

... a little bit of  
... shine where ever you go  
... Caltrate Vitamin D.

... out more



## Exposure to the Caltrate Vitamin D campaign on Fairfax Media's Women's Network showed significant increases in all key brand metrics particularly amongst the female audience

Caltrate partnered with Fairfax Media and the Women's Network to increase awareness and drive consideration of Caltrate for Vitamin D purchases. Research showed that contextually targeted placements within *Daily Life* and *Essential Baby* shifted Caltrate to first place in the competitive set for Vitamin D brands.

### Campaign Objectives

- » Drive awareness of Caltrate Vitamin D
- » Drive consideration of the Caltrate brand for Vitamin D product purchases
- » Increase the likelihood to purchase Caltrate Vitamin D

### Campaign period

February 13 - July 13, 2012.

### Target Audience

Females 35-54 years.

### Research Methodology

A simultaneous capture of control/exposed sample was employed with invitation to complete an online survey launched via site intercept methodology. (n=2,320)

### Creative Execution

The campaign was executed across a number of female targeted Fairfax Metro digital properties including *Daily Life*, *Essential Baby* and *Weather* along with a general run of network execution to reach a broader audience.

Take a little bit of  
sunshine wherever you go  
with Caltrate Vitamin D.

Find out more 



Always read the label. Use only as directed.

Spending too much time in the office,  
with nothing but the glow from your screen?



Always read the label. Use only as directed.

**After exposure to the online campaign, awareness levels of Caltrate Vitamin D shifted the brand to first place in the competitive set for Vitamin D brands.**



### The Results

- » Overall the campaign drove significant lifts in all brand metrics for Caltrate Vitamin D, with brand favourability, brand recommendation and purchase intention showing the strongest lifts.
- » The campaign was most successful in shifting brand awareness, recommendation and consideration metrics amongst the female and 35-44 year old audience.
- » Female's likelihood to recommend Caltrate Vitamin D shifted significantly and was more than double that of the total exposed sample (+16% pts).
- » The campaign performed above average in driving creative messages that were believable, had useful information and were of relevance to the target audience.



### Campaign impact

Brand Metrics	After exposure to advertising
Top-of-mind awareness	<b>+4% pts</b>
Aided Awareness	<b>+6% pts</b>
Brand Favourability	<b>+9% pts</b>
Brand Recommendation	<b>+7% pts</b>
Brand Consideration	<b>+6% pts</b>
Purchase Intention	<b>+9% pts</b>

**For more information please contact your Fairfax Media representative**