



**Case Study:**

HALEON "Monster-Free Living"

Year: 2023



This case study was prepared for the client Haleon Flonase for the "Monster-Free Living" campaign to sustain brand awareness in bilingual Hispanic adults. It was developed and designed by NGLmitú. In the Media Connections & Content Strategy Impact, it won Bronze.

## Executive Summary

**Challenge:** Flonase asked NGLmitú to be inspired by their general market “allergy monster” creative and helped them create custom digital content to help sustain national brand awareness to bilingual Hispanic Adults aged 25-54 during the critical 2022 allergy season.

**Insight:** NGLmitú leaned into Flonase’s “allergy monster” theme with cultural folklore that provided a Latino spin and identified creatures aligned with seasonal allergy traits. By making the content “comedic” in nature, it also let the audience know that Flonase was in on the joke.

**Execution:** NGLmitú produced two mockumentary short with a cultural spin on the “allergy monsters” theme by creating comedic custom content around two iconic and scary Latino entities – *La Llorona* (The Weeping Woman) and *El Sereno* (The Cold Wind). A Latino influencer overlay also created a short-form spot that positioned Flonase as the brand of choice during allergy season. NGLmitú guaranteed and surpassed the media schedule. The mock shorts resonated with Latinos with solid VCR increases. An independent study indicated how *La Llorona* had an excellent emotional impact on the audience. The content collectively garnered over 10M Impressions and 1M+ Views. The influencer content was the clear engagement driver, garnering over 60K+ Engagements and 1.2M Views.

## Definition of your challenge

Latino allergy sufferers have many options for treating their symptoms, but consumers were unsure how to use Flonase properly. However, embracing their behavior of tool kitting (taking multiple allergy products, i.e., pills + nasal spray, etc.) will help drive brand consideration for Flonase. The Flonase competitive set is deep with brands like Allegra, Claritin, Nasacort, Xyzol, Zyrtec and Benadryl. To differentiate itself, Flonase uses “creatures” inspired by “monster and disaster” movies as proxies for how allergy sufferers who are unprepared for allergy season see sources of allergens. In contrast to those creatures, Flonase gives users a proactive edge over frightening allergens. If you take Flonase, allergens do not have to be scary. You can enjoy the seasons to their fullest. In addition, these competitive brands speak to consumers year-round, as opposed to during peak spring and fall allergy season windows. In 2022, Flonase partnered with NGLmitú for their Q2 in-market campaign (July-Nov). The brand asked NGLmitú to be inspired by their general market “Face Your Allergy Monster” creative and help them create multicultural custom digital content to help sustain national brand awareness and increase their presence in Texas and New Mexico to bilingual Hispanic Adults aged 25-54 during the upcoming critical allergy season. Key KPIs established for this campaign were Brand Awareness, VCR, Brand Lift and Content Effectiveness.

## The Key Insight & Strategy

To reach this audience, we turned to Univision’s *Sábado Futbolero*, Liga MX’s six-hour Saturday block of must-see *fútbol*. This full-year partnership was intended to build cultural connections with Hispanic audiences and engender trust in the Hyundai brand. We focused on the bicultural Hispanic audience: those who have integrated original and United States host cultures into their lives. This bilingual group makes up the largest group of Hispanics in the U.S. and aligns with the *Sábado Futbolero* viewership.

## Execution

NGLmitú Studios produced two mockumentary short films with cutdowns called “Monster-Free Living.” These mocu-shorts presented the personification of allergies either through the eyes of a Latina allergy sufferer (*La Llorona*) or through the cryptic entity itself (*El Sereno*/Cold Wind). These two short film advertisements showed allergies no longer have to be scary. Our *La Llorona* spot depicts a constantly crying (and sniffing) ghost-like monster who’s disheveled with bloodshot eyes. Our *Llorona* is the wife and mom of her family who is suffering from severe allergies. She spends her time terrorizing her husband and child. In the end, she tries Flonase, and with a quick transition, *La Llorona* is no more.

*El Sereno* is, in essence, the humidity in the air as it condenses into droplets at dusk, but in Latin culture, there has been an intense fear of *El Sereno* instilled within each one of us by our *Abuelitas* as a cold wind that can make us very sick. Our second spot personifies this through a male monster terrorizing a father in his home. In the end, the dad who has been suffering from allergies (spurred on by the monster among them) tries Flonase, and we see *El Sereno* reluctantly disappear or leave.

For additional buzz during the launch, a Latino influencer overlay was also developed when NGLmitú collaborated with 21-year-old, self-taught LA filmmaker, short-form storyteller and TikTok sensation Jake Ceja to create short-form spots that positioned Flonase as the brand of choice during allergy season.

## Results

NGLmitú surpassed the media schedule which consisted of Brand Sell Videos (the mockumentaries), Social, Display, and High-Impact media across the NGL Media platform through organic posts & paid amplification using influencer talent and platform social handles. The mocu-shorts resonated with Latinos with solid VCR increases when geo-targeted to Texas and New Mexico indicating high engagement in watching the full video vs. commenting and sharing. In monitoring the campaign's social chatter, varied comments indicated that the content received positive sentiment across platforms.

Furthermore, an independent third-party content effectiveness study indicated how *La Llorona* had an excellent emotional impact on the audience where most users mentioned that it was culturally relevant to them. Overall, the custom content collectively garnered over 10M+ Impressions and over 1M+ Views with the Latino influencer content being the clear engagement driver in introducing Flonase, garnering over 60K+ Engagements and 1.2M Views.

## Industry Impact

The research directly contributes to advancing the understanding of how culturally relevant content can have a positive impact on audience engagement and performance, and how the industry can do a better job of elevating their approaches when developing campaigns to the US Hispanic audience. By recognizing and valuing the cultural differences of the US Hispanic community, organizations can design and implement effective content strategies that lead to elevated audience engagement and business success. In conclusion, it's about going beyond mere language, and tapping into the cultural zeitgeist. This work provides valuable insights into how organizations can create compelling content strategies and shift towards a more elevated culturally sensitive approach to advertising.