

A CPHI Case Study

How Oliver HCP Utilised the Power of Newsletter Banner Ads to Achieve More Brand Awareness



Who is Oliver HCP?

Oliver Healthcare Packaging (Oliver HCP) is a company that is the driving force behind innovation in packaging in the healthcare industry.

Operating on a global scale with a historical 134-year legacy, Oliver's mission is to deliver high-quality packaging products that protects and enhances patients and the world they live in.

In 2023, Oliver collaborated in partnership with CPHI to reach their goal of brand awareness, thanks to the powerful tool of newsletter banner advertising >



Anneke Willems

Marketing Coordinator EMEA at Oliver Healthcare Packaging

Anneke Willems is the Marketing Coordinator EMEA at Oliver Healthcare Packaging, responsible for all marketing activities in Europe, Africa and the Middle East. She collaborates with the global team that provides marketing for Oliver worldwide, and each region has its own targeted marketing campaigns, such as tradeshows, seminars or digital campaigns.

“Working with CPHI has been wonderful, because it is a true collaboration. My dedicated contact really looked with me at my goals and strategy to plan the campaign that fits best. Also taking into account my budget, which is of course also important.”

1

The Challenge

Oliver HCP's key objective was to increase brand awareness in the digital space.

Oliver is very well-known in the medical device segment, yet the brand still required some more exposure in the pharmaceutical industry. By having a monthly placement in the CPHI newsletter, Oliver HCP was able to get in front of the audience for a full year.

Overall, the goal was to become recognised as a leading brand providing packaging solutions for pharmaceutical packaging through consistent exposure through our emails.

