



**TITLE OF CASE STUDY: Super Poligrip**

---

**Business Situation and Campaign Objectives**

In 2010, the GlaxoSmithKline's Denture Care products, Polident and Super Poligrip, experienced sales declines, as did the overall category. In spite of this trend, the brands were charged with generating a significant sales increase in 2011.

The campaign objective was to drive a 5% increase in annual volume by reversing a decline in brand penetration and usage rates. While seemingly modest, this objective was actually aggressive given that the category was shrinking, the brand sales trends were negative, there was no new creative, and the budget was flat.

Our fundamental media objective was to drive increased awareness and usage among a high propensity denture care audience that had not been engaged during previous campaigns.

**Research Story**

Research and modeling were used to identify a new, high propensity and relatively untapped target for the brands.

Denture wearers historically have not been identified in the syndicated databases used to plan media, although users of various denture products are. The Polident and Poligrip marketing team believed, based on previous research, that a significant subset of denture wearers don't use denture-specific products (preferring instead to use mainstream toothpaste and no adhesive), and that these "non-using wearers" represented a rich target in which to grow penetration of their brands. However, the data gap did not allow us to understand the historical reach of the message to non-users or to target them directly.

To bridge this data gap, the team employed a multi-stage research process, including: database analysis, quantitative survey research, look-a-like modeling, data fusion, and predictive modeling. First, we fielded a survey among 1,600 denture wearers and 500 non-wearers, including "linking questions" so results could be mapped back to the syndicated data. We developed a model to correctly classify survey respondents as denture wearers, and used this model to predict "likely denture wearers" in the syndicated data. At the time, we estimated that we could identify denture wearers with 80% accuracy. However, the next year this question was added to the survey, revealing that our model actually had 90% accuracy.

We further segmented the denture wearers, identifying a sub-set who had a "high propensity" to buy Polident and Poligrip products based on their underlying attitudes. The new target audience was **more than twice as likely** as other denture wearers to express positive purchase intent for the products.

For the first time, projecting the new target in MRI allowed us to have access to a rich source of data profiling these consumers, letting us understand who they are and how they consume media. The insight was that not all denture wearers are old geezers. As a result, GSK's Denture Wearer target audience shifted from all-female to a mixed gender adult target with a median age almost 10 years younger than prior. These individuals were more likely to seek out new products, and cared about their appearance, an important market segment that would be responsive to GSK's marketing communications.

Research thus generated learning that drove a significant shift in the go-to-market approach.

## Campaign Description

To optimize impact against the new target group, existing creative was deployed through a new mix of cable networks.

The campaign ran from July to December, 2011, with a budget of \$4.6MM for Poligrip and \$4.7MM for Polident. The campaign focused on Television advertising for each brand, on a mix of cable and broadcast networks, with about 5% of budget invested in search marketing.

The planning target of “Image Conscious Denture Wearers” was identified by extensive proprietary modeling efforts as above. Media properties that over-delivered to this high propensity group and scored high engagement measures, were chosen for the plan. The combination of the change in target and the use of engagement metrics caused a significant shift in the TV mix from Broadcast to Adult Cable. In addition, the network mix was shifted, dropping networks like MSNBC, Lifetime and A&E in favor of USA, TNT, History and Food Network, which were more engaging to the target.

This campaign used existing creative, developed by Grey, which focused on communicating the key reasons for using the product using powerful, persuasive spokespeople for each product. For Polident Cleanser, real-life dentists spoke with authority about the increased cleansing power with less damage to delicate denture material to be gained by soaking in Polident vs. brushing with toothpaste. For Super Poligrip Adhesive, consumers told their personal stories about how Poligrip improved their lives by providing a better, more comfortable fit and preventing food particles sticking in the teeth, which can be a painful side effect of wearing dentures.

Identifying the new target in the currency planning databases allowed us to better profile them, to estimate historic plan delivery to them, and to choose new media properties that would not only deliver the message to them, but place it in “highly engaging” properties.

## Business Results

Super Poligrip’s campaign drove a 7.6% sales increase, which doubled the sales driven by advertising for the brand (relative to the prior year), as measured by a third-party econometric model. Polident also recorded an 8% lift in sales. However, in concert was a distribution change which made it difficult to determine true sales attribution. Super Poligrip proved the strategy worked.

GlaxoSmithKline uses econometric modeling to quantify the impact of its marketing programs on sales for its consumer healthcare brands. The on-going market mix model was used to evaluate the success of the brand’s retargeting initiative. The model was used to forecast sales that would have been generated without the change in targeting, and this result was compared to actual sales. The only difference between actual sales and the model projection was the change in targeting and resultant media shift. Therefore, the GSK’s modeling group attributed the increase in sales directly to the new targeting. Actual sales for Super Poligrip exceeded the “no-change” projection by 7.6%. While this might seem to be a small increase, the incremental volume driven by advertising was historically about 6-8%, which is typical for packaged goods. Therefore, the 7.6% increase observed represents an approximate **doubling in incremental volume from advertising**.