

INMA GLOBAL AWARDS

Category: Best Use of Native Advertising

Campaign:  

Agency: BrandStudio.24



PERFORMANCE

Pageviews	2,1 m
Unique pageviews	1,9 m
Average time on page	4:07
Nominations	4,279
Votes	27,879
Outstream impressions	6,8 m
In-view time	193 sec. (Benchmark: 12 sec.)
Viewability	83.6% (Benchmark: 71%)



OBJECTIVE

This video series showcased unsung healthcare heroes and gave viewers a reason to feel truly, proudly South African. We asked the public to share their stories and nominate their medical and healthcare heroes. Season 1, launched in February-July 2020, featured 12 videos focussed on practising professionals, the doctor that went above and beyond, the pharmacist who is always there to listen and advise. Season 2, which launched in September-December 2020, moved to focus on the aspiring medical students and offer them a much needed mentorship and featured 10 videos of this experience. The public was then encouraged to vote on these feature videos and the campaign wrapped with 2 winners per season being announced, one a judges choice selected by the panel of judges and one decided by the readers votes.

The video campaign rolled out across web, mobile, app and social media and TV, with TVC, promo/teaser videos and full features, CTA videos and online awards ceremony videos (highlights and full), 57 videos in total were produced for this campaign. Additionally the videos reached across online and TV, through SABC's afternoon express show, which would feature the video launched on News24 the following week, extending the projects videos reach even further. The campaign was further supported by outstream videos across the 24.com network.