Case Study

From outsider to leader.

How a data-driven social content strategy helped transformed ViiV Healthcare into a leading voice in the HIV treatment conversation online

Buzz Radar X ViiV Healthcare

BUZZRADAR

ViiV Healthcare

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Introduction

HIV medication specialist, ViiV Healthcare, wanted to better connect with their audiences. They worked with social intelligence specialists, Buzz Radar, to develop a data-driven, audience-first strategy with the aim of becoming a more powerful voice within the online HIV conversation.

ViiV were struggling to engage their key audiences, and they were dragging behind key competitors and major voices in the HIV treatment community.

To tackle this challenge, they worked with Buzz Radar to uncover insights from a wide array of online conversation. This formed the basis for a range of data-driven recommendations that helped improve communication, boost brand perception and increase engagement with their target audience.

ViiV Healthcare

ViiV healthcare are a pharmaceutical company dedicated 100% to the research and treatment of HIV. Born out of a partnership between GSK and Pfizer in 2009, their current portfolio includes 16 treatments for HIV. Through their dedicated HIV-research centre - the only one in the world - ViiV is focused on finding new innovative medicines to help improve the lives of PLHIV. As well as developing medication for HIV, they also play an active role in trying to widen access to these life-saving treatments globally. This centres around collaborations with HIV advocate organisations, including IAS, CHAI and MPP, and community initiatives to strengthen local healthcare services.

Buzz Radar

Buzz Radar are social and audience intelligence specialists who help the world's biggest brands gain actionable intelligence from their data. Instead of relying on the educated guesswork of an agency, Buzz Radar are able to deliver much more precise answers for their clients. They do this by gathering data using their advanced AI technology, analysing it, and extracting insights, turning them into actionable recommendations, strategies and tactics. As data-driven intelligence specialists, they are dedicated to developing close working relationships with their B2B clients. As a result, they are able to offer a customised service, constantly refining their solutions based on direct feedback. These factors make Buzz Radar unique in helping brands connect with their audiences to develop and implement data-driven content strategies.

The Challenge:

How to use data to become a more authoritative voice in the industry.

The challenge that Buzz Radar and ViiV Healthcare faced was threefold:

To grow ViiV's online share of voice against their competitors in the HIV treatment space, better reflecting their position in the HIV medication market.

Whilst ViiV recognised the importance of interacting with their audiences via social media, their existing strategy was not as effective as they wanted. Despite being the second largest provider of HIV medication, this was not reflected in their share of voice in online conversations around HIV and its treatment. They were lagging behind their competitors in fourth place in share of voice.

To increase engagement with ViiV's target audience and be recognised as a leading authority within the HIV treatment space.

In order to achieve this, it would be key for ViiV to engage with the key stakeholders in the wider HIV treatment conversation on social media. This is where many conversations around HIV happen. Analysing these conversations would provide valuable insight into their target audiences:
• Healthcare professionals (HCPs)
• Patients
• HIV activists and advocates
• Policy makers
• Government bodies

To improve understanding of their audience and take a more data-driven approach to ViiV's social and content strategy.

With their existing social strategy, there was no way of knowing how the content ViiV shared was resonating with their audience. They had limited social listening and no way of gathering deep effective data about their audience. Without this, they couldn't develop an informed social content strategy which connected with their audience. They also had no clear way of measuring how well their content was resonating with their target audience.

The Process:
Setting the baseline.

For Buzz Radar to begin tackling the challenges ViiV faced, they had to understand: **Where did ViiV currently sit within the online HIV conversation and how where they percepted and by whom?**

Knowing the position they were working from means they would be able to track success more easily.

To do this they undertook a deep 'State of the Nation' analysis, which assessed:

ViiV's current digital and social content performance
Their competitors' performance and how it compared to ViiV
The wider conversation online around HIV treatment

A thorough analysis requires a lot of data: Buzz Radar captured, in real-time, every data point from over 2 million conversations and posts across all the main social media channels in a transparent and compliant way. They then analysed this data to provide actionable insights.

Audience traits and sentiment helps to understand engagement: To analyse audience engagement, it's crucial to understand not only the common personality traits but also the nuanced sentiment behind comments and mentions. Combining the team's specialist data analytics skills with the platform's natural language understanding AI, they created a custom machine learning model that intuitively understands HIV treatment conversation with great accuracy. This meant Buzz Radar were able to assess which brand interactions were positive or negative and gave an indication of what type of content performed best.

