

Competition reverse engineered

HALEON

How Haleon reverse engineered marketing activations to grow multibrand market share

Challenge

Haleon's mission is to improve the quality of human life and holds a well-balanced portfolio of products aiming to achieve that.

Heading into 2021, Haleon set some ambitious goals to define marketing activation best practices and grow the eCommerce market share of multiple brands in its arsenal.

With a diverse product list across categories such as Multivitamins, Non-Medical Nasal, Toothpaste and Dentures, they needed a way to study the competition in order to create and promote more competitive campaigns.

Solution

Using Convert Group's eRetail Content and Brand Share of Voice, Haleon was able to monitor the type of graphics and messaging used by competitors across digital channels and eretailer websites, gaining a holistic overview of the various elements each competitor used for their marketing activations.

Holding that information helped Haleon to reverse engineer the core components of winning marketing activations and successfully execute a multibrand campaign for Self Care as well as define best practices for marketing activations.

Results

With the help of eRetail Content and Brand Share of Voice, Haleon was able to achieve their target, growing market share and sales value across all brands within the campaign.

The campaign was active during the period **11 - 24 of October 2021** and included brands such as **Sensodyne, Parodontax, Otrisalín, Otrimer, Corega and Centrum.**

Haleon is now using Brand Share of Voice to study the competition, improve collaboration with eretailers and strategically plan winning campaigns.

+10,7%
Sales Value Growth 

+2,8pp
Sales Value MS 

+100%
Sell-out performance

+2,8pp
Sales Value MS

“ For us eRetail Content is an extremely important asset throughout all our Digital Activation efforts and a reference point to extract valuable insights that help us reach to conclusions post campaign end ”

Spyros Xylouris
eCommerce KA Manager, Haleon GR

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See why some of the world's leading brands and retailers use Convert Group to grow their digital market share

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