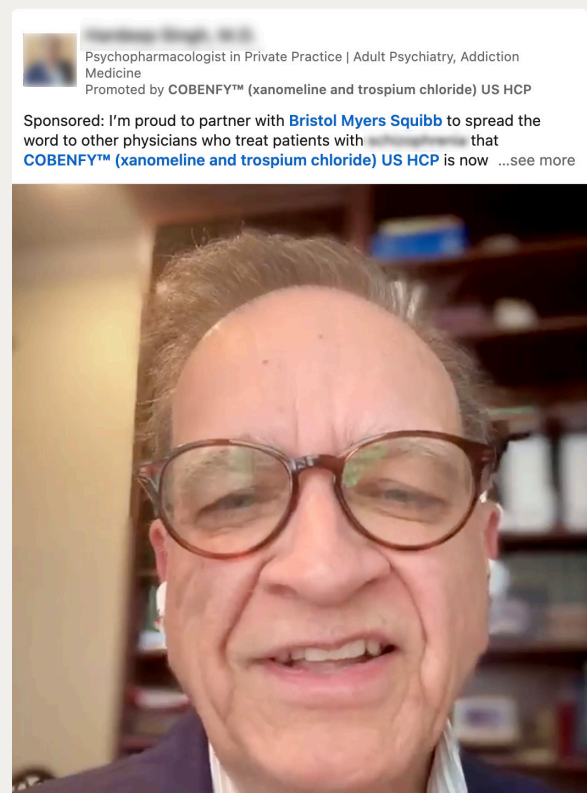


Bristol Myers Squibb accelerates awareness of COBENFY with Thought Leader Ads on LinkedIn

Bristol Myers Squibb amplified its launch of [COBENFY](#) with LinkedIn's newly released Thought Leader Ad format. Bristol Myers Squibb's COBENFY team worked with CMI Media Group to build on its existing work with a key opinion leader in the psychopharmacology community, by amplifying an organic video endorsement posted by the opinion leader. This enabled the campaign to tap into an organic network of thousands of followers, target appropriate healthcare providers (HCPs) at scale, and start credible conversations between practitioners about the product. Merging authentic content with the platform's ability to reach a highly targeted audience at scale, via paid promotion, allowed CMI to maximize exposure towards key audiences and engage them in a meaningful manner, driving awareness and education.

With engagement and click-through rates over 3x higher than traditional ad formats, this innovative approach ensured that COBENFY tapped into the enthusiasm of HCPs for new approaches.



[Watch the Ad](#)

ABOUT BRISTOL MYERS SQUIBB

Bristol Myers Squibb is a leading global biopharma company focused on discovering, developing and delivering innovative medicines for patients with serious diseases. Its people work for millions of patients around the world in disease areas such as oncology, hematology, immunology, cardiovascular and neuroscience, transforming patients' lives through science.

Challenge

- Build broad awareness of the COBENFY launch among HCPs
- Join the highly engaged, organic conversation among the psychopharmacology community that takes place on LinkedIn
- Establish confidence in COBENFY by working with key opinion leaders who understand the treatment and can speak to its clinical profile
- Engage HCPs about how they prescribe COBENFY for appropriate patients

Solution

- Identify a prominent opinion leader in the psychopharmacology community, who understood and endorsed COBENFY
- Work with the opinion leader to co-create video content raising awareness and educating other HCPs
- Use Thought Leader Ads to distribute the video to a wide audience of appropriate HCPs
- Leverage a mix of LinkedIn targeting by job title, company and industry with third-party data to ensure exposure to psychopharmacology specialists

Why LinkedIn?

- Strong engagement and activity of psychiatrists on the platform
- LinkedIn targeting capabilities, including integration with first-party and specialist third-party data, and parameters such as industry and job title
- Availability of Thought Leader Ads for elevating authentic opinion leader content to a target audience at scale
- CMI Group's previous experience incorporating HCP opinion leaders into successful campaigns on LinkedIn

Results

- The COBENFY Thought Leader Ad campaign ran for 45 days, during which it beat every relevant benchmark for performance
- Engagement rate 313% higher than the 0.2% to 0.45% benchmark for the pharmaceutical industry
- 287% higher click-through rate and 297% higher engagement rate than previous COBENFY video ads
- 54% longer dwell time than other COBENFY video ads
- Double-digit follower growth for the opinion leader, directly from the Thought Leader Ad
- Bristol Myers Squibb reported an 80% increase in aided awareness for COBENFY in just three months during the time the campaign was live



Joining the peer-to-peer practitioner conversation on LinkedIn

Bristol Myers Squibb and its agency, CMI Media Group, wanted a strategy for launching COBENFY that could generate broad awareness and build excitement within the HCP community. As Kelsey Byrne, Director of US HCP Marketing for COBENFY explains, LinkedIn stood out as the ideal platform for both objectives.

