

Case Study | Healthcare Professionals

Merck needed an innovative disease awareness campaign that would engage physicians and educate them on the seriousness of herpes zoster, commonly known as shingles.

The Challenge

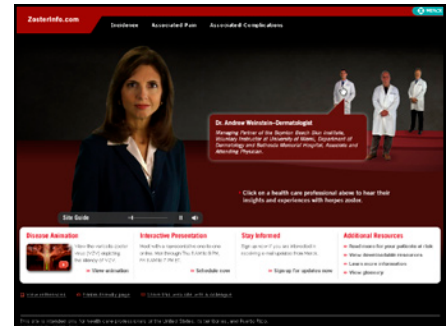
Zosterinfo.com, a disease awareness Web site, was created in 2006. One of the site's main objectives was to establish herpes zoster as a serious disease worthy of prevention.

The client needed a plan to help leverage existing online properties and create a successful interactive disease awareness marketing campaign.

The Solution

Blue Diesel worked in tandem with the client and several agency/media partners to craft an interactive strategy that reinvigorated the disease awareness message. Once the strategy was in place, Blue Diesel delivered a short-term site refresh of Zosterinfo.com. Next, the team conceptualized and developed a rich, interactive experience that utilized video-based testimonials of healthcare professionals and their perspectives on the seriousness of herpes zoster. A site host was used to guide visitors in their search for useful information.

Blue Diesel designed and deployed banner advertisements to drive targeted traffic to Zosterinfo.com. The unbranded eDetail experience was also refreshed and made more robust. And while the redesigned Zosterinfo.com Web site was the cornerstone of the brand's online campaign, Blue Diesel introduced newly crafted visuals and messaging on MerckVaccines.com, creating a comprehensive set of digital assets to support disease awareness.



The Impact

Zosterinfo.com banners began running in October. In two weeks the banners were averaging a click-through rate (CTR) well above the industry average. By November, banners were driving a large percentage of traffic to the Zosterinfo.com Web site.

The exceptional results don't stop there. From September 2007 to October 2007, Zosterinfo.com site traffic increased at an astounding rate. From October 2007 to November 2007 site traffic continued to exceed expectations. Once video elements were added to the site, users were compelled to interact with them and the average time spent on the site increased significantly. With metrics like these, it's easy to see why this thoughtful and innovative campaign from Blue Diesel led to mind-blowing results for Merck.