

## Showing on the inside

The objective of this campaign was to get women to discover Harmony—a Non-Invasive Prenatal Test (NIPT) screening test for early pregnancy (first trimester)—and feel confident asking their physician for the test.

The success of this project (for Roche Diagnostics) depended on delivering the right mix of creative and visual messaging *in the perfect tone*, plus the right media placement....all to reach women in the few short weeks between learning they are pregnant and having the usual nuchal translucency screening.

We call this period between initial pregnancy symptoms (absent menstruation) and the 12-week mark the “privacy window”. It’s the time when women’s emotions are in turmoil. So much joy, excitement, uncertainty, worry, ambivalence, and *so many questions*. And yet, she can’t talk about it to anyone but her closest friends and family. It’s also the time when their bodies are undergoing changes that are mostly invisible to the eye—but detectable to a test. Hence the main message of the campaign “Even if you aren’t showing on the outside, there’s a whole lot already showing on the inside.” This campaign turns the question “Am I showing yet?” around, reminding women that if you look in the right place, there is a lot to see even in early pregnancy.

To reach women exclusively in this privacy window, we researched their fact-gathering habits (what they look for and where they look for it) and developed a focused online campaign designed to reach them. To visually appeal to them and grab their attention, we steered clear of old *cliché* depictions of pregnancy, choosing a modern graphic approach they could relate to.

The Harmony “Showing on the inside” campaign, which included Instagram and Facebook stories plus Google ads targeting keywords and ran from October 26, 2020 to February 10, 2021, was a clear success. The campaign out-performed forecasted results in most performance indicators.

We forecasted 7,450 click-throughs to the website. The total campaign delivered 15,780—more than double our expectations. In total, the campaign delivered 1,639,848 impressions vs. 1,160,000 forecasted—40% higher than forecast.

The social story advertisements on Instagram and Facebook achieved 1,509,338 impressions vs. 1,150,000 forecasted—and 30% higher than the total number of impressions forecasted for all platforms. Social media delivered 7,309 click-throughs vs. 6,900 forecasted, with a CTR higher than the benchmark for this placement.

Creative Google ads targeting keywords delivered 130,510 impressions versus 10,000 forecasted and 8,471 click-throughs vs. 550 forecasted. We also learned something interesting about our Google ads audience that could shape future campaigns—although we targeted women, the click-through rate was high amongst men, showing how the modern dad is part of this conversation.

With a target that renews itself every month, Roche Diagnostics intends on pursuing its awareness efforts with this strong and relatable “Showing on the inside” campaign, reaching many new pregnant couples in 2021.

We invite you to visit the campaign website: <https://showingontheinside.ca/>

Video ads are not running at the moment, but you can still visit the [Facebook](#) and [Instagram](#) page.

