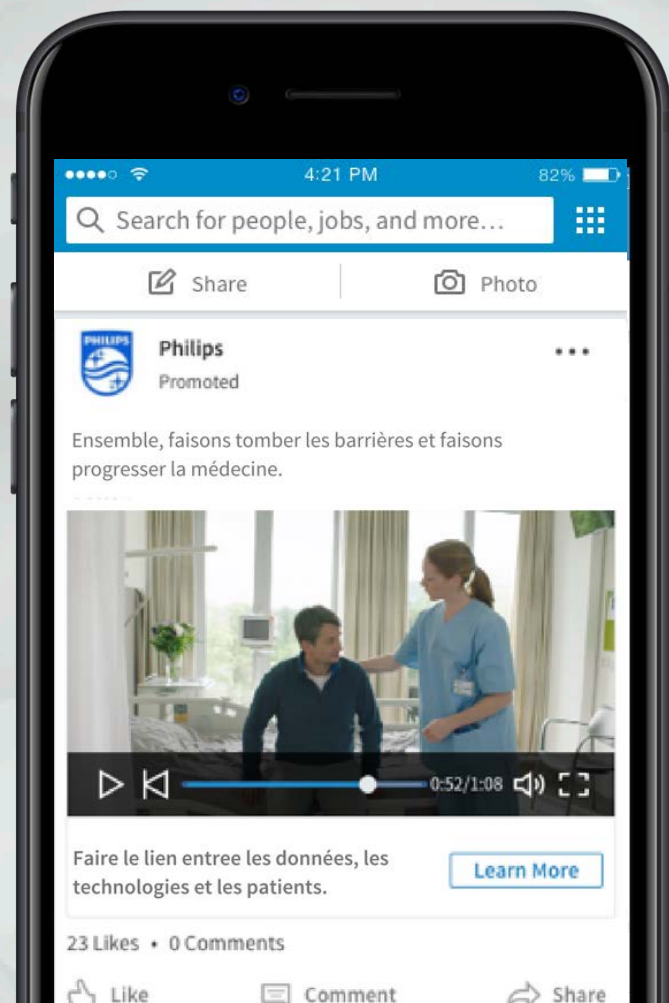


“Video is the new king of content and video ads on LinkedIn contributed to 66% of our earned media.”

Johanna Mimoun
Digital Lead, Philips HealthSystems France



Philips have been providing innovative healthcare solutions for over 100 years. These solutions encompass everything from diagnostic, treatment and preventative care; benefitting consumers, patients, providers and caregivers across the entire health eco-system.

OBJECTIVES:

- Increase awareness
- Generate engagement with customers and prospects

SOLUTION:

Philips used video as a medium to deliver their company manifesto; “*Health knows no bounds and neither should healthcare.*” This was achieved sponsoring a series of videos that included a patient journey video, case studies and customer testimonials.

One of the most important outcomes was reaching the right people; C-suite professionals in the healthcare industry. LinkedIn’s Video for Sponsored Content provided Philips to engage this niche audience through emotional and relatable stories.

RESULTS:

66%

of earned media came from Video
for Sponsored Content

700+

social actions