“We’ve evaluated different social platforms, and LinkedIn feels like a unique space for peer-to-peer engagement among HCPs,” she says. “It’s a powerful way to reach providers and build the broad awareness of COBENFY that we need, and also an opportunity to elevate the HCPs that we’re working with, who are familiar with the treatment. We’d noticed a trend of HCPs creating authentic content on LinkedIn, and how strongly that was resonating, and that inspired the approach that we took.”

“LinkedIn always ranks high on the list for users when it comes to trust of social media platforms,” says Alex Gilson, SVP, Paid Social & Department Lead at CMI Media Group. “The added layer of a key opinion leader and

healthcare provider, with expertise in the space, amplifies the voice of the brand and further drives the authenticity and credibility of the message.”

Bristol Myers Squibb was already working with several members of the HCP community, who appeared as speakers and panellists at events, and had been familiar with the development journey for COBENFY. Kelsey and the wider marketing team recognized an opportunity to elevate the voices of these opinion leaders through LinkedIn Thought Leader Ads. In doing so, they could share respected HCPs’ insights into the treatment’s effectiveness, and help to drive both wider awareness and informed conversations.

“The HCP community is really active on LinkedIn, promoting their own podcasts, discussing products and sharing patient success stories,” explains Brittney Rule, Associate Director, US HCP Marketing for COBENFY. “Joining that conversation was exactly what we wanted to do from a brand perspective.”



Authenticity drives impact through Thought Leader Ads

From the start, Bristol Myers Squibb prioritized authenticity in its Thought Leader Ad campaign. The team identified a practitioner who already knew the brand and its effectiveness, and who posted regularly on LinkedIn.

“He was someone with foundational knowledge of our product, who was already interacting with our speaker teams and engaging with us on the launch,” explains Kelsey. “He was posting regularly to a significant following – but we didn’t just choose the opinion leader with the biggest following that we could find. We wanted someone whose ideas would generate real interest and value when we boosted their reach with Thought Leader Ads. This sat naturally alongside the organic sharing that other opinion leaders were driving around COBENFY.”

For the Thought Leader Ad video, Bristol Myers Squibb took a supportive yet flexible approach. They provided suggested talking points and empowered the opinion leader to craft their own script, which could then go through the required approval processes. The video was self-recorded by the opinion leader using their own phone, ensuring an authentic and personal delivery.

“It feels so much more authentic as a result,” says Kelsey. “It’s not a case of someone reading a teleprompter or delivering something overly promotional. We wanted a video that was transparent about our involvement, but also natural.”

This commitment to elevating authentic, expert opinions produced spectacular results. In the 45 days that the Thought Leader Ad ran, it generated an engagement rate 3x higher than the industry benchmark, and engagement and click-through rates that were almost 3x higher than any previous COBENFY video ad. The momentum generated helped to power COBENFY to 80% aided awareness within three months of launch.

As Marcela Geri, Worldwide Digital Influencer Engagement Lead for Bristol Myers Squibb, explains, the company plans to build on the effectiveness of its campaign by applying a similar approach to other treatments. “This was our first time with Thought Leader Ads, and the success we had really opens the gates for our other brands to explore similar opportunities,” she says.



“The excitement around this was tangible. We can see HCPs reposting on LinkedIn and asking one another if they’ve heard about COBENFY. It’s incredible, and it shows the engagement of this community on LinkedIn as a platform.

We hit the high-level metrics across our target audiences at a record rate, which puts us in a great position to build on the launch and tell more of our efficacy story going forward. Because we’ve got such great engagement rates, we’ll be able to work on retargeting the audience with additional peer-to-peer content.”

Brittny Rule, PharmaD, MBA, MPH

Associate Director, US HCP Marketing, COBENFY, Bristol Myers Squibb