, with over 50,000 reported downloads on Android (compared to over 10m for Lumos Labs' Lumosity app, which makes similar claims, see Case Study later).



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