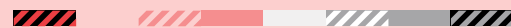


# Driving Impact in **CONSUMER HEALTH**

*Embracing a new digital chapter  
to address the rising wellness needs  
of Asian consumers.*

**Ogilvy**

By OGILVY HEALTH ASIA



# Foreword



The consumer health industry in Asia is transforming in front of our eyes. Digital health in Asia is predicted to create up to \$100 billion in value by 2025<sup>1</sup>, a huge increase in five years from \$37 billion in 2020.

Ogilvy research<sup>2</sup> in 2020/21 revealed a considerable wellness gap in the region and increasing demand for health and wellness support. 80% of the 7,000 consumers surveyed were seeking to enhance their wellness, yet only 46% felt brands took their wellbeing as a priority.

A significant development we are now seeing is that the consumption of health and wellness content online has risen dramatically in just two years. Consumers, including patients and carers are increasingly turning to digital platforms for guidance and solutions. Based on a healthcare survey from a recent The Economist report<sup>3</sup>, 50% of the 5,000 respondents in APAC obtained personal health and wellness information from social media. However, 53% found it to be so overwhelming they do not know what to focus on.

This proliferation of online health content brings with it the dangers of misinformation. The World Health Organisation talks of “infodemics” threatening the accurate understanding of health issues and triggering a backlash of consumer anxiety and mistrust.

The stakes are high on many levels. It is predicted that online sales of consumer products will double by 2025<sup>4</sup>. Consumers in Asia are prepared to pay a premium on products which offer specific benefits such as sustainability, fewer preservatives, increased hygiene and protection. This represents a huge opportunity for healthcare brands but one fraught with challenges.

Health marketers must reassess their approach and brands must shift to a proactive digital-first mindset. This paper is the spark to ignite that change. With practical insights, learnings and tangible examples from the Asian markets, Ogilvy aims to empower marketers to build impactful digital-first campaigns that can shape this burgeoning consumer health market.

**Pierre Robinet**  
**President, Ogilvy Health Asia**

*References:*

*1. McKinsey & Co*

*2. Wellness Gap*

*3. The Economist*

*4. Euromonitor International*

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# Insights with Impact : Messaging that Matters for Consumer Health

An escalating demand for wellness support is the response to a rising tide of chronic diseases, many a result of unhealthy lifestyle habits.

Against this background, the power of marketing and messaging plays a pivotal role in enhancing consumer health awareness across Asia. Empirical studies repeatedly demonstrate marketing's effectiveness in educating, inspiring, and motivating consumers to adopt healthier choices.

Our partners at Human Edge surveyed nearly a thousand target individuals seeking insights and usable information about wellbeing perceptions and practices. Examining daily habits, concerns, and consumption, we identified a number of insights that brands can leverage to maximise awareness and promote solutions for healthier behaviours.

## **1. Alcohol Consumption**

Always high on the list of factors analysed by healthcare professionals and the individual, the survey showed some unexpected concerns. Irrespective of drinking levels, some 72% reported digestive stress and consequent loss of productivity.

## **2. Vitamin Supplements**

Often seen as a female-dominated market, the study revealed only 35% of women adhered to recommended supplement guidelines, whilst 65% of over 45-year old males took supplements based largely on self-assessment.

## **3. Body Image**

55% of underweight women perceived their BMI to be normal; as did 68% of overweight men.

## **4. Digestive Health**

35% of women experience irregular digestion. Chronic stress linked to this led to significant drops in productivity.

We firmly believe that better messaging around not just medical issues but their impact on daily life and happiness could dramatically improve monitoring, care journeys, and outcomes for health and wellbeing, with benefits for consumers and brands alike.

**HUMAN EDGE**

<https://humanedge.co/>

There is a noticeable rise in consumer health awareness across Asia which can be seen in online searches.

- 54%<sup>1</sup> of Asian consumers proactively seek out health and wellness solutions, showing an unprecedented level of engagement.
- 73%<sup>2</sup> of consumers research online to understand their symptoms and treatments with increased purchase of health products and services online.

This transformative shift towards online wellness resources reveals a trend that brands cannot miss out on. They must ensure they are properly positioned to tap into that digital phase of the care journey, which includes opportunities for:

- **Preventative Care**, including vaccination and health monitoring.
- **Wellbeing**, such as skincare and mental fitness.
- **Acute Care**, which covers surgical procedures and post-treatment.
- **Chronic Care**, which covers long-term conditions and rehabilitation.

This holistic approach not only means enhanced health outcomes for consumers but also robust growth potential and impact for brands operating in Asia's consumer health market.

# CONSUMER HEALTH

## PREVENTATIVE

- Vaccination • Monitoring
- Insurance

## CHRONIC

- Diabetes • Cardiovascular
- Rehabilitation



## WELLBEING

- Skin Care • Multivitamins
- Oral Care • Mental Fitness

## ACUTE

- Surgical • Provider

References:  
[1. Nielsen](#)  
[2. Bain & Co](#)

# A Winning Formula to Deliver Health Impact in Asia

Drawing on Ogilvy Health's deep and diverse experience supporting brands across the health and wellness continuum in Asia, we scrutinised the complex landscape of consumer health marketing and identified a four-pronged winning formula to address consumer health needs.

