

Walgreens Gets Serious Results for Red Nose Day with Facebook Video Ads



Get seriously silly.

Presented By

Walgreens



BACKGROUND

Walgreens, one of the largest drugstore chains in the United States, is a key partner of Red Nose Day, a national charity event that raises funds and awareness for children living in poverty. Walgreens is the exclusive retailer of the annual campaign's iconic Red Noses. In 2016, Walgreens set an aggressive goal to surpass last year's sell-out success with a new \$20 million donation target for Red Nose Day, delivering a large amount of funds to help kids who need it most.

CHALLENGE

Walgreens decided to increase their appeal with a mobile-friendly personalized approach to their creative, using distinct Red Nose Day themed video content from each of the fifty states. In light of recent studies showing video increasing ad recall, Walgreens sought to use video ads for 70% of their campaign.

SOLUTION

Facebook and Instagram formed the foundation of a social media strategy that delivered targeted and scalable video campaigns to drive maximum reach over the campaign's lifetime.

Aside from campaign execution, the team leveraged Kenshoo for a unique performance strategy that began by testing a broad audience geo-targeted by state with subsets of 15, 30, and 60 second video ads. Walgreens then leveraged Kenshoo's Analysis Grid to gain insight on video performance by audience and quickly a/b test more hyper-targeted groups.

These custom audience groups consisted of a) engagement-retargeting audiences, b) lookalike audiences, and c) highly-loyal audiences from their Balance Rewards members — connected through Kenshoo's CRM integration.



Facebook had the levers to pull while Kenshoo offered the tool to create efficiency and performance.

— Molly Singraber, Senior Paid Social Media Analyst

RESULTS

With the help of a winning advertising strategy, the Red Nose Day content gained virality and Walgreens surpassed all their fundraising goals. The team achieved **244% over their target goal for Facebook video views** and **384% over target for Instagram video views**. In addition, by utilizing Kenshoo's visual insight-to-action capabilities to manage and refresh creative in bulk - up to 60 ads at a time, and update bids in real-time, the team **saved hours in manual optimization efforts**.

To coincide with the campaign, the team also conducted a Nielsen brand lift study with Facebook, finding that using Facebook for the campaign generated **16% lift in brand recall**, outperforming all other brands in the retail vertical.

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