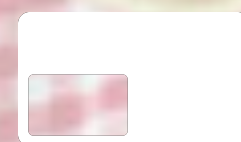


# THERMOFISHER SCIENTIFIC & FULLSCREEN

ALLERGY INSIDER INFLUENCER + SOCIAL CAMPAIGN RECAP



ENTER DATE HERE





#BEANALLERGYINSIDER



# UNDERSTANDING THERMOFISHER SCIENTIFIC

## CATEGORY

Want to draw attention to a variety of allergies including food, asthma, pet, and all year-round allergy symptoms and offer awareness on how to mitigate symptoms and how blood testing can help better pinpoint the source of allergic reactions.

**OPPORTUNITY:** Partner with talent who experiences a wide variety of allergies within their families to drive awareness to how [AllergyInsider.com](#) has helped them better cope with symptoms.

## AUDIENCE

Audiences are often neglect their allergic symptoms due to a lack of information available about them, causing many to cut out many things in their lives without having a definite answer.

**OPPORTUNITY:** Use this partnership as a way for influencers to be open about their struggles with allergies to create an organic connection with audiences so that they know they are not alone and that there is more information on allergies out there on [AllergyInsider.com](#).

## CULTURE

Health and wellbeing is becoming increasingly important in today's time and so it is essential that people feel like their allergic symptoms are being understood and taken care of during this time. As parents are becoming more aware of allergies, many struggle to find the answers they need to help their children.

**OPPORTUNITY:** Use parent influencers to share how [AllergyInsider.com](#) has helped them support their children who may not understand their allergies themselves and talk about the importance of caring for the health of your loved ones and yourself.



# TALENT OVERVIEW

In partnership with Thermofisher Scientific, Fullscreen identified **4x Talent** across different verticals to create **#BeAnAllergyInsider** and serve as ThermoFisher Scientific’s partners to drive awareness to [AllergyInsider.com](https://AllergyInsider.com) and to social channels.

NAOMI ROBINSON



MATT ROBINSON



THE OHANA ADVENTURE



KATE ARENDS







# #BEANALLERGYINSIDER

## THE BIG IDEA

Allergies are the 6th leading cause of chronic illness in the U.S. and while many live with the struggles of allergies, a lot of times people are left without answers on how to cope with their symptoms, potentially keeping those affected from living life to the fullest.

In a time where health is more important than ever, we are encouraging people to become Allergy Insiders and take control of their symptoms. Our carefully selected list of talent will show their followers how they can overcome their fears of allergic reactions by becoming better educated at [AllergyInsider.com](https://AllergyInsider.com).