Each of these four strategies reflects an integral aspect of the consumer and patient-centric marketing paradigm, and together, form an innovative framework that delivers genuine, tangible impact.

## **1. Crafting Emotional Content Delivered in the Right Context**

Effective healthcare communication goes beyond facts. It's about resonating on an emotional level, speaking directly to consumers' needs and aspirations. Combining creativity with technology, we help brands craft and deliver content that empathetically connects with consumers, and ensure this is delivered in the right context.

## **2. Capitalising on Influencer Marketing and Social Media**

The digital age has given rise to new voices of authority. Social media influencers, trusted by their vast follower bases, wield immense power in shaping perceptions and decisions. We help brands understand and leverage social media to deliver accurate health information and cut through misinformation.

## **3. Designing a Personalised Connected Journey**

Consumer health decisions don't happen in a vacuum. They are part of an intricate journey, spanning awareness, decision-making, purchasing and advocacy. Success goes to those who understand how to guide consumers along this journey, steering them towards trusted sources of influence and the appropriate platforms to meet their health needs.

## **4. Navigating the New Health Commerce Frontier**

The consumerisation of the health industry calls for brands to redefine where they need to be present. E-commerce has gone from 'nice-to-have' to an essential component in this equation. Ogilvy Health helps its clients envision the future of commerce models for healthcare brands.

**This isn't just about staying ahead - it's about leading the change.** These strategies form an integrated framework, a way to not only stay ahead but to be at the forefront of change that resonates with consumers and drives meaningful impact. Your Asian markets are looking for support to deliver that.



**DELIVERING**  
emotional  
**CONTENT** *with*  
*empathy* in the right  
**CONTEXT**



# Delivering **Emotional** Content with **Empathy** in the Right Context

The digital landscape is increasingly competitive, and sophisticated, making it even more vital for health brands to make their mark.

The sheer amount of information and disinformation, however, means there is a risk of consumers being overwhelmed. To cut through the digital clutter, and resonate with audience expectations, successful brands will need **to implement engagement strategies based on emotional content delivered in the correct context.**

## WHAT IS EMOTIONAL CONTENT?

Simply put it means messaging that resonates with consumers, evoking strong feelings, and acknowledging that this sector is very much about personal experiences as well as medical science. Emotional content will help build trust with consumers and drive increased engagements.

Our experience shows key benefits to messaging that makes a difference.

## KEY BENEFITS OF USING EMOTIONAL CONTENT

- **Empathy and Relatability**

When a message speaks directly to a consumer's feelings or experiences, it's more likely to resonate with them. Ogilvy Taiwan's recent "Re-entry" campaign illustrated that perfectly by putting the audience in the position of immunocompromised patients who continue to be isolated as a means to protect themselves against Covid-19, while the rest of the world goes back to normal. The point is not to shock, but instead to encourage the audience to empathise in such circumstances and understand how we can help support them.

> **See our "Re-Entry" case study on page 10**

- **Encourage Action**

Health-related decisions are often emotional ones. Creating content that taps into these feelings can motivate behaviour change. The Philips "HIM" campaign that helped Indian husbands see their importance in encouraging wives to have breast examinations was inclusive and empowering as the audience realise they too can achieve potentially life-saving results.

> **See our "HIM" case study on page 11**



# Delivering **Emotional** Content with **Empathy** in the Right Context

- **Memory Retention**

Emotional content tends to be more memorable. The Rememory campaign made for the Taiwan Alzheimer Disease Association, inspired by a dry cleaner making retro outfits for his grandparents from forgotten clothes in his shop, triggered such strong positive sentiment that it also resulted in earned media coverage and a spike in donations for TADA. The campaign continues to be recalled to date, proving more effective compared to a traditional health PR campaign about the same topic.

> See our “REmemory” case study on page 12

“

*Effective healthcare content goes beyond simply conveying information; it must inspire, educate, and empower individuals to take control of their wellbeing. Context is equally important, as it ensures that the content is relevant, relatable, and accessible across various channels and touchpoints.*

**Rana Bawa**

Chief Executive Officer, Ogilvy Health India

“

*Effective communication establishes the correlation between the target audience and the topic. Empathetic messaging that includes life experiences and emotions create that correlation, and doing that, in health education, is about skilled use of meaningful metaphors and shared experience to convey the many difficulties faced by patients.*

**Cindy Tien**

Group Account Director, Ogilvy Health Taiwan

# CASE STUDY:

## *The Loneliness of the Immunocompromised*

Whilst the pandemic is easing, 2-3% of patients globally remain immunocompromised, including 600,000 in Taiwan, left fighting not only Covid-19 but the incredible isolation involved. Ogilvy set out to raise public awareness of proactive prevention to help save the vulnerable.

### **Fighting for the fate of the immunocompromised in a pandemic.**

The ‘Re-entry Project’ depicts the loneliness and isolation experienced by immunocompromised individuals in their fight to stay protected against Covid-19, using the life of an astronaut stranded in space as a metaphor to resonate with the audience and inspire empathy. It educates about proactive prevention promoting increased care and concern from HCPs as well as the general public.

