

雷诺考特秋季Campaign

- **品牌名称:** 雷诺考特
- **所属行业:** 医药
- **执行时间:** 2024.09.1-09.30
- **参选类别:** 电商营销类

换季的**考验**

是鼻炎患者头顶的达摩克利斯之剑

一次次换季的记忆

一点提醒便能被唤醒

换季考验中，TA们常面临

- 选错题
- 找不到答案
- 没有拥有更好的选项

换季考验

快用雷诺考特才是标准答案



输出换季鼻炎人字字戳心的痛点

Social poster 花式发布，演绎鼻炎星人们的“默认答案”



每一道换季必考题，以专家形象给出解答

以GIF大字报形式，深度阐述换季敏感原场景痛点



The image displays three promotional posters for Renothor nasal spray, each featuring an expert in a white lab coat and the product packaging. The posters are designed as GIF-style large-character posters (大字报) to address common seasonal allergy pain points.

- Poster 1 (Left):** Focuses on nasal congestion. The main headline is "堵哪边? 不用猜 鼻子想‘通’就通" (Which side is blocked? No need to guess. If your nose wants to breathe, it will breathe). The sub-headline is "换季鼻炎考验 快用雷诺考特" (Seasonal allergy test, use Renothor quickly). A callout box asks "早起算一算 鼻子你今天堵哪边?!" (Calculate early in the morning, which side of your nose is blocked today?!).
- Poster 2 (Middle):** Focuses on cold sensitivity. The main headline is "管它什么风 鼻子不再怕冷风" (No matter what wind, your nose won't be afraid of cold wind). The sub-headline is "换季鼻炎考验 快用雷诺考特" (Seasonal allergy test, use Renothor quickly). A callout box asks "糟糕有山系风、森林风 就我怕冷风?!" (Terrible, with mountain wind, forest wind, am I afraid of cold wind?!).
- Poster 3 (Right):** Focuses on pet allergies. The main headline is "换季要萌宠 更要宠鼻子" (In the season of cute pets, cherish your nose more). The sub-headline is "换季鼻炎考验 快用雷诺考特" (Seasonal allergy test, use Renothor quickly). A callout box asks "萌宠换季飞毛 要它还是宠鼻子?!" (Cute pet sheds hair in the season, do you want it or cherish your nose?!).

Each poster includes the Renothor logo, the expert's name (汪晔, Shanghai Institute of Pharmaceutical Research and Development), and the product packaging (布地奈德鼻喷雾剂, Budesonide Nasal Spray).

雷诺考特 X 京东买药 Campaign传播



微博**包圆**秋季所有鼻炎&过敏热点伴随
联合JD logo 曝光 2.8亿+

	23年春	23年秋	24年春
鼻炎	5条	4条	4条
过敏	12条	15条	22条
花粉	5条	1条	7条
换季	4条	1条	-
过敏性鼻炎	-	-	5条
哮喘	2条	3条	1条
沙尘暴	15条	-	3条
花海	9条	3条	17条

历史数据参考：微博24年春 59条热搜/23年秋 27条热搜/23年春 52条



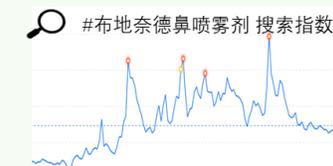
热点伴随第3位
Banner + 官文

自媒体矩阵种草 #布地奈德鼻喷雾剂 “引流”电商



HCP科普强种草 曝光2.4亿+

	Jul	Aug	Sep	Oct	Nov	Dec
HCP poster#	20	34	35	31	14	9
IMP (Mil)	21Mil	65Mil	65Mil	58Mil	19Mil	12Mil
ENG (K)	150K	900K	700K	800K	150K	100K



KOL科普强种草 曝光2千万+

	Jul	Aug	Sep	Oct	Nov	Dec
KOL poster#	6	35	15	10	10	10
IMP (Mil)	0.9Mil	15Mil	5Mil	1.5Mil	1.5Mil	1.5Mil
ENG (K)	8.5K	150K	50K	10K	10K	10K