Key questions to answer in a State of the Nation deep analysis:

Owned/ Competitor channels:
- What content is being shared on social media?
- What format is the content being shared in?
- Where is this content being shared?
- When is it being shared?
- Who is engaging with the content?
- How are they engaging with the it?
- Which content performs well/poorly?

Wider conversation:
- Who are the influencers leading the conversation?
- What are they saying about HIV treatment?
- What channels are they most prevalent on?
- How big is the conversation online? Are lots of people engaging in the conversation?
- What topics are most important to these people?
- How many followers do these people have?

Why do audience analysis?

Analysing your target audience is more important than ever as opportunities for brands to connect with audiences reduce. The use of cookies has become restricted due to data protection laws, and more consumers are using private channels to chat with each other.

This means that where brands can interact with customers, they need to do so effectively. To achieve this, they need to understand consumer preferences. **What drives them?**

With this insight, brands can inspire, excite, and build trust with their audience by showing they truly understand them. They can also be more accurate in their targeting, saving money on content that doesn't work.

The Process:
Audience analysis.

Buzz Radar also analysed the audience itself. In order to engage such a diverse group of people effectively, ViiV needed to really understand the personalities and preferences of each audience group: their likes and dislikes, needs, and wants.

Buzz Radar is uniquely positioned to help with this. Their audience analysis tool goes far beyond simple demographic analysis (which is what most social listening tools provide) by providing psychometric profiles of audiences. It uses AI to read all publicly available posts from an individual to learn about their personality traits, interests, profession, preferences etc.

With this information, they can group individuals based on commonalities in personality types, interests, professions, and consumption preferences. This aggregation helps to develop much more detailed data-driven personas.

Using this method, they identified what drives each of ViiV's target audiences across patients, HCP's, and advocates, along with how the brand could be communicating with each of these groups more effectively. These new personas would guide the team when producing content in future.

The Process:
Creating KPIs

Having positioned ViiV within the current online conversation compared to their competitors (Gilead, Janssen and Merck) and also having identified the target audiences' needs, Buzz Radar were able to create KPIs. These would help them measure improvement within ViiVs social media strategy over time and ensure they were heading in the right direction.

These KPIs included metrics such as:

• **Brand perception** measured by sentiment and compared to their competitors
• **Engagement rate** broken down by channel and compared to their competitors
• **Share of Voice** based on brand queries filtered through they keywords HIV and AIDS, and compared to competitors
• **Audience resonance** to assess how in-line the content produced is with the personalities of ViiV's audience

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KPIs and metrics are important to help us stay on track and to measure the right thing…Buzz Radar set metrics to measure success. We embraced them; we still have them and update them when necessary.

Alejandro Rodríguez
Global Head of Digital Communications
ViiV Healthcare

The Solution:

Quarterly reports to define the 365 strategy

From the insight shared in the State of the Nation audit, Buzz Radar identified two areas to focus efforts on:

1. ViiV's day-to-day online content strategy
2. The social media strategy for events and congresses

Day-to-day content strategy

Buzz Radar created quarterly reports for the Digital Communications team at ViiV to help guide and measure all the planned social media activities. These reports provided:

• Insights around content performance
• Insights around channel performance
• Recommendations on future content

The data in the reports are visualised in an accessible way and **focus only on actionable insights that meet the key business objectives**. This means anyone in the team can easily apply the information to their specific role.

The quarterly reports now form the foundation of ViiV's content strategy and help the digital team think more strategically in a data-driven way.

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These quarterly reports are extremely important for me and my team...they form the foundation of the work that we do. This provides a moment to think, reflect, incorporate new ideas and take decisions.

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Alejandro Rodríguez
Global Head of
Digital Communications
ViiV Healthcare

The Solution:

Dashboards to support event content strategy

Participating at industry congresses is a key part of ViiV's marketing strategy. A strong accompanying social media strategy is necessary to extend the content's reach beyond the event itself. Buzz Radar worked with ViiV to create a toolkit to leverage their presence at the four main annual industry congresses. This included:

Pre-event analysis: For each event, Buzz Radar analysed ViiV's participation from the previous year:
  • What did they do, and what content did they share?
  • How did people respond? What content worked? What didn't?
  • What did the competitors do?
From this, they created a **playbook for success** at future events.