### **What did the campaign achieve?**

With over five million views to date, the campaign has raised awareness of proactive prevention measures and half of the people contacting the ‘Re-entry Project’ website are immunocompromised.

## Re-entry Project



# CASE STUDY:

## *Gender Stereotypes: an Opportunity to Initiate Change*

Every four minutes a woman in India is diagnosed with Breast Cancer (*Source: The Hindu*). Breast Cancer deaths can be avoided through early detection and treatment, however, getting women to take action in India's conservative culture remains challenging. To address this Ogilvy took a different tack by getting men involved in what has traditionally been seen as a purely woman's matter.

### **Getting men in on the act.**

Ogilvy Health India launched HIM (Husband Initiated Movement) where men were asked to take on a household chore that meant their wives had enough time to do a 10-minute breast self-examination. In the process they promoted empathy, family, and the fact that culturally Indian women frequently neglect their own needs while caring for the family.

### **What did the campaign achieve?**

Content showing HIM husbands as heroes was pushed out across social media with hugely positive feedback from HCPs and husbands alike. Showcased on ATL, TTL and BTL media, it reached over three million people in fewer than 30 days. It became the No 1 trending topic on Twitter in India on World Breast Cancer Day and was shortlisted for a coveted Cannes Lions award.

## HIM (Husband Initiated Movement)



# CASE STUDY:

## *Raising Alzheimer Awareness in Taiwan*

Taiwan's 18-39 year olds have the lowest awareness of Dementia because it feels like a distant concern. Yet that age group has to get involved to improve the lives of those affected.

### **How did we raise awareness of Dementia?**

A dry cleaner accidentally mixes and matches clothes left in the shop, creating fashionable retro outfits for his grandparents in the process. From this viral moment, Ogilvy together with the Taiwan Alzheimer Disease Association (TADA) created a powerful campaign highlighting stories of those living with Dementia. An online shop was launched to sell forgotten clothes, which are then delivered to customers packaged in REmemory boxes along with stories of people with Dementia, and access to an online course about the illness.

### **What did the campaign achieve?**

REmemory gained positive news pieces, TV reports, and digital coverage across Taiwan, while media coverage of TADA grew by 190%. The campaign received 93% positive comments on social media with 70,000 engagements, resulting in a 45% spike in donations year on year.

## REmemory



# Delivering Emotional **Content** with Empathy in the **Right Context**

In the 'infodemic' era, consumer health brands increasingly have to invest in credible, trustworthy content that stands out from disinformation and saves lives in the process. What must not be overlooked, however, is that even the most credible **CONTENT** will be lost in the torrent of messaging if they are not presented in a precisely selected context.

That means an in-depth understanding of different audiences whether consumers, caregivers, or health practitioners. It means tailored messaging to suit each stage of the health consumer journey and platform-specific strategies to deliver it where it matters most. Put all that together and you have what we call **Content in Context**. Combined, the trinity of Emotions, Content and Context make truly impactful health marketing in the digital age.

“

*Credible, reliable content about, say, a chocolate bar or an airline is already important. But when it comes to consumer health – i.e. life-changing, or even life-saving, healthcare solutions – the importance of content quality takes on a whole other level.*

*By bringing our premium and cost-effective content solutions together with context – the data and insights, as well as control of the distribution of that content – we're about to make it far more impactful and ensure it reaches a healthcare consumer at the right time and place.*

**Jeremy Webb**

Vice President & Head of Content, Ogilvy Asia

“

*Understanding audiences' mindsets, what they're not aware of, and what they're searching for lends a stronger foundation to content thinking. This makes content more compelling not only to encourage audience engagements but more importantly to move them to action.*

**Maan De Los Reyes**

Content Hub Director, Ogilvy Philippines

# CASE STUDY:

## *A New Content Marketing Engine Delivering Personalised Content at Scale*

HPV is the most common sexually transmitted infection affecting both men and women. A massive education drive was needed to drive positive impact and understanding on preventing HPV.

**But here's the challenge, different audiences in different markets consume content differently, and on different channels.**

Ogilvy Health Asia created an HPV Consumer Activation Hub out of Singapore leveraging our STUDIO HEALTH model. This new marketing hub gathered digital experts working hand-in-hand with the client to deliver a personalised HPV content experience, managing the production of content at scale, optimising the context of our campaigns across multiple digital platforms, managing influencers across multiple markets and supervising the end-to-end consumer journey through a strong analytics and data-driven process.