# INFLUENCER CONTENT RESULTS & PERFORMANCE



\*Engagements defined as organic and/or paid likes, comments, shares

## #BEANALLERGYINSIDER INFLUENCER RECAP

**2.55MM+**

SOCIAL REACH IMPRESSIONS

**12**

CONTRACTED SOCIAL POSTS

**17.6K+**

VIEWS ACROSS ALL  
PLATFORMS

**1**

ADDED VALUE POSTS

**1.35%**

AVERAGE CAMPAIGN  
ENGAGEMENT RATE

**12.4K+**

TOTAL ORGANIC ENGAGEMENTS



# CONTENT PERFORMANCE

NAOMI ROBINSON



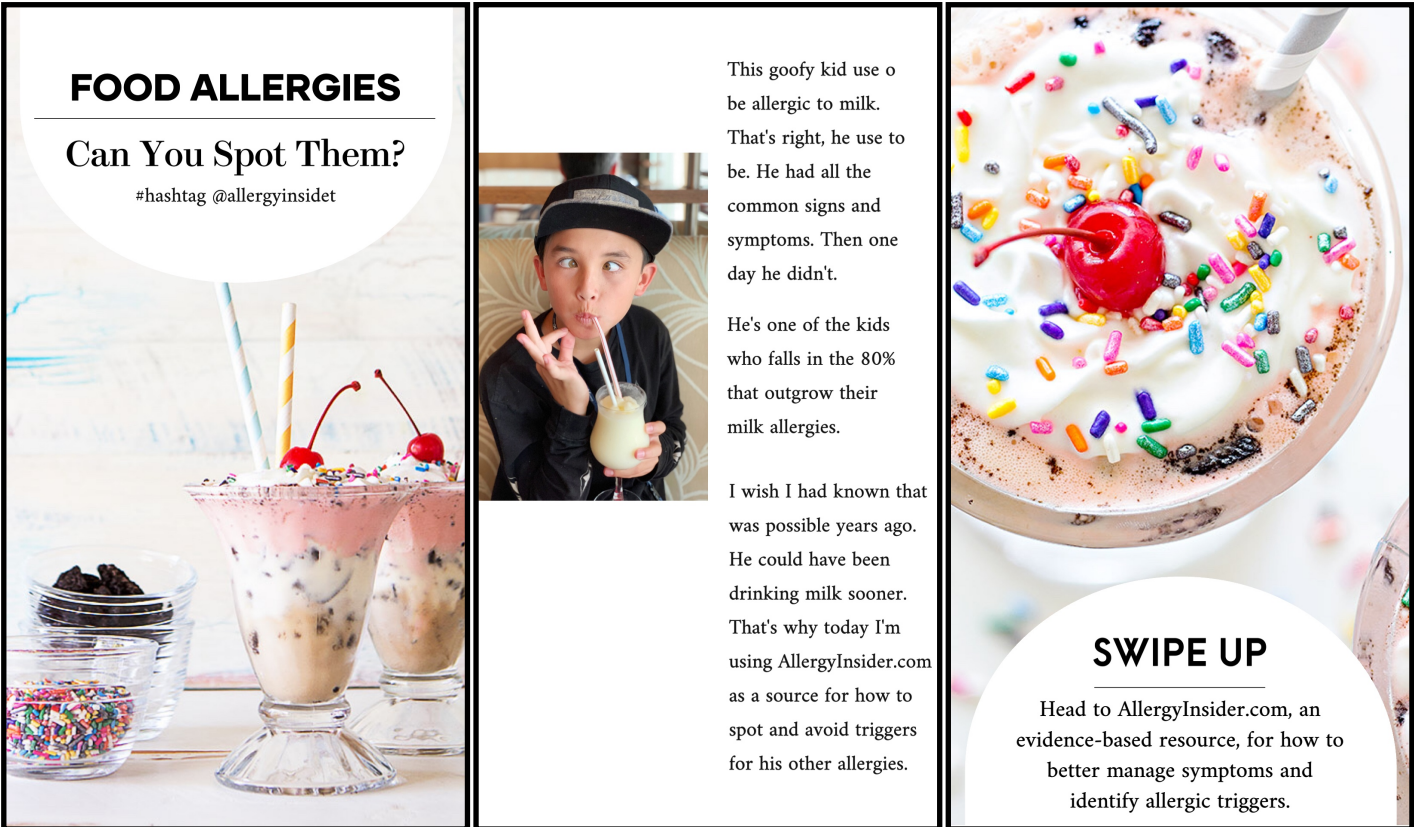
Naomi shared how hard it was when she first got her dog and realized she had pet allergies. Thanks to Allergy Insider, Naomi is experiencing fewer symptoms and lets followers know that they could find out what protein triggers their own pet allergies through a blood test.

IG IN-FEED	
REACH	79,500
TOTAL ENGAGEMENTS	1,675
TOTAL LIKES	1,605
ENGAGEMENT RATE:	2.11%



Naomi tells followers how learning about how to manage their pet allergy symptoms kept her family from almost re-homing their dog. With the help of Allergy Insider, followers can learn more about their symptoms and even take a blood test that tells them which protein triggers their allergies.

IG STORY #1	
REACH	79,500
TOTAL ENGAGEMENTS	27
TOTAL VIEWS	1,768
ENGAGEMENT RATE*:	1.53%



Naomi shares things she never knew about her kid's allergies, like being able to outgrow his milk allergy. Thanks to Allergy Insider, Naomi has been learning all kinds of things about allergies that she wish she had known sooner and encourages other parents to check out this evidence based resource.

