

GSK Amplifies Global Health Innovation at UN Summit with Thought Leader Ads

GSK's mission of "getting ahead of disease together" depends on a global reputation for innovation. Awareness of the global biopharma business's pioneering work on priority public health issues helps to engage investors, scientists, and partner biotech firms. It also assists in the creation of an ecosystem that keeps such innovation moving forward.

GSK and its agency Publicis Groupe, recognized the company's participation in and around the UN General Assembly, in September 2024, as a powerful opportunity to build global awareness of its impact. By deploying LinkedIn Thought Leader Ads, it was able to elevate the voices of GSK leaders participating in the summit, and leverage a range of different creative approaches to amplify their impact. The ads used leaders' authentic experiences and points of view to showcase GSK's work, including its initiatives tackling Antimicrobial Resistance (AMR). The ads delivered a click-through rate (CTR) of 2.61%, outperformed the healthcare industry benchmark by 335%, increased the dwell time on GSK thought leader posts by 25%, and drove over 900 clicks through to GSK executives' profiles.



ABOUT GSK

GSK is a global biopharma company operating in more than 75 countries with 37 manufacturing sites, 70,000 employees, and a purpose to unite science, technology, and talent to get ahead of disease together. In 2024, it invested £6.4 billion in innovation through R&D and currently has 71 treatments in its development pipeline.



Challenge

- Raise global awareness of GSK as a leader in global health, and an active partner of governments, industry, and civil society
- Showcase GSK's innovation record in areas such as vaccine development and tackling AMR
- Amplify GSK executives as industry thought leaders
- Increase the impact of the brand's participation in major international summits and events

Solution

- Campaign of 3x Thought Leader Ads, showcasing GSK's involvement in and commitment to Global Health around the UN General Assembly
- Creative approaches reflecting executives' authentic styles
- Mix of handwritten notes, travel reflections, and videos of execs participating at events during the UN General Assembly.
- Targeting of healthcare industry stakeholders, including health and policy decision-makers, through industries, job

Why LinkedIn?

- The Thought Leader Ad format, enabling GSK and Publicis Groupe to deploy LinkedIn targeting to reach a relevant stakeholder audience at scale
- Proven engagement levels for pharmaceuticals and public health content on LinkedIn

Results

- 2.61% CTR, outperforming the healthcare industry benchmark by 335%
- Over 900 clicks through to GSK executive thought leader posts and profiles
- 25% increase in dwell time on thought leader posts
- Historically low cost per impression (CPM) of £12.22, significantly below benchmark for awareness-building healthcare campaigns



Leading thinking in every format

Thought Leader Ads gave GSK an ideal opportunity for building the authority of its leadership team as innovators and pioneering thinkers on global health challenges. Embracing different formats enabled the brand to elevate these voices authentically, in ways that reflected their different personalities and showcased different dimensions of the GSK brand. This included a still photograph of a handwritten page from one executive's diary, sharing their thoughts on touring the health programs supported by GSK in Kenya, as well as video

recorded at the UN summit showing leaders participating in forums and discussions.

"Showing the individual personalities of the leaders, as well as their different priorities and motivations, was the most effective strategy for making them the face of GSK and showing the values of the business," explains Kyle Thorne, Director Strategy Planning and Paid Ad Campaigns for GSK. "It also ensured that we were engaging our audience through different formats, with different approaches to capturing attention."

Sector-leading engagement through human stories

For Kyle and the team at Publicis Groupe, the advantage of Thought Leader Ads was the ability to elevate these humanized messages to a relevant audience at scale. Targeting by job title, industry and criteria such as skills, enabled the campaign to reach policy makers, healthcare decision-makers and other key stakeholders cost-effectively. In doing so, the campaign generated reach and results that beat all relevant benchmarks. The Thought Leader Ads delivered a CTR of 2.61%, which was 335% above the industry benchmark, and generated over 900 clicks

to the Pulse posts created by executives, and other related content. "We also saw a big increase in dwell times with our content among those clicking through from the campaign, which testifies to the strong interest and relevance for this audience," adds Kyle.

The success of the campaign has established Thought Leader Ads as a valued format for continuing to build GSK's reputation for global innovation in biotech. "We'll be expanding on this strategy to share deeper insights, in-depth features, case studies and other content," says Kyle.



"Thought Leader Ads allowed us to reach the right decision-makers and stakeholders in the healthcare industry and global health and policy decision makers. This highly targeted approach ensured that our content resonated with those most relevant to our business, enabling us to build credibility, engage meaningfully, and amplify our leadership's influence."

Kyle Thorne

Director Strategy Planning and Paid Ad Campaigns, GSK