

Wyeth nurtures healthy brand growth for Illuma across Taiwan with data-driven, cost-effective campaign

CASE STUDY

Advertiser **Wyeth** | Nutrition

Agency **Zenith** (Publicis Media)

Methods Data-driven audience targeting, high-impact video (via **wootag**), brand lift study (via **LMData**)



RESULTS

3.9M

unique consumers reached

292%

increase in brand adoption

117%

increase in brand recognition

58%

increase in purchase intent

74%

lower cost per completed view compared to campaign target

1.6M

incremental unique users reached with frequency control

2x

higher video completion rate compared to social media and user-generated content platforms

REACHING OUT TO A NICHE AUDIENCE IN A CHALLENGING MARKET

Since 1915, Wyeth Nutrition has been a pioneer in nutritional products for pregnant women, infants, and young children. The brand's premium infant formula, Illuma, is known for its high-quality ingredients and advanced nutritional offerings that replicate the benefits of natural breast milk.

Wyeth wanted to grow Illuma's brand awareness among parents in Taiwan with a cost-efficient marketing campaign. However, with declining birth rates and increasingly diverse parenting styles across the island, it needed to reach a niche audience that prioritizes infant health care and has high purchasing power. This challenge was further compounded by regulations in Taiwan that restrict advertising for infant formula to promote breastfeeding.

Once parents choose an infant formula, switching brands can be challenging due to a newborn's delicate digestive system. Hence, Wyeth needed to target new and expectant parents. In addition, it also needed to measure the campaign's success with precision because of limited view-through insights and subpar performance of past campaigns.

At the same time, Wyeth's agency, Zenith, wanted to consolidate the data, measurement, and creative partners the brand worked with to help reach its target audience with high-impact video ads.

To nurture brand growth and impact across Taiwan, they came together to collaborate with The Trade Desk — a one-stop programmatic media buying platform for data-driven, cost-efficient campaigns.

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BRINGING MULTIPLE STRATEGIES TO LIFE ON A SINGLE PROGRAMMATIC PLATFORM

Illuma’s product lines cater to very specific age ranges to best suit infants’ development. To effectively target parents of infants at each developmental stage, Wyeth worked closely with The Trade Desk to compile multiple data signals from consumers’ internet browsing behaviors, such as keywords, ad-supported websites, and sponsored articles specific to respective developmental stages.

Using these keywords and inventory lists, The Trade Desk’s team promptly created custom audience segments and forecasted the size of each audience. The team achieved further audience segmentation by identifying consumers who had visited ad-supported websites or viewed content with the identified keywords at least thrice within three days prior to the initial segmentation.

To grow their reach among those who matter most, Wyeth and Zenith leveraged four other audience-targeting strategies in the campaign:

- Third-party behavioral targeting
- Location-based targeting
- Custom contextual targeting
- Custom invoice data targeting

Leveraging these strategies helped Wyeth to maximize campaign reach at a lower cost, engage potential consumers in real time, and gain valuable insights into the most engaging content. Zenith also worked closely with Wootag, an interactive video platform, to create impactful, engaging creative video experiences that best resonated with Illuma’s target audience based on these strategies.

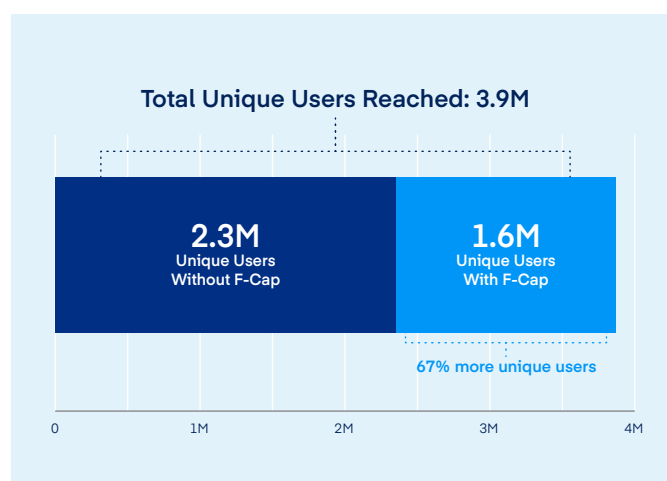
The Trade Desk’s demand-side platform enabled Wyeth and Zenith to seamlessly execute each audience-targeting strategy and reach hard-to-find consumers across multiple devices. With The Trade Desk’s artificial intelligence engine, Koa™, the team also optimized ad frequency and spend with ease.

Beyond cost-based metrics, Wyeth and Zenith also conducted a brand lift study in partnership with LnData to measure the campaign’s effectiveness in boosting awareness of Illuma’s brand.

NURTURING REACH AND AWARENESS WHILE REDUCING COSTS

The campaign exceeded Wyeth’s expectations for reach, brand awareness, and cost efficiency, outperforming multiple benchmarks.

It delivered a 74% lower cost per completed view than the campaign target and reached 3.9 million unique users — more than two times higher than the industry benchmark. In addition, the campaign’s video completion rate was two times higher than that of Illuma’s previous campaigns on social media and user-generated content platforms. With The Trade Desk’s advanced frequency control tool, Zenith was also able to help Wyeth use their campaign budget more efficiently and reach 1.6 million more unique users.



In further proof of its effectiveness, the brand lift study with LnData found that Illuma’s campaign increased brand adoption by 292%, brand recognition by 117%, purchase intent by 58%, and product favorability by 9%.

Growing as a brand with The Trade Desk’s data-driven audience-targeting strategies, the campaign’s success in reaching new and expectant parents across Taiwan has empowered Wyeth to leverage its insights for building audience profiles, nurturing all future campaigns for greater impact.

TESTIMONIAL

“The speed and simplicity of executing our recent marketing campaign for Illuma across Taiwan with The Trade Desk truly impressed us. From unifying multiple audience-targeting strategies to optimizing ad frequency and spend on the fly, it provided all the tools we needed. Our goal of reaching new and expectant mothers became an effortlessly successful endeavor.”

Carol Kao, Marketing Manager, Wyeth Nutrition