ZzzQuil: Building Brand Authority Through an Interactive Content Experience

Branded Content & Consumer Engagement Marketing Case Study

November 17 – December 31, 2022

Introduction

ZzzQuil, a sleep aid brand from Vicks, partnered with Everyday Health to create an immersive branded content experience designed to educate consumers about sleep health, address common misconceptions, and strengthen ZzzQuil's positioning as a trusted authority in the category.

The campaign combined custom video programming, educational editorial content, and interactive modules within a fully branded digital experience.

The Challenge

ZzzQuil wanted to strengthen its position as an expert in sleep health while building brand preference in a competitive category.

The opportunity was to move beyond traditional product messaging and create an educational experience that would engage consumers, reinforce the importance of healthy sleep habits, and build greater confidence in the brand.

Rather than simply promoting a sleep aid, the goal was to position ZzzQuil as a credible resource for consumers looking to better understand and improve their sleep.

The Approach

I led the development and execution of *Your Guide to Better Sleep*, a custom branded content experience hosted on Everyday Health.

The strategy centered on combining trusted health information with engaging creative formats to make sleep education approachable, relevant, and interactive.

The experience brought together three core content elements:

1.) **Custom Branded Video**

We developed *On the Street with ZzzQuil*, an original video series featuring authentic, surprising, and often humorous responses from everyday people about their sleep habits and challenges.

The video introduced relatable storytelling into the campaign, helping connect the brand's educational messaging to real consumer experiences.

The campaign also incorporated existing ZzzQuil video assets to maintain brand consistency and maximize production efficiency.

2.) **Interactive Content**

I collaborated with UX, Product, and Design teams to conceptualize and develop interactive modules that encouraged readers to engage directly with the content.

One of the most popular experiences, *Which Sleep Aid Is Right for You?*, helped consumers explore sleep aid options through an interactive format.

3.) **Educational Editorial Content**

Throughout the experience we integrated trusted Everyday Health editorial content to educate consumers about sleep hygiene, address common misconceptions, and reinforce ZzzQuil's association with sleep health expertise.

Targeted media placements across Everyday Health supported audience discovery and drove traffic to the experience.

My Role

As Senior Director of Content Programs, I oversaw the campaign from initial strategy through launch and execution.

My responsibilities included developing the content strategy, shaping the creative direction, overseeing video and article production, and coordinating cross-functional teams across UX, Product, Design, and Content.

I managed the production process to ensure the final experience balanced brand objectives, audience engagement, and editorial credibility.

The Results

During the six-week campaign, the branded experience attracted nearly 100K users and significantly exceeded Everyday Health's engagement benchmarks.

98.6K | Campaign Users

The branded experience attracted 98,582 users during the campaign flight.

9:05 | Average Time on Page

Visitors spent an average of nine minutes and five seconds engaging with the experience, more than double Everyday Health's 4:00 benchmark.

50% | Returning Users

Half of all users returned to the experience, twice the 25% benchmark for returning visitors.

94K | Interactive Module Page Views

The *Which Sleep Aid Is Right for You?* interactive module generated approximately 94K page views, making it a standout engagement feature within the experience.

6,156 plays | Branded Video

The original branded video, *On the Street with ZzzQuil*, generated over 6k plays during the campaign.

The Bigger Picture

The campaign demonstrated the value of pairing trusted educational content with creative storytelling and interactive experiences.

By moving beyond traditional product messaging, we created an experience that encouraged consumers to spend meaningful time with the brand and return for additional engagement.

With average time on page exceeding the benchmark by more than two times and a returning visitor rate double the expected level, the campaign delivered strong evidence of audience interest and content relevance.

From developing the content strategy and shaping the creative direction to managing production, collaborating across disciplines, and overseeing execution, I led the work from concept through delivery.

Source: Everyday Health campaign performance reporting, November 17 – December 31, 2022.