

GumGum drives brand awareness for Healthcare

Objective

A leading **healthcare provider** tasked GumGum with improving perception of their brand & increasing engagement among healthcare professionals

Tactics

GumGum leveraged it's proprietary image recognition technology, **Verity™** to **contextually align** brand messaging within content health system buyers were consuming (telemedicine, healthcare technology, opioid epidemic, etc. Put forth a comprehensive high impact display & video plan using interactive features and :6 video assets that garnered above industry-average engagement results. Implemented **content exclusive sponsorships**: we made brand the exclusive sponsor of key tentpole events allowing GumGum to further close

Results



Increase in **brand favorability**

26%



Increase in **brand lift** among users who work across multiple areas of health care

25%



Increase in **aided brand awareness**

23%



Increase in **brand lift** among leaders in health care

22%