成人鼻炎KOL

儿童鼻炎KOL

雷诺考特 X 京东买药 Campaign传播

Focus
Media 分众
传媒

北京OOH, 联合JD logo, 上线: 8/26 - 9/8
社区写字楼>10,000块屏幕+地铁140块屏幕+LED1块超大屏



JD站内营销节奏

时期	预热期	高潮期	返场期
利益点	总价满减; 优惠券; 秒杀; 百亿补贴		
营销	<ul style="list-style-type: none"> 定制活动承接页 搜索下拉, 引导站外种草流量到活动页下单 主图及首页透出利益点预热, 引导加购 平台端资源上线 	<ul style="list-style-type: none"> 短信唤醒老客+近期浏览意向新客 下单并分享评价赠京豆, 提高转化 京准通触达 	<ul style="list-style-type: none"> 短信唤醒近期浏览未购人群 京准通触达
内容	<ul style="list-style-type: none"> 店铺发现同步曝光活动海报&KOL种草视频, 精准触达店铺粉丝 9月过敏季直播, 高潮期设置过敏专场并设置直播专享价 配合过敏活动, 进行药师患教视频拍摄, 解答消费者常见疑问 		
推广	京东快车+推荐广告+智能投放+站外广告		

资源位截图

站内会场资源



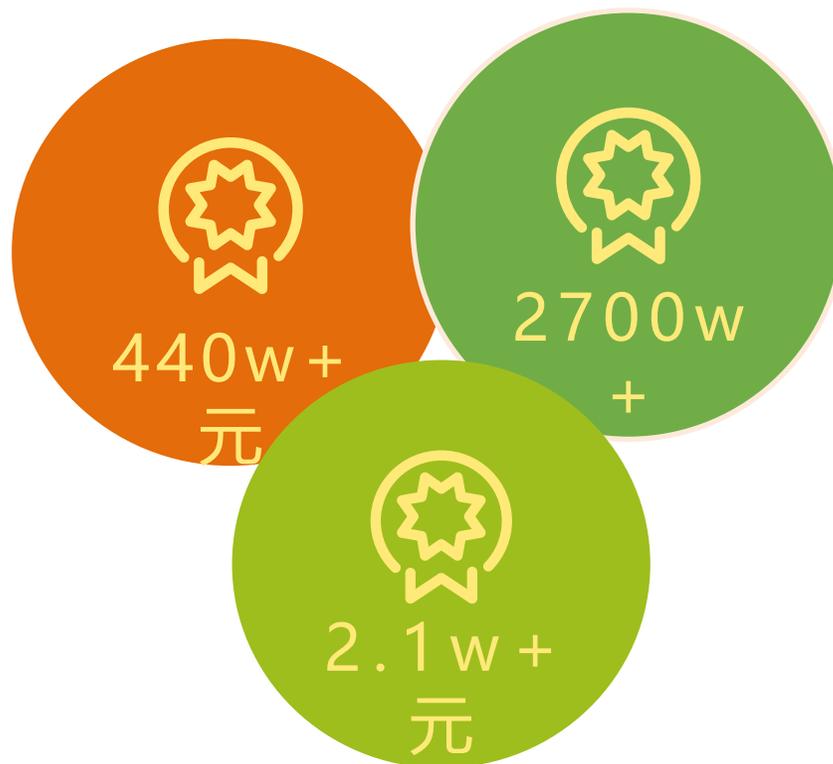
站外投放



活动效果

生意表现

活动期间店铺GMV达440w+
元, 同比增长40%



活动会场

站内活动会场UV达2.1w+ ,
同比增长44% ; 引导成交
25W+元, 同比增长147%

搜索人气

站外种草“布地奈德鼻喷雾
剂”, 活动期间站内搜索人气
明显增长, 同比增长50%