Real-time at-event analysis: In order to capitalise on opportunities during the event, Buzz Radar provided their **real-time social intelligence command center** to track conversations about their participation. This dashboard provided information such as:
  • How are people reacting to ViiV's content?
  • Which influencers are talking about them?
  • What is their Share of Voice at the event?
This dashboard was shared company-wide, and the visual insights allowed teams to act quickly on any opportunities or potential problems as they occurred.

Post-event analysis: After the event had taken place, Buzz Radar provided **a report of the key findings** with recommendations for for the following year. This report not only formed the basis of future event strategy, but it also helped secure buy-in from senior management around the event content strategy.

The Results:

Having implemented a data-driven content strategy, Buzz Radar were able to greatly improve ViiV's position within the HIV pharmaceutical conversation. Within three years, ViiV were - and continue to be - number one across all metrics.

Since starting with with Buzz Radar in 2019 ViiV have managed to achieve:

67%
Share of Voice

20%
Favourable
Sentiment

56K
More Followers

11%
Content
Resonance

80.6%
Absolute Positive
Mentions

330%
Increase in Audience
Size

39%
Total Engagements•

ViiV's next challenge is to be seen as the major voice within the HIV treatment conversation.

*Percentage increase between Q2 2020 vs Q2 2021 due to 'Knowledge is Power' video

The Partnership:

Another successful element of the project was the partnership between ViiV's Digital Communications Team and Buzz Radar.

Buzz Radar was able to both integrate incredibly closely with ViiV's way of working and build up a nuanced understanding of the marketing landscape around HIV treatment. This commitment to understanding ViiV's internal and external world meant Buzz Radar could fully get to grips with the main challenges the team faced and offer recommendations that made the most sense for the business.

They also understood that ViiV worked in an agile way and that speed to insight and flexibility was crucial. The reports Buzz Radar shared were very visual and easy to read and included only actionable insights with recommendations. The real-time dashboards meant fast decisions could be made and changes to the strategy could be implemented quickly.

For Buzz Radar, a key part of the success was that ViiV executed their recommendations quickly and effectively and provided feedback on the results. This meant Buzz Radar could continue to improve the strategy going forward.

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Buzz Radar understands how busy we are and that we don't have time to go deep into technical details. They know what we are looking for, and they're able to provide recommendations linked to a specific piece of data.

Alejandro Rodríguez
Global Head of Digital Communications
ViiV Healthcare

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Having a client that really executes on recommendations is fantastic. ViiV are a great example of a client who really believed in becoming data-driven, executed that and, as a result, are able to reap the rewards.

Patrick Charlton
CEO & Co-Founder
Buzz Radar

Key Takeaways:

Ultimately, the work Buzz Radar did with ViiV helped transform the brand's communications. By introducing a data-driven strategy, they went from a product-centric approach that was based on existing assumptions, to a patient-centric approach. This shift contributed significantly to their overall success.

Throughout the process, the team discovered that:

- **Data can uncover the best strategy for communicating with your audience.** Data analysis from multiple sources helped direct ViiV to shift their communications from product-led announcements to positioning themselves as an advocate for HIV patients. This key data -riven insight formed the basis for improved performance.

- **Understanding your audience better can open up new ways to connect.** By shifting away from company-centric content to community-centred content through the compassionate telling of patient stories, ViiV were able to start a new conversation with their audience which was much more open. And, through gaining the trust of the community, ViiV could position themselves as a thought leader in the HIV treatment space.

- **Understanding what to measure and how to measure it is critical in knowing you are on the right path.** With so many options available providing ViiV with a KPI framework of metrics that were both unique and critical to their growth was vital. Applying this framework to both ViiV and their competitors and using it to measure progress has been key factor in helping transform the social content strategy into a high performing data-driven success.

- **Social intelligence isn't just for social media.** Whilst Buzz Radar helped to develop a data-driven social media strategy, the insights that were gained from the project went beyond this. They helped take ViiV from a challenger brand in terms of awareness in the market to the most talked about HIV treatment brand in the online conversation.