IG STORY #2	
REACH	79,500
TOTAL ENGAGEMENTS	28
TOTAL VIEWS	2,196
ENGAGEMENT RATE*:	1.28%

- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)
- ★ ENGAGEMENT RATE BASED ON VIEWS



# CONTENT PERFORMANCE

MATT ROBINSON

- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)
- \*

ENGAGEMENT RATE BASED ON VIEWS



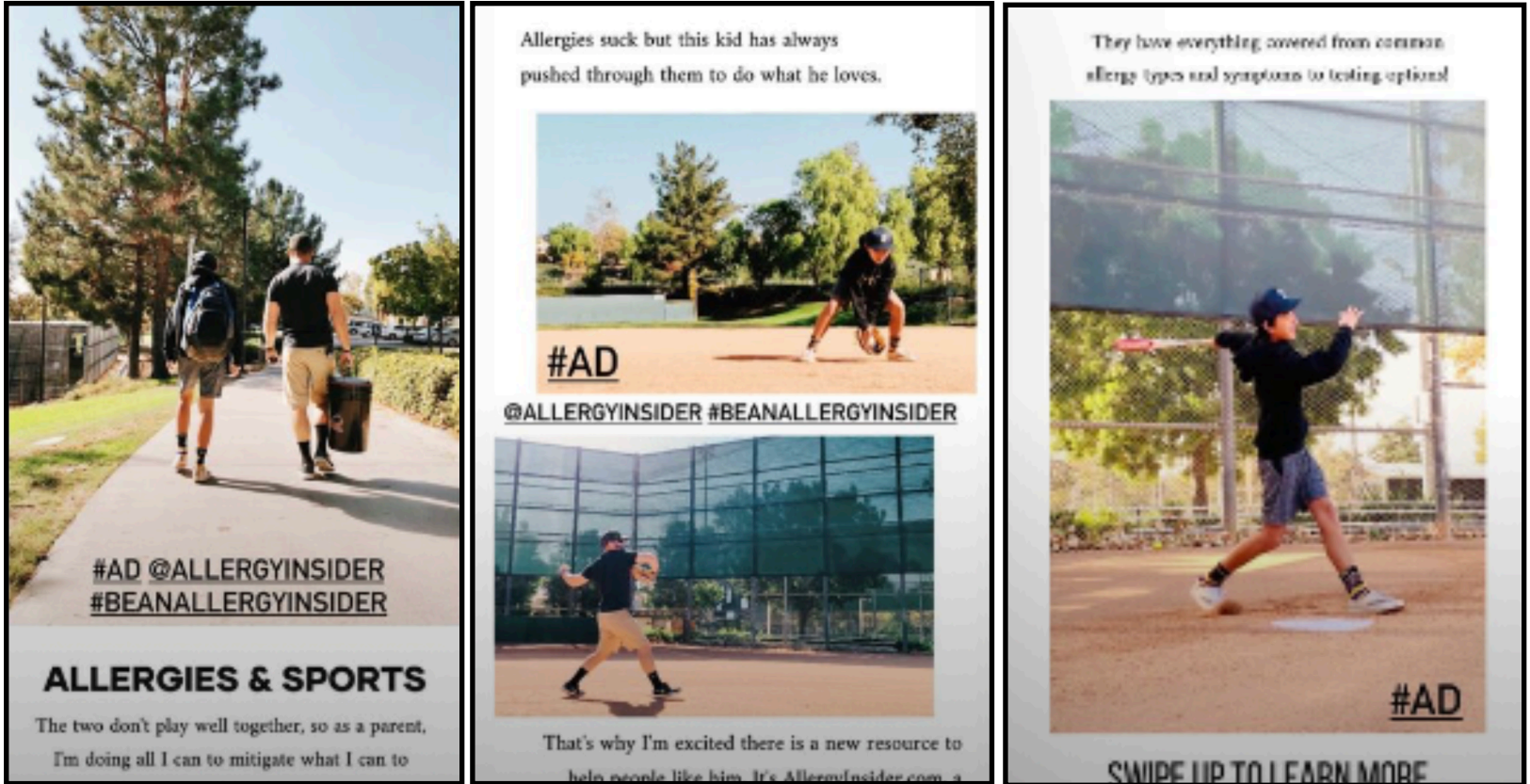
Matt shares with followers how much Allergy Insider has helped him maintain his outdoor-loving lifestyle by being a resource for him to learn about triggers and how to avoid them.

IG IN-FEED	
REACH	59,700
TOTAL ENGAGEMENTS	930
TOTAL LIKES	920
ENGAGEMENT RATE:	1.56%



Matt shows followers a Parent's Guide to Allergies, sharing how he is able to understand his boys' pollen allergies thanks to Allergy Insider.

IG STORY #1	
REACH	59,700
TOTAL ENGAGEMENTS	20
TOTAL VIEWS	1,141
ENGAGEMENT RATE*:	1.75%



With sports playing a big part in Matt and his sons' lives, he shares with followers how they are able to mitigate their allergic symptoms when out on the field.