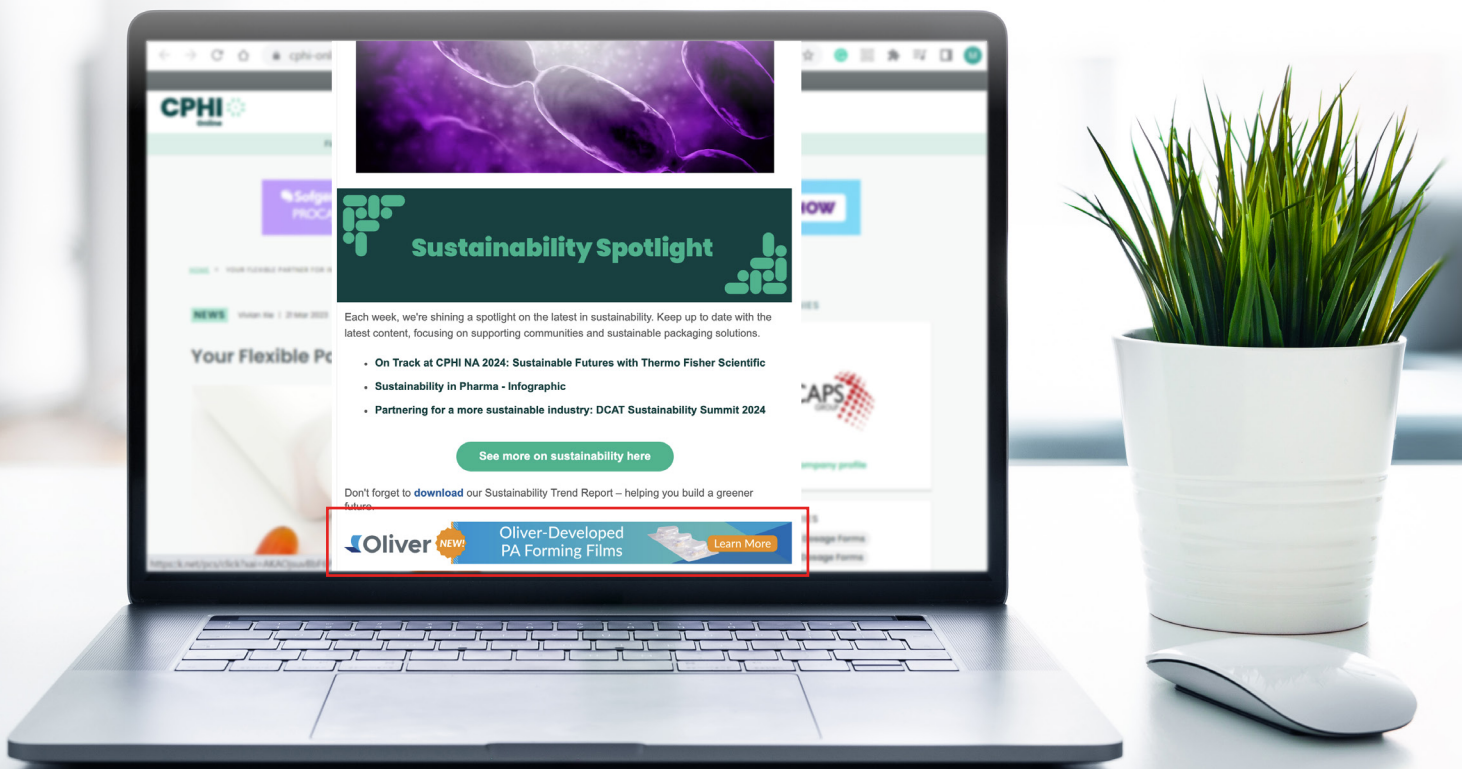


2

The Solution

With our Newsletter Banner package, Oliver HCP leveraged targeted email placements across top, middle, and bottom sections to amplify their brand visibility.

CPHI's strategic approach to this campaign included precise audience targeting, based on demographics, geography, and interest data from our database, enabling Oliver HCP to engage directly with their ideal customer profile. In addition to newsletter banners, CPHI offers an extended suite of promotional services, including sponsorships, webinar marketing, and on-site branding, ensuring sustained growth and lead generation beyond initial targets.



3

The Strategy

To ensure a consistent, sustained and effective approach in partnership with Oliver HCP, we strategically placed the delivery of our banners on our newsletters every 4-5 weeks to promote and bring instant visibility to Oliver HCP.

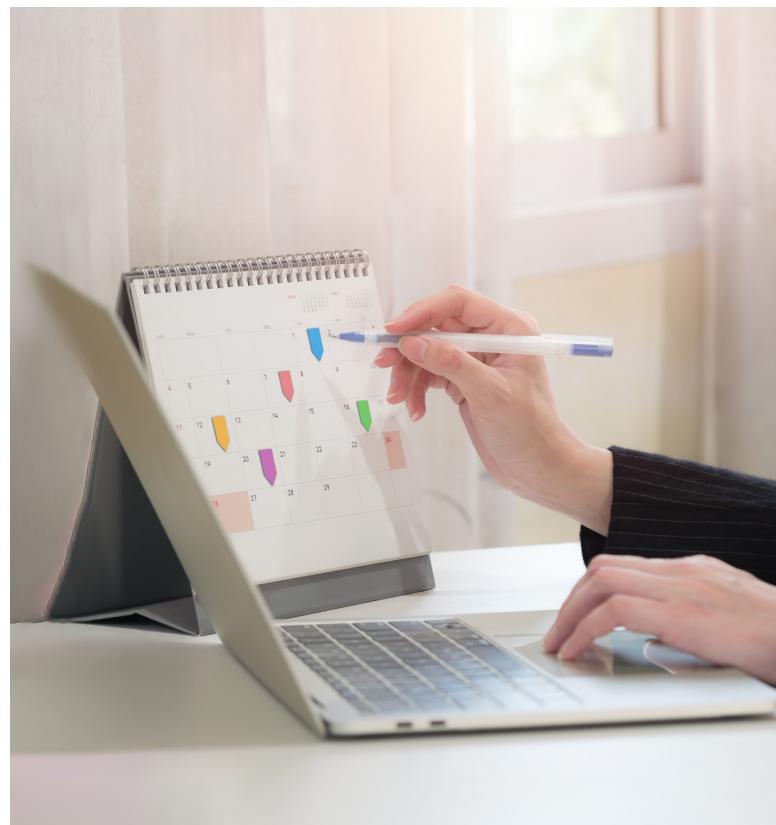
When we proceeded with the banner placement strategy, we allocated it in the middle of the newsletter, which provided sufficient outcomes and generated substantial interest.

Eventually, we shifted our approach, so we moved the banner to the top of the newsletter during the week of Pharmapack 2024.

First, a focused promotional “warm-up” period leading up to the CPHI show proved highly effective in capturing the attention of the target audience. This intensive, short-term effort ensured that the event was front of mind during a critical decision-making period.

Second, this initial effort was complemented by sustained, year-long exposure through a monthly banner advertisement. The ongoing presence helped **reinforce awareness** and **maintain engagement over a longer period**. Together, these strategies created a successful collaboration by combining immediate impact with consistent long-term visibility.

“This decision led to the best results, with massive interest from our target audience during the height of online activity.”



4

The Results



106,177

Emails



13,860

Total Unique Open



638

Total Clicks



50

Total Clicks on Banner



This is how Oliver HCP achieved outstanding results through our year-round approach. We implemented 12 middle newsletter banners throughout the year and offered one discounted top banner in 2023. While top banners yield higher engagement, they are more costly. By providing middle banners at half the price year-round, we effectively met Oliver HCP's goals of sustained brand awareness in a cost-efficient manner through extensive digital visibility.

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