

GSK boosts its brand vitals and innovation credentials on LinkedIn

For a global biopharma business, staying ahead of disease requires a reputation for innovation. It's this that engages the ecosystem of scientists, investors, academics and partner biotech firms that come together to develop breakthrough treatments. A multi-year course of marketing on LinkedIn has supported GSK's campaign to target this informed audience at scale, and build a reputation for innovation to match its track record. In the first year of the campaign, sharing video stories and features grew awareness by 8 percentage points, perceptions of GSK's innovation credentials by 17 points and brand favorability by 22 points.



ABOUT GSK

GSK is a global biopharma company operating in more than 75 countries with 37 manufacturing sites, 70,000 employees, and a purpose to unite science, technology and talent to get ahead of disease together. In 2023, it invested £6.2 billion in innovation through R&D and delivered 2.3 billion packs of medicines and vaccine doses.



“A GSK that’s known for innovation is a GSK that has better access to investment, better access to talent, and is better able to build the partnerships to advance medicines, vaccines and other treatments. The awareness this campaign is generating will give LinkedIn a growing role in our marketing mix.”

Danny Choo

Strategy Planning & Paid Campaigns, GSK

Challenge

- Raise awareness of GSK as an innovator in the US market
- Engage an informed public of scientists, academics, investors and biotech firms
- Grow the perception of GSK as a leading innovator in the biotech and pharmaceuticals space

Solution

- Multi-year brand campaign with LinkedIn Marketing Solutions
- Video Ads and Sponsored Content sharing features and interviews
- Content partnerships with the *New York Times*, *Financial Times* and *Time* magazine, among others
- Nielsen brand tracking to monitor impact on awareness and perceptions, and optimize the campaign strategy



Why LinkedIn?

- Unique ability to target GSK's informed public in fields like Tech, Health, Biotech and Higher Education
- Wealth of targeting options such as custom segments, skills, job titles, company and industry
- Social platform of choice for biotech and pharmaceuticals influencers
- Positive, safe space with a clean environment and high-quality comments and engagement

Results

- In its first year, GSK's LinkedIn campaign delivered over 18 million impressions across the target audience
- The Engagement Rate of 1.34% almost doubled the benchmark for the healthcare sector
- Nielsen Brand Tracking studies showed a rise of eight percentage points in aided awareness for GSK, which rose to 14 points with seven exposures or more
- Perceptions of GSK as innovative increased 17 points, and 26 points for those with six exposures or more
- Favorability for GSK increased 22 points, and 30 points for those with six exposures or more
- GSK's internal tracking showed the brand gaining two places in the rankings of innovative pharmaceutical and biotech companies in the US

Targeting and transparency in influencers' preferred social space

Success for GSK starts with engaging innovation influencers on their social platform of choice. "It all comes down to our understanding of our audience," explains Danny Choo, who leads on strategy and paid campaigns for GSK. "We know that they influence others and embrace being influenced themselves when they're on LinkedIn. We also know that it's a clean environment. The comments are more insightful, more helpful and more valued than on other social platforms."

That safe, positive, brand environment provided the ideal canvas for GSK and

its agency Publicis to set out the brand's innovation credentials. Just as importantly, it provided a wealth of tracking options for monitoring impact – and confirming that the treatment was working.

"We're investing a lot in this campaign and we needed to make sure it was delivering on our goals," says Danny. "The fact that LinkedIn offers tracking through Nielsen means we can have some real confidence in the numbers we see. We've seen the consistent performance that we want, and we'll be able to use the tracking to inform tactical shifts and strategy as well."

Sector-leading engagement through human stories

Despite GSK's pioneering work on vaccines, its awareness levels in the United States have lagged behind those in the UK and Europe. To change this, GSK formed content collaborations with the likes of the *New York Times*, *Financial Times* and *Time* magazine, exploring its innovative treatments and prevention services. GSK and Publicis brought these to life on LinkedIn through video stories of scientists, GSK employees and high-profile spokespeople such as Magic Johnson, all connected by distinctive brand assets such as the GSK orange and the message of, "getting ahead of disease together".

Such consistency and high-quality storytelling delivers. In the first year of the campaign, the engagement rate of 1.34% for GSK ads almost doubled the benchmark for the healthcare sector, while delivering big shifts in brand perceptions. "We're seeing the jumps in the



Nielsen figures, and then seeing this reflected in our internal brand tracking as well," says Danny. "Before we launched this campaign, we were ranked ninth in the US for innovation. In just one year, we've jumped up two places and we're ready to keep that momentum going."