### Getting the right content to the right people:

- Designed multiple master content to address not only the different marketing funnel phases (awareness to conversion) but also the different audience segments: middle-aged women, young adults and moms with teens
- Trans-created content across 9 markets, and 8 different languages with specific market regulations
- Local market assets formatted for the right channel context across Meta and Google

### Online dashboard monitoring real-time performance from a regional to market context:

- 7 campaigns, 2,000 media assets, and markets going live an average of 48 hours from approval
- 283 million people reached
- 1.3 million clicked on ads leading to website visits
- More than 50 influencers activated across the region

## Consumer Activation Hub

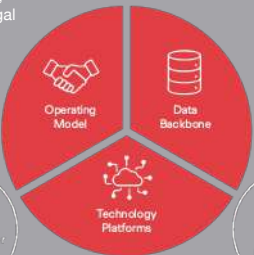
### INTERNAL STAKEHOLDERS:

Global, Regional, Local, Brand, IT, Digital & Data, Medical & Legal



### EXTERNAL STAKEHOLDERS:

Data & Tech Partners, Medical Associations, HCPs, HCCs



**2,000 assets** for 9 markets  
**283 million reached**



**LEVERAGING**  
*Influencer*  
*Marketing*  
**& SOCIAL**  
**MEDIA**



# Leveraging Influencer Marketing & Social Media

Online communities are crucial assets in the digital healthcare landscape, creating safe spaces and often the first resource consulted by their users. A 2023 Pew Research survey shows approximately 60% of Asian internet users have participated in online groups around health topics. Successful health marketing means understanding the role of different influencers and engaging appropriately with them all.

## 1. Wellness Influencers

Health and wellness influencers are shaping the conversations in online communities, swaying decision-making amongst patients and caregivers alike. By partnering with platforms like INCA, we identify the influencers that count when it comes to championing consumer health brands and sparking conversation about health products, services and wellness.

## 2. Healthcare Professional Influencers

HCPs remain the primary source of trust in healthcare. A 2023 study shows 80% of Asian patients place high value on the recommendations of their HCPs, which is why we support peer-to-peer programmes and find the opinion-leading physicians.

## 3. Virtual Influencers

AI influencers represent a new realm of marketing. Virtual influencers can play a significant role in raising disease awareness and supporting patients and caregivers on their health journey.





Understanding **influencer marketing** means more than a presence on Facebook, YouTube and TikTok. Kakao, Zalo, WeChat, Line and Zeina Weibo are all go-to resources for patients seeking advice. A Statista survey shows that 78% of Chinese consumers have sought health information on WeChat. The hashtag **#wellness** reached 12 billion views on TikTok in 2023.

The hashtag **#dentist** has over 35 billion views across Asia. **Ogilvy Health's** partnership programmes and TikTok labs ensure we can deliver the power of these platforms to our customers.

**“** *Intelligent and automated healthcare communication services are an inevitable trend since customer behaviour has drastically changed since the pandemic, and the limited access that meant to professional healthcare services. Virtual influencers come into their own in this environment, providing individual, customised experiences whilst conveying reliable information. It is a worthwhile investment that gives healthcare brands access to consumers, and connects with HCPs.*

**Linh Nguyen**

Managing Director, Ogilvy Health Vietnam

**“** *Influencer strategy and selection is critical to defining success of a campaign. What are the challenges and opportunities happening within each market? Do we need to focus on creating awareness, establishing credibility, building rapport, or changing behaviour? Do you allocate budget on a select few macro-influencers, a diverse group of micro-influencers, or a mix? It is seldom a “one-size-fits all” approach. Understanding the context, audience, and types of influencers is needed to deliver effectiveness.*

**Akashah Q**

Managing Director, Ogilvy PR Singapore and Malaysia

In our 2020 **Ogilvy Wellness Gap** study, we quantified the wellness gap in 7 sectors surveying 7,000 consumers across 14 countries. For our 2022 follow-up qualitative study, we conducted in-depth interviews with 9 influencers in Asia from diverse backgrounds to explore the changing nature of influence as it builds trust and authenticity in wellness, their experience with wellness brand partnerships, and what brands can learn from their approach.

**DR. GUANSHENG MA**

Professor, Researcher, Scientific Communication Expert

**On diversity and representation for health and wellness:**

*Health communication is only the first step. The key is to truly understand the topics discussed and then take actions to change unhealthy lifestyles and behaviours. This also means that people from different fields need to join in this effort, through different means.*



**IVY CHAO** [@weicutey](#)  
Lifestyle Influencer

**On how she defines her added value in driving wellness on her social platform:**

*Real, natural, open-minded life stories shared with positive attitude is the core value of my social media. To me, the brand purpose, value, social image and whether it has positive social impact are the most important aspects when I am considering collaborations. I hope to share the things that can truly inspire the public and bring the best version of themselves.*

**DR. BEENA MATHEW**

Naturopathy Physician

**On using her platform to improve patient dialogue:**

*I have learned the value of a healthcare provider in being approachable. I have found many patients open up to me in ways they say they have never done before. Over the long years of my practise, it has led me to being even more receptive and having patience. It has allowed me to form deeper connections with my patients and build trustworthy relationships with them. Which eventually helps them believe in their mental wellbeing journey.*



**LINN NGUYEN** [@linn.nguyen1611](#)  
Fitness Enthusiast, Trainer, and Influencer

**On what defines her wellness attitude and approach to her online community:**

*Only by presenting your authentic self will you be able to genuinely develop and build authentic connection with your audience in a sustainable manner. Everything that is fake will have its expiration date, some sooner and some later.*

