

# Forecasting Flu.

Using Sickweather's flu forecast, Clorox arms consumers with the information and tools they need for flu season.



## CLIENT INFORMATION

Clorox and Sickweather worked together to build a program based on predictive analytics during cold and flu season.

**KETCHUM**  
April 2017

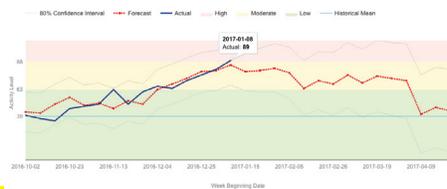


## THE CHALLENGE



Being sick isn't fun, but missing something because you are sick is the worst. Clorox calls it *FluFOMO* – the fear of missing out because you or your family are sick. To help prevent FluFOMO this cold and flu season, Clorox partnered with Sickweather. Using Sickweather's predictive modeling, Clorox was able to adjust timing and tone of the campaign based on the severity of flu season. This was the first time Sickweather has been used to shape a marketing campaign from the outset.

## MEASURED SUCCESS



Sickweather identified the onset week of flu season as Week 2 of 2017 as early as October with severity indexed at moderately high levels. This ended up matching CDC's Viral Surveillance from U.S. Public Health Laboratories for precisely to the same week.

## BY THE NUMBERS

- Clorox-sponsored Pandora ads reached 5.4 million unique users and earned 64K sponsored listening engagements. Average listening time across the sponsored channels was 42.2 minutes.
- The FluFOMO webpage generated 45K unique page views from Nov. 2016—March 2017. Average time spent on the site was 1:22.
- The Stock-Up Calculator generated more than 800 coupon downloads.

## CONSUMER EDUCATION & FLU PREVENTION TOOLKIT

Clorox strived to create content that would resonate with Sickweather's user base in addition to imploring non-users to download the app to help prevent *FluFOMO*. Clorox wanted to provide a comprehensive defense strategy against flu – one that could help people both predict and prevent flu. Born of this strategy were several user-friendly tools and tactics:

**Cold and Flu Tracker** – Sickweather data was used to power a Clorox-branded cold and flu tracker on Clorox.com. Ads on Pandora drove to the tracker and website, which featured more prevention tips.

**The Stock-Up Calculator** – a tool that helped users calculate the number of Clorox wipes canisters they needed for their homes based on the sizes of their families and how many rooms are in their houses.

**The Sympathy Button** – An in-app button within Sickweather's Groups that allowed users to send 'sympathy' to sick friends. Using the Clorox-sponsored Sympathy Button triggered a notification with a discount for Clorox disinfecting products.



**Graphics Creation** – Clorox leveraged Sickweather Pro data and guidance of Sickweather's epidemiologists to create graphics illustrating flu activity around key moments in time, including Thanksgiving travel and "second back-to-school" in early January, which were shared on Clorox social channels and leveraged for media outreach

**In-app Messaging** – Clorox delivered timely prevention tips through Sickweather's groups. These messages had nearly 6x the CTR of industry standards.

