

VSL#3

PRODUCT REVIEW



THE PROJECT

Ferring Pharmaceuticals wanted to reach UK IBS sufferers and demonstrate how effective VSL#3 (“the worlds most concentrated poly-biotic”) could be in relieving their symptoms. We knew that the key to building trust, would be through the advocacy of influencers.

We were challenged with finding healthy-living influencers, who weren’t afraid to share their experiences of IBS online, and were willing to trial the product.

THE AIM

To show how effective VSL#3 could be in relieving IBS symptoms, by inviting influencers who suffered from IBS to try the product for themselves.



THE RESULTS

Our considered approach to finding the right influencers worked. The resulting coverage was overwhelmingly positive, and achieved:



79,000

Combined social reach



8.5K

Social engagements



6

Position increase
increase in average search ranking for the search term ‘probiotic food supplement’



47.1%

Increase
in domain authority since the start of the campaign