



# Using interactive video to share information about intimate health

A multinational pharmaceutical and consumer health company that's been around for more than 150 years was looking for a way to innovate and provide education on healthcare, promoting their product portfolio that contains numerous globally renowned brands in the process.

For decades, one of their highly trusted brands has been helping people around the world understand, prevent and treat intimate and bacterial conditions, offering a range of effective products that help people to get back in control of their skin and intimate health.

## Destigmatizing sexual health

The company wanted to educate the market about sexual health and were searching for a creative way to present this. It's a topic that is often seen as taboo, but this company were looking to create content that could empower people and provide them with necessary knowledge. However, it was key that any content they created allowed people to choose their own education journey as every person has their own unique body and health issues.

## Harnessing interactive video to create a virtual lesson

The brand used the power of interactive video to teach people about intimate health, working with a popular influencer to host an educational online course. The video allowed users to choose between different topics based on their preferences, with interactions allowing them to select the ones that were the most interesting or important to them.

Each interactive 'lesson' delivered bite-sized health factoids and myth-busting information on vaginal and sexual health. The 'lessons' consisted of easily digestible information that made the topics more approachable, helping to reduce the shame associated with talking about sexual health.

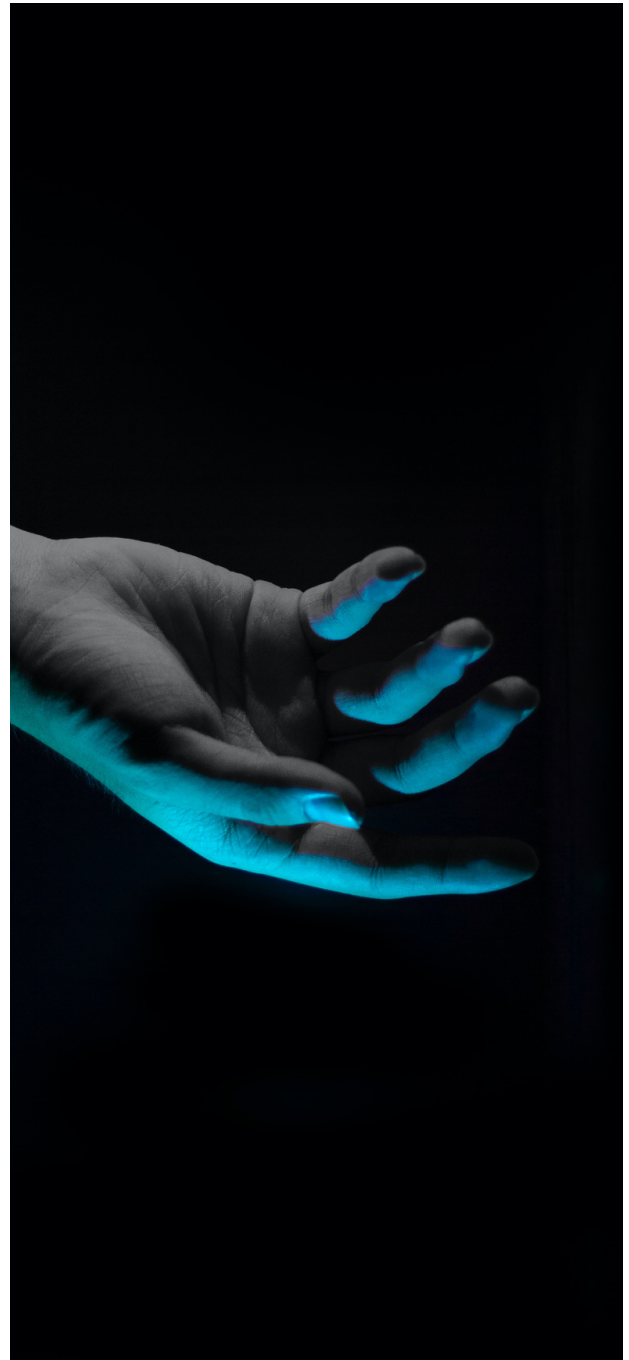
The use of polls, journey mapping, and interactivity throughout the video also ensured maximum audience engagement. The interactive video experience allowed users to take control of their own learning and provided them with a much more valuable experience, especially for a generation that consistently looks for choice, variety and personalised experiences when exploring complex topics.



## The results

The interaction rate for the campaign was higher than Vudoo's average interaction baseline. The 'course' had a remarkable completion rate of 88.1%, with a total of 9,981 interactions. With over 3,000 topic selections, the brand was able to gain insights into what topics resonated the most with their audience. They're now able to use the data gained from this campaign when looking to meet audience needs in the future.

The creativity of the digital campaign coupled with the uniqueness of interactive technology saw the video explode in the press, with multiple media outlets and publications covering the campaign story and technology. It resulted in a positive outcome for both the business and consumers, and is an excellent example of how educational content can be provided in ways that allow users to navigate to topics that are most relevant to them and their needs.