**DR. NAVEEN KALKUNI VISWESWARAIAH**

Author, Researcher, Physician

**On handling sponsored post requests that may not be aligned with his health philosophy:**

*We simply cannot afford somebody who is approaching human wellness and health with any compromise in integrity. So, false promises, overclaiming, and overarching and experimental strategies... none of these are desirable. Anybody who is pursuing these for short-term gain is a strict no-no for us.*



**TSAMARA FAHRANA** [@tsamarafahrana](#)  
Certified Yoga and Meditation Teacher, and Human Design Coach

**On building long term influencer partnerships with brands:**

*Understand and align the vision and mission of the partnership to have clear expectations and deliverables. Emphasise and highlight the shared values and have a great discussion for a better outcome.*

# CASE STUDY:

## *Generating Attention with Macro and Micro Influencers*

Public campaigns for pharmaceutical products in Indonesia are highly regulated. This left Ogilvy's client, **Combiphar**, looking around for ways to build awareness for their new eye drop formula, Insto Cool.

### How did we build awareness?

Ogilvy Health Indonesia held a creative event inviting 22 micro and macro influencers, who posted updates about the event and the product, sharing their own experiences of the Ice Challenge - an interactive experience showcasing the product's cooling sensation.

### What did the campaign achieve?

The engagement of those influencers reached over 550,000 followers. IG Reels posted by the influencers resulted in more than 18,000. The overall campaign obtained over 400 sticker taps, while staying firmly within the pharma promotion regulations.

## Ice Challenge



# CASE STUDY:

## *Influencing Key Decision Makers*

In 2020 there were nearly 7 million Schizophrenia patients in China. Attempts to address this vast problem, including the implementation of the 'long-acting injection community management model' have always come up against public misconceptions and a lack of understanding. Over to Ogilvy Health China to raise awareness to help those living with this condition.

### **How to address this?**

Ogilvy launched the "Together to Guard a Healthy Mind" campaign, integrating online and offline methods targeting both the public and decision-makers in government.

### **What did the campaign achieve?**

We built the world's first Schizophrenia Escape Room, showcasing challenges and benefits of the Community Management Model. In collaboration with MS Weekly, we created in-depth reports distributed to local government bodies, while a roundtable discussion and media involvement helped us communicate the message.

On World Mental Health Day, the online version of the Escape Room launched with over 3,500 players and generated 12 million impressions. Weibo posts and hashtags reaped over 620 million impressions and an astonishing 260,000 discussions. This high-profile media coverage, integrating online and offline, made significant progress in integrating Schizophrenia patients into society and raising public awareness of the condition

## How to Guard a Healthy Mind





Driving  
**HIGHER  
IMPACT**  
*through a  
personalised*  
**& CONNECTED  
JOURNEY**



# Driving Higher Impact Through a Personalised & Connected Journey

Asia Pacific is home to more than half of the world’s population characterised by differences in socio-economic levels, health systems, cultural make-up, geographies and importantly different disease burdens and unmet needs. This means that a one-size-fits-all model will not be effective in a region marked by diversity; rather, brands that understand consumers intimately and deliver personalised experiences that meet their unique needs stand to drive higher impact and build better engagement.

Consumer understanding stems from mapping key moments of truth in their healthcare journeys and transforming them into data signals for future engagement. Broadly, there are important stages that matter to consumer’s health needs: preventative health, acute care, chronic support and overall wellbeing.

By understanding the key needs, moments that matter and the data points that brands can leverage upon, it becomes easier to create personalised and integrated approaches that foster meaningful and timely engagements. This leads to a more satisfying consumer-patient experience, but also enables brands to optimise their outreach efforts to create better engagement approaches across the healthcare journeys.

	Prevention Health	Acute Care	Chronic Support	Overall Wellbeing
Consumer Needs & Actions	Consumers take charge of their health by accessing educational materials and routine care to optimise wellness and decrease risk of chronic disease.	During an illness or urgent medical condition such as a surgical procedure, patients often seek advice from those who have had similar experiences.	After post-surgery discharge, patients require long-term care including rehabilitation to manage their condition. Long term disease management is also needed for patients with chronic diseases.	Consumers are prioritising health and spend the most on products and services that promote better health. The biggest spenders tend to be socially responsible and will pay more for brands using clean and natural ingredients.
Key Moments	As consumers aspire to keep track of their nutritional intake and exercise habits, they often research top-rated health and wellness apps and share their experiences through reviews.	Patient groups on social media platforms are a great source of reviews that can help reassure and guide decision-making, while providing a platform for experience sharing.	Patients and caregivers research home-care and rehabilitative services that help them manage their conditions optimally and regain their quality of life.	Consumers are increasingly purchasing health and wellness products on e-commerce platforms and via recommendations from key influencers they follow.
What Brands Should Consider	Through social listening, brands can capture valuable data points to reach health-conscious consumers more effectively.	Brands can gain insights into the patient decision-making process and identify drivers that can nudge them into action.	By understanding the consumer needs along the healthcare journey, brands can ensure their services reach the right audiences for timely and effective solutions.	Marketplace platforms can help brands access 2nd-party data for deeper insights into purchasing behaviours to refine audience segmentation and improve targeting accuracy.

