

MYNTHON JOOGA

Brief:

Mynthon pastils are well known for their strong taste and throat-opening effect. This fall Mynthon launched new tastes directed towards people who prefer more mellow taste but would still like the benefit. To be appealing and to communicate the more delicate taste, we had to find a way to communicate with the primary target group – women.

Solution:

Sore throat can be avoided very effectively when you sooth that scratchy feeling right in the beginning. There are many ways for that, one of them is to open throat chakra through Ashtanga yoga. But there's one thing, these poses might not be the easiest for ordinary people. If that happens to be the case, no worries, there is always a second option – Mynthon. We aired a TVC. Then placed print ads, including a special print ad for the film festival, and banner ads. We also created Mynthon's Facebook page.

Results:

The banners received 2,5 times more clicks than estimated, having noticeably higher CTR than an average banner ad. The Facebook fan base grew from 0 to 1456 in 4 weeks, while gaining 8250 engaged users with the total reach of 274 171, which is almost half of the Facebook users in Estonia.

All in all, lots of Mynthon pastils were sold and many people got a relief for their sore throat. And we, we survived the winter.

