

How Philips Sonicare boosted purchase intent through a TV streaming campaign with Roku

Philips Sonicare designs state-of-the-art oral hygiene products inspired by dentists and backed by science. Their goal is to reimagine the world of dental health. To help realize that goal, the brand teamed up with Roku to increase brand sentiment and purchase intent for their products.

The challenge

Use TV streaming to communicate the value and the science behind Philips Sonicare electric toothbrushes and boost both awareness and sales.

The campaign

Vertical: CPG

Objective: Lift brand measures and sales

Audience: Adults 25-54, Fitness Enthusiasts, and viewers of Lifestyle Content

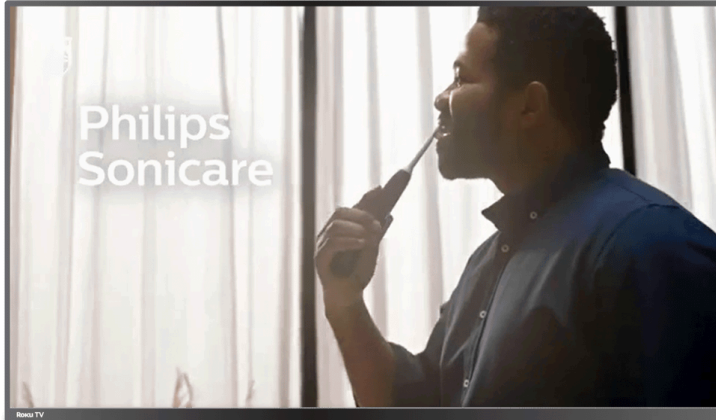
Format: :15 and :30 videos

The approach

Philips Sonicare partnered with Roku to reach adults aged 25-54, fitness enthusiasts, and viewers of lifestyle content. They used non-skippable video impressions in 15 and 30-second ads to reach their desired audience on the largest screen in the home. Roku implemented a Kantar Millward Brown study to measure brand metrics.

Philips Sonicare's video ad creative:





“We chose to partner with Roku to reach targeted audiences on the largest screen in the home. We are excited to see the brand lift results driven by advertising on Roku for our Q2’ 22 Philips Sonicare campaign”- **Devon Driscoll, Senior Campaign Performance Manager, Oral Health Care, Philips Sonicare**

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The results

The brand saw a boost in the key audiences, increasing perception of the brand as “superior technology” by nearly 8%. Furthermore, purchase intent increased by over 17% in the 25-34 age range, and just shy of 15% overall. The campaign exceeded Roku norms by nearly 5x on the strength of its reach and creative message.

+7.7%

In agreement
that Sonicare “has
superior technology”

+14.5%

Purchase Intent Lift
4.8x the norm

+17.1%

Purchase Intent Lift
adults 25-34

Source: Kantar Millward Brown Brand Lift Insights, 2022;
Campaign flight: May, 2022 – June 2022

The campaign was also highly efficient, needing only 1-3 exposures to drive optimal gains. This was a win for the brand and a testament to the efficiency of Roku’s platform.

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Written by:

Roku Advertising

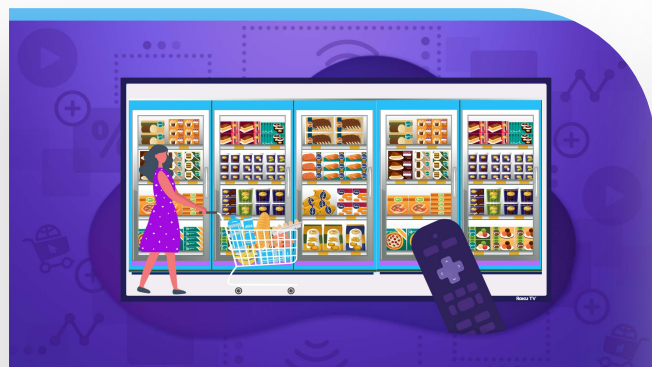
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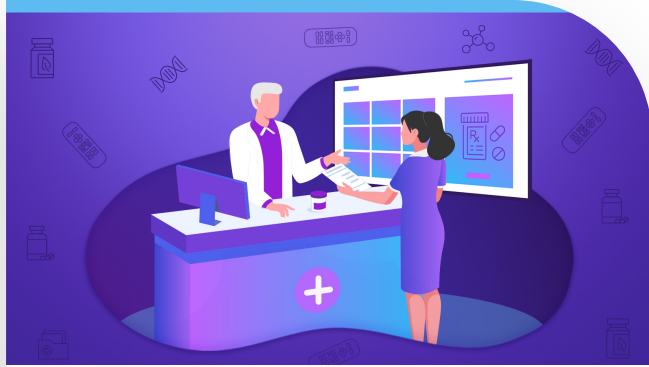
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