Application of integrated consumer health journeys for brands

There are three data-driven pillars to our **Health Experience** approach:

- **Content Mapping:** Identifying and outlining the content and experiences that serve the consumer/patient on their journey, with all the touchpoints and platforms that entails.
- **Physician Connection:** With the proliferation of online, consumers are becoming more proactive and independent in making their health choices. Physicians and HCPs generally remain key sources of influence. Which means it remains crucial to integrate the consumer's experience and contact with the appropriate HCPs across the journey. Tools such as clinic locators, sponsored consultations with HCPs, and financial-solution apps, can be invaluable in driving positive brand experiences.
- **First-Party Data Capture:** Data is the fuel for every marketing activity - from prospecting, to nurturing conversions, and customer retention. First-party data capture is most valuable due to its accuracy and relevancy, but must be used in a secure and compliant manner. Which means thoughtful implementation of stricter privacy policies, opt-in consent, and increased transparency into how personally identifiable information (PII) is used and how data is captured reflecting regulation compliance, but also sensitivity to individuals. Last but not least, no collection of consumer data for specific over-the-counter (OTC) brands and disease education campaigns remain essential in many situations to stay compliant, but this should not restrain segmentation strategies.



Our unique **HEALTH EXPERIENCE** offering enables us to deliver connected experiences resulting in a tangible, meaningful relationship with consumers, patients, caregivers and practitioners. We create impact, build brands, and grow your business. Our comprehensive understanding of the healthcare journey, a data-driven approach, and an innovative mindset, sees us perfectly equipped to guide healthcare brands through this rapidly evolving landscape.

# CASE STUDY:

## Designing Data Driven, Omnichannel Experiences

As patient-centricity matters, succeeding in increasing paediatric immunisation rates requires more medical education towards moms with kids. Ogilvy Health helped design a data-driven engagement strategy towards moms, taking into consideration their various behaviours to propose a personalised experience. Ogilvy Health also designed an experience targeted towards HCPs in parallel to the experience for moms, enabling a more inter-connected HCC-HCP experience to help achieve the ultimate goal of increasing paediatric immunisation rates.

The entire end-to-end journey on digital channels leveraged data signals across demographics, social habits and behaviours to offer a personalised journey. A continuous analytics model that was put in place helped to capture the data and continuously refine the precision targeting and the way audiences are built.



HCC



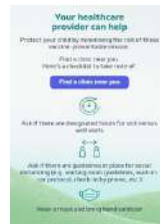
Mom is targeted on social and digital based on her behaviours, informed by data signals



Mom gets more details from the different content developed while browsing on various platforms



Mom accesses microsite to get more details such as disease information



Mom uses clinic locator to get access to a doctor

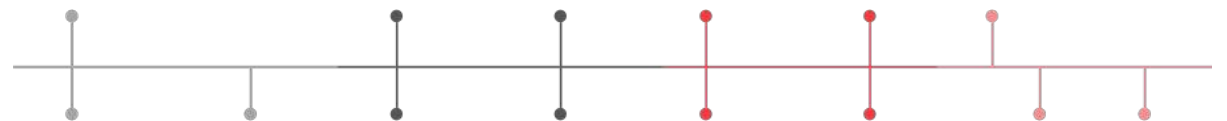
Mom talks to HCP to learn more



Mom shares her positive experience with her social circle



HCP



Doctors are targeted based on different profiles for a more personalised interaction

Doctor receives optimised emails about the consumer campaign and medical education for moms

Doctor receives patient information support materials to provide to moms

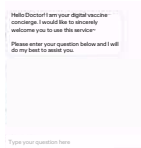
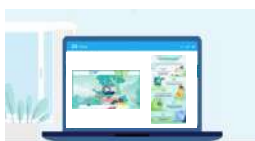
Doctor receives an email invitation to try out newly launched chatbot

Doctor interacts with chatbot to increase medical knowledge and tackle specific questions from moms

Doctor gives patient information support materials such as disease infographics to moms

Doctor contacts sales rep to order more products due to positive experience

Doctor shares patient feedback with sales rep





# CASE STUDY:

## *Always On Biohacking*

We know it is essential to address a consumer's wellbeing expectation, and daily help through a web and mobile application can assist consumers improve their health.

Conscious of this need for our own employees, Ogilvy recently partnered with Human Edge, a company founded by Dr. Marcus Ranney during the pandemic, dedicated to raising the collective health of the workforce by simplifying (“start small, start today and celebrate small wins”) and personalising health for all, with wellbeing solutions rooted in data, biology and technology.

The programme we developed was anchored in five health pillars: emotions, sleep, fuel, environment, and movement. It furthered the concept of a biohack, which incorporates valid, small incremental changes into one's lifestyle in order to enhance wellbeing and healthspan. This creates more impact with less time commitment.

All participants had an individual assessment with personal prescriptions for each health pillar. The individualised biohacks are monitored by Human Edge's 'Edge Experts'. This year we added an Ogilvy-wide community channel to encourage health and wellbeing through biohack community engagements.

