

GSK rolls out multilingual paediatric vaccination awareness campaign on Public App

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The ad campaign seeks to educate caregivers of children on the importance of timely vaccination and maintenance of records to ensure that children are not susceptible to preventable diseases. The campaign generated over 78 lakh views, with an impressive industry best CTR rate of 1.14 per cent



In a bid to increase awareness around the importance of paediatric vaccination, GlaxoSmithKline Pharma rolled out a massive public interest campaign called 'Health ka Passport' on Public App across all major Indian languages. The ad campaign seeks to educate caregivers of children on the importance of timely vaccination and maintenance of records to ensure that children are not susceptible to preventable diseases. The campaign generated over 78 lakh views, with an impressive industry best CTR rate of 1.14 per cent.

Speaking about the campaign on behalf of GSK, Mayank Khaneja, Associate Director - Publicis Groupe, said, "To create awareness around vaccines, GSK - a leading pharmaceutical company, took the initiative to provide vital information on the importance of timely vaccinations and given the language diversity in India, we needed a credible platform that can spread

this message in the deepest pockets of the country and therefore Public App was one of the most apt choice for us.”

Under the ‘Health Ka Passport’ campaign, users could view and download a series of informative cards outlining the vaccination schedule from birth to eighteen years of age, and busting myths regarding vaccinations. Users also get a clickable link directing them to www.gskprotect.in for further information.

Commenting on the campaign, Harshil Dhingra, Chief Business Officer, Public App said, “Health Ka Passport was our pilot campaign on Public App and we thank GSK Pharma for reposing their trust in us to reach the right audience and spread the critical message of paediatric vaccination.”

Public App is India’s largest location based social network with 50 million+ active users.