### Key Statistics



9,981 interactions

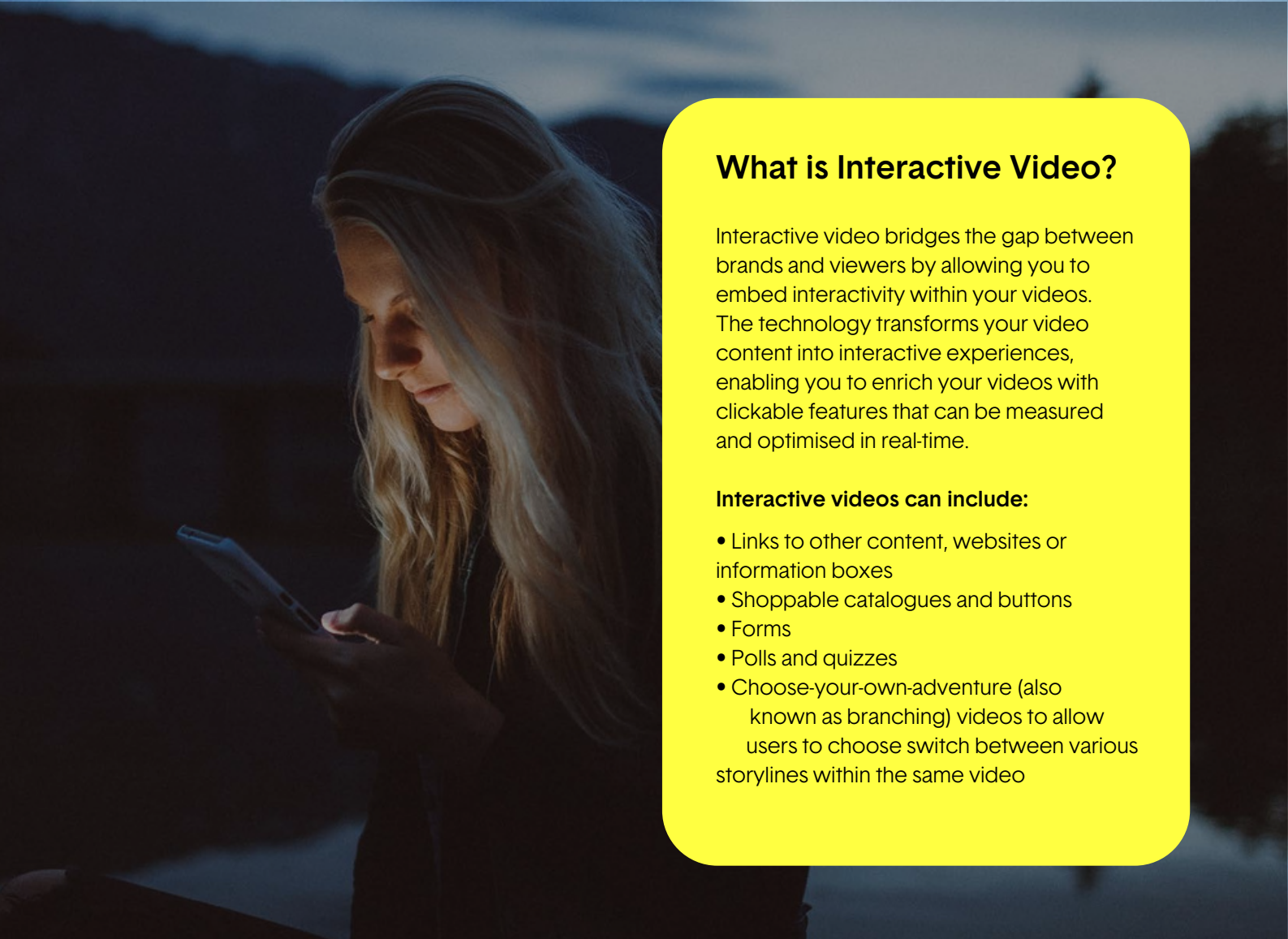


3,000 topic selections



88.1% completion rate

Over a 4 week campaign period.



## What is Interactive Video?

Interactive video bridges the gap between brands and viewers by allowing you to embed interactivity within your videos. The technology transforms your video content into interactive experiences, enabling you to enrich your videos with clickable features that can be measured and optimised in real-time.

### Interactive videos can include:

- Links to other content, websites or information boxes
- Shoppable catalogues and buttons
- Forms
- Polls and quizzes
- Choose-your-own-adventure (also known as branching) videos to allow users to choose switch between various storylines within the same video

## About Vudoo

Since its inception, Vudoo has been striving to transform the way the world watches videos. As a global pioneer of interactive video technology, Vudoo's SaaS platform enables users to turn video content into clickable, shoppable, and measurable experiences.

With a presence in Australia, the US and the UK, Vudoo has helped major brands such as Sephora, Salesforce, Monash University, and the Australian Taxation Office create interactive videos that inform, educate and facilitate a deeper connection with their audience, empowering them to take video engagement to a whole new level.



See what Vudoo can do for your business

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