We saw significant impact created by these Digital Interventions\*:

- +10% - Average positive impact on sleep quality and quantity
- +7% - Average positive impact on conscious fuel intake choices
- +8% - Average positive impact on movement regime
- +6% - Average positive impact on optimising environment
- +4% - Average positive impact on managing emotions

*\*Based on a cohort size of 293 who completed the same Health Assessment before and after intervention*



**HUMAN EDGE**  
<https://humanedge.co/>

### Ogilvy Health and Human Edge



**54,000+**

Lives Impacted



**61%**

Average Engagement Rate



**50+**

Reputable Companies



# Embracing a **New Commerce** Chapter

Today's consumer-centric landscape means convenience and accessibility are paramount, and never more so than when it comes to care access.

## **From Service-Focused to Product-Oriented Healthcare**

Companies like **Halodoc** in Indonesia and **Ping An Good Doctor** in China are paving the way with healthcare that goes from online consultations to home medication delivery and vaccinations. Every transaction is also an interaction between brand and customer and that builds meaningful bonds with the brand.

## **Continuous Commerce as part of the Healthcare Journey**

Brands need a full-spectrum ecosystem encompassing in-store, social platforms, service agents, or AI chat throughout the day to ensure seamlessness from inspiration/information, to purchase, and then to outcome.

## **Marketplace Commerce**

Online marketplaces such as **Shopee, Lazada and JD.com** might not leap to mind as healthcare marketplaces, but they are pivotal. A carefully thought-through operating model is essential to leveraging those platforms and the blend of data, marketing and engagement they offer when it comes to building customer relations.

## **Direct-to-Consumer Models**

Thinking beyond the transaction is the key to direct-to-consumer for health and wellbeing brands as there is a shift towards re-orienting the experience to add value to the touchpoint. Data-driven learning is the key to tailoring that transition-to-touchpoint transition. An example is **Optifast's** new direct-to-consumer commerce site in Australia, which offers easy access to its range of weight management products.

## **Influencer Commerce**

Influencers drive sales in healthcare just as they do in other consumer areas. Shoppable social media posts on **TikTok** and **Shopping in Reels** on **IG**, turn influencers into virtual storefronts for brands, combining education, information, entertainment and engagement. E-commerce has gone beyond being part of the funnel to being a funnel in its own right. Ogilvy Health has the expertise to help your brand navigate its way to where it wants to be.



# 8 Steps to Drive **Long Lasting Impact** in your E-commerce Experience:



Create a **unique online shopping experience** for brand differentiation



**Personalise customer experiences** that help brands stand out



**Customise your shopping experiences** to your brand and category



**Integrate e-commerce with social media** for effective influencer and brand advocate campaigns



Make **any touchpoint** where your customers are **connecting shoppable**



**Empower ownership** of your customer **data and stay compliant**



**Gain intimate knowledge of your customers** and invaluable insights to drive your innovation and customer-relationship strategies



**Make good use of data** which is essential to creating transformational customer experiences effectively. **Customers are more likely to willingly share data that help form lasting relationships when they get a better shopping experience in return**





# Embracing a New Marketing Chapter to Address New Health and Wellness Consumer Needs

**1 Design your HEALTH content marketing engine:**  
Set up a bespoke Content Operating model tailored to your needs to manage your brand and marketing across all digital channels

**2 Boost your influence:**  
Design and operate your Influencer strategy, and boost your brand and product recommendation

**4 WINNING STRATEGIES**  
to generate impact on consumer health

**3 Rethink your channel strategy:**  
Enhance your consumer and HCP omni-channel experience while connecting both marketing journeys to maximise impact

**4 Grow your business through commerce:**  
Design your Asia commerce strategy and ease access to your product and services through our continuous commerce approach

# Work **With Us**

At Ogilvy Health we inspire brands and people to impact the world, creating iconic, behaviour-changing, value-driving ideas for clients. In Asia Pacific, in light of the diversity of healthcare systems and varying population needs, our mission is to **improve** the **lives** of people and increase their **access** to healthcare through **human-centred insights, creativity and innovation**.

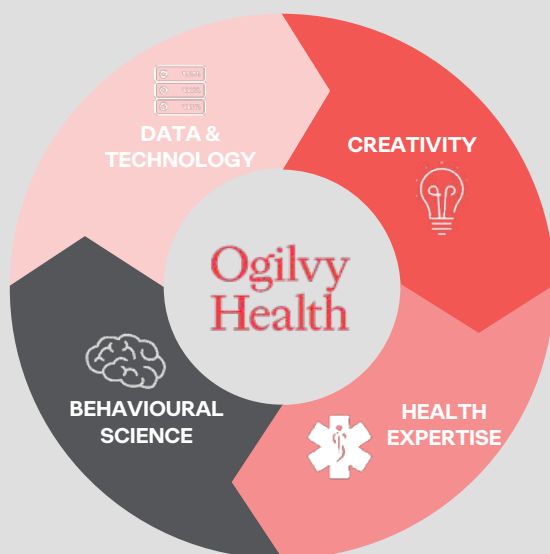
***Our obsession is to help guide health brands to achieve maximum impact in the most meaningful way, through:***

**Health Expertise:** We have deep understanding and experience across health systems and environments across markets and deliver **SCIENTIFICALLY APPROVED** strategies and programmes.