IG STORY #2	
REACH	59,700
TOTAL ENGAGEMENTS	27
TOTAL VIEWS	718
ENGAGEMENT RATE*:	3.76%



# CONTENT PERFORMANCE

## THE OHANA ADVENTURE

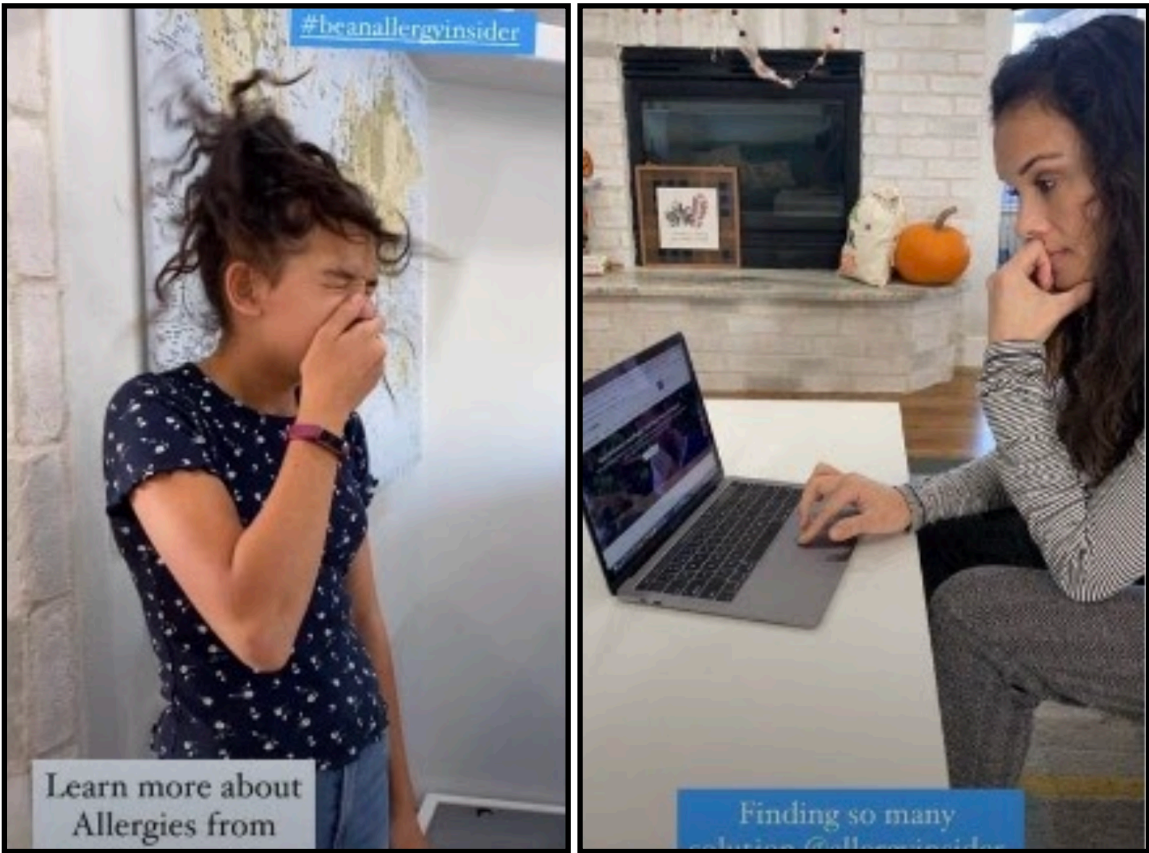
- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)
- \*

 ENGAGEMENT RATE BASED ON VIEWS



The Ohana Adventure family shares how common allergies are in their household, especially with everyone's case being different. Thanks to Allergy Insider, they have been able to better identify their allergies and even discovered that some of them were allergic to a weed in their own backyard!

IG IN-FEED	
REACH	359,000
TOTAL ENGAGEMENTS	7,321
TOTAL LIKES	7,260
ENGAGEMENT RATE:	2.04%



Rachel shares how hard battling allergies can be for her kids and shows followers all the solutions they can discover through Allergy Insider and how it's helped the family find the answers they've been looking for.

IG STORY #1	
REACH	359,000
TOTAL ENGAGEMENTS	479
TOTