

Driving Meningitis B Vaccine Awareness

How Postmedia helped GSK reach parents and young adults

OVERVIEW

GSK partnered with Postmedia's Healthing team to raise awareness of Meningitis B, encouraging parents and young adults to talk to their healthcare providers about vaccination.

APPROACH

The campaign combined medical expertise, influencer voices, and patient storytelling to build trust and spark conversation. A sponsored physician feature delivered authoritative guidance, while an editorial patient story in the *Ottawa Citizen* boosted visibility and drove a surge in page views and social engagement. A bilingual landing page served as the hub for an influencer-led effort, reaching audiences in both English and French.

Amplification across Facebook, Twitter, and unbranded articles extended reach and engagement. Readers demonstrated strong interest, spending an average of 3:46 minutes on content—well above the 2:12 industry benchmark*. Twitter ads delivered a 2.77% CTR, and Facebook achieved a 268K+ reach with an engagement rate of 38.5%, more than nine times the platform average*.

CONCLUSION

The campaign delivered results well beyond expectations, driving readership 60x higher than industry benchmarks, sustaining deep engagement, and ensuring the message reached and resonated with target audiences across multiple touchpoints.

60.7K+

PAGE VIEWS
60x industry benchmark*

38.5%

FACEBOOK ENGAGEMENT
RATE

57.9K+

UNIQUE VISITORS

*Benchmarks are industry averages.

