



presents

EG in the home and heart of every Belgian

Nomination Best Media Strategy
by the Mad (Wo)Men in the room

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Qu'est-ce que
presque tous les
Belges ont chez eux
... sans le savoir?



Why we are proud of this campaign

Breaking the classical OTC medicine codes in channel and content approach

Consumer insights driven strategy

Perfect integration of message, format and channel at each step of the campaign

The proof is in the pudding: overdelivery on all business and marketing KPI's

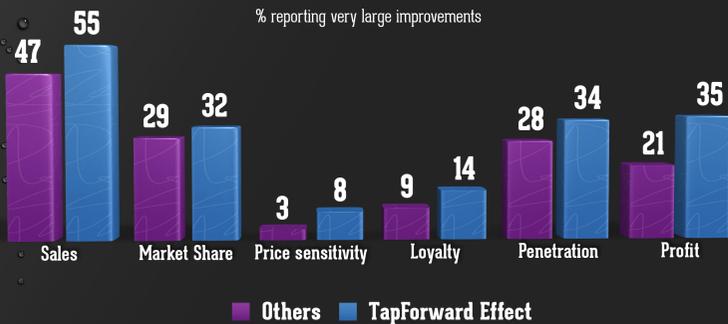
We practice what we preach: the first real Tapforward DAN campaign



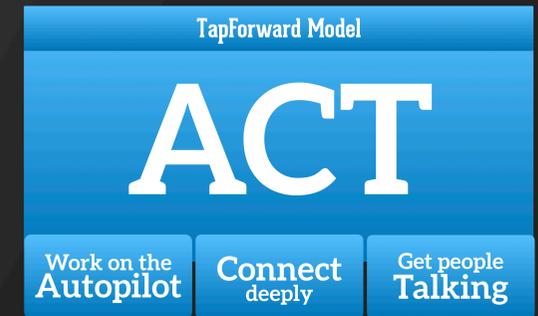
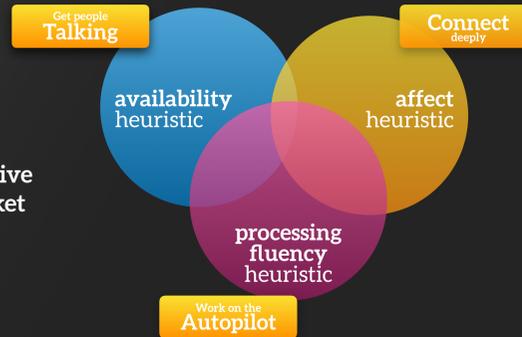
Practice what we preach: TapForward communication model

TapForward fits our digital age best

% reporting very large improvements



3
mental
heuristics drive
85% of market
share



TapForward is the most effective communication model in today's digital world. It outperforms all other models.

TapForward is effective because it increases a brand's performance on the 3 consumer heuristics that correlate heavily with market share (0.85%), building both a short term and long term growth.

The key-attributes of TapForward are:

1. Work on the autopilot

90% of all decisions consumers make are made on autopilot. In order for a brand to be part of the 90% it needs to be known and familiar. The more a brand is known, the better it scores on the availability heuristic.

2. Connect deeply

The more deeply a brand connects with its consumer the more it builds the affect heuristic. Tapforward campaigns are deeply emotional.

3. Create distinctiveness

The more distinctive a brand is, the higher it scores on the fluency heuristic.

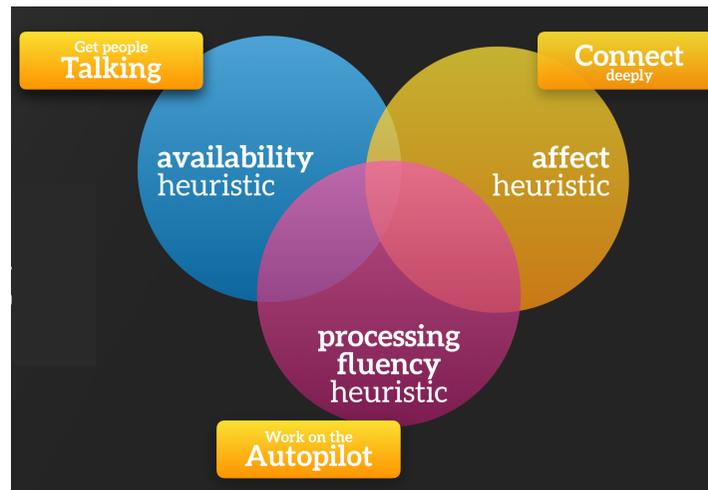


Applied to EG business challenges

The availability heuristic: how to create mental availability?

Although the brand is unknown, the products are not. We all have or had one or more products in our medicine cabinet. If we make people aware that these trusted products are from EG, we create an increase in spontaneous awareness. For this to happen we created the

'What does every Belgian has at home, without knowing it'



The Fluency heuristic: how to build distinctiveness?

As medicines are increasingly expensive, keeping medicine affordable for everyone might become a problem. The more difficult this becomes, the more important generic medicine become.

That is why we framed **EG as the brand of affordable medicine for everyone**: it creates distinctiveness for EG and makes it difficult for the competition to make the same claim today or in the future.

The affect heuristic: how to create that positive feelings EG needs?

The moment you get the call that something bad happened to one of your loved-ones, life stops for a moment, you instantly drop everything and go take care of that loved

one. This is the deeply emotional consumer insight we build the 'Viking' campaign on. This is the category emotional insight we want to own to build affection and brand preference on.



From consumer insights to media strategy

EG in the consumers homes

Activate latent brand awareness through TRUST

“What does every Belgian has at home, without knowing it”

Get people
Talking

- Teasing in all mass media for immediate & massive attention
- Stimulate maximum Interest by integrating relevant C.I

Frame distinctiveness

“EG as the brand of affordable medicine for everyone”

Connect
deeply

- Reveal phase framing EG as most affordable medicine in both entertainment and infotainment channels

EG in the consumers hearts

Build Brand preference

“The moment you get the call that something bad happened to one of your loved-ones, life stops for a moment, you instantly drop everything and go take care of that loved one.”

Work on the
Autopilot

- Deep emotional storytelling with long form video strategy at the heart
- Engagement & interaction through personalised wishes

EG