**Behavioural Science:** This comes straight from Ogilvy's DNA where we combine our understanding of how audiences behave through a rigorous insights collection process and create effective content to nudge people into taking healthier **ACTIONS**.

**Data & Technology:** We respond to data signals that help us identify and act on opportunities to deliver **RELEVANT** and effective content in key moments using the latest technology platforms.

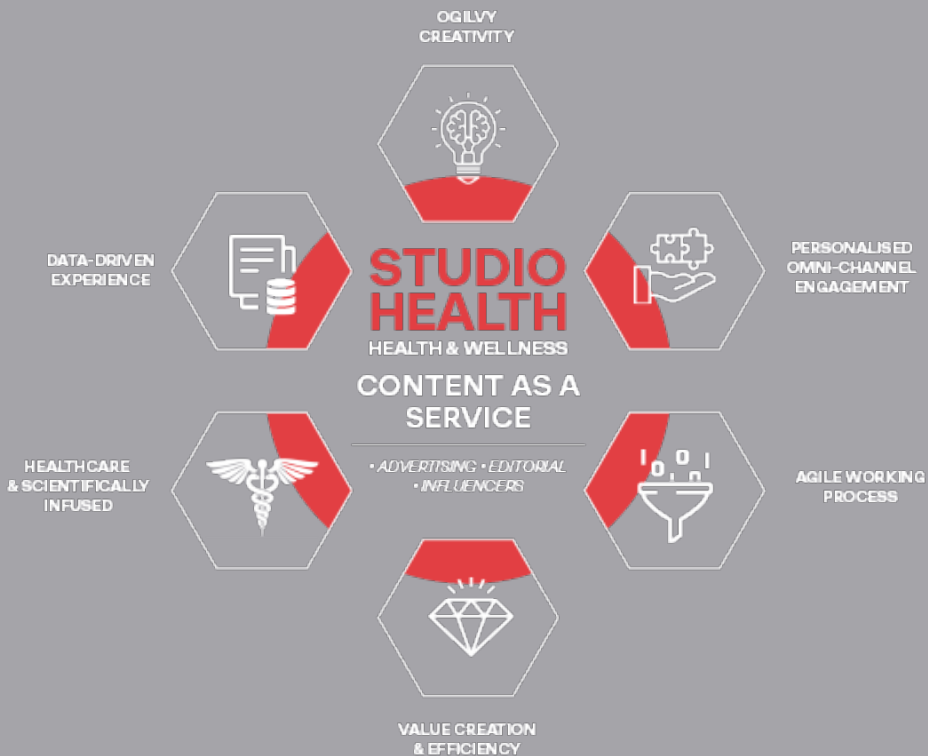
**Creativity:** With our **BORDERLESS CREATIVITY** approach, we drive adoption, enhance consumer and customer engagement and build trust with unbounded empathy to address health moments that matter.



At **OGILVY HEALTH** we've operationalised this formula through our **STUDIO HEALTH** model, which delivers health and wellness content as a service, focusing on empathetic, high-quality content placed in the correct context. We engage with consumers through health and wellness content across platforms, ensuring our message is relevant to each individual.

Our unique approach to **Content in Context** allows us to optimise our consumer engagement in real-time through continuous performance analysis, measurement, and an adaptable approach to meeting our audience's evolving needs. With the aid of technology, we deliver personalisation at scale. Our model of 'Content meeting Context' signifies health content assets with a branded point of view, fluid in form, and creative in nature. These assets are distributed across paid, owned, and earned media, delivered within the context of our target audiences' lives.

Fueling **STUDIO HEALTH** is the power of artificial intelligence (AI). By leveraging AI, we bring our borderless creativity to the individual level. And this use of AI not only fosters production efficiency, but also enhances marketing outcomes, ensuring we deliver highly engaging and effective health and wellness content.





# What's Next?



We stand at an exciting crossroads in the area of consumer health. A host of factors - burgeoning wellness needs, tech-driven revolutions, and transformative healthcare delivery models - have ushered in an era of unrivalled potential. However, seizing these opportunities demands a complete overhaul of our traditional marketing and commercial structures.

Delivering credible health content with genuine empathy, harnessing the power of influencers and social media, and curating the consumer journey are not nice-to-haves in this new era. They are necessities. Necessities that demand deep understanding of local cultural context, new marketing models, and technological acumen.

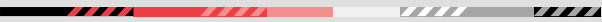
Few companies can hope to have all that in-house. Smart partnerships are the way forward in this brave new world of consumer healthcare.

We hope our paper has provided inspiration and sparked your interest in the potential offered by the evolution of the consumer health sector, and our proven ability to help you achieve it.

Consumer health in Asia is transforming in real-time. Which means it is time to get in touch with us now to discuss how our expertise can get your messaging to those who need it most and wherever in Asia that may be.

We look forward to working with you.

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