

Tylenol #WhatMattersMost Case Study

International OTC medication manufacturer leverages influencer marketing to focus on family values, new traditions during the holidays

TYLENOL



Overview

Looking to make a splash for the holiday season, Tylenol approached Find Your Influence with two goals: the first, to build brand awareness around Tylenol's dedication to families and secondly, to do something meaningful for the holiday season.

Using an iconic Norman Rockwell holiday painting as their inspiration, Tylenol wanted to hear how modern families come together to celebrate what matters most during the holidays. Together, Tylenol and FYI decided the best way to get people engaged quickly was a three week influencer campaign, featuring a range of almost 40 FYI influencers.

Solution

With the help of FYI's influencer platform, Tylenol was looking to quickly build engagement around their integrated #WhatMattersMost campaign. FYI recommended working with high-reach lifestyle bloggers that help shape the evolving definition of the modern family.

Working with the FYI team, Tylenol gathered a diverse group of 36 FYI influencers representing influencer tiers and demographics. The prompt was engaging and fun: how do you celebrate what matters most during the holidays? Influencers were asked to share their story across their blogs and other social platforms.

To better coordinate with the larger integrated theming, each influencer's blog posts featured a two-and-a-half minute video illustrating Tylenol's take on the modern family, and to really tie up the theme, the influencers were asked to include an image of the original Norman Rockwell painting. Tylenol hoped that by providing these engaging assets, they would receive a bump in YouTube views, Pinterest pins and blog shares.

The participating influencers were delighted by the opportunity to reminisce about family traditions and lovingly detail their new holiday routines. The engaging theme combined with the right set of influencers made the campaign a total success. In fact, many of the blog commenters thanked Tylenol for helping people focus on family, not spending, during the holiday season.

Results

The influencer campaign was a targeted three weeks, but the total reach was 33.2 million — effectively positioning Tylenol as a brand centered around healthy families., with a holiday twist, to boot.

- **559 tweets** offering more than **15 million impressions**
- **36 blog posts** generating **112,251 unique pageviews**
- **206 Facebook likes**
- **334 Instagram posts** generating **265,000 likes** and reaching **11.2 million**



Put the power of influencer marketing to work for your brand

Contact FYI's [Samantha Ley](#) at 602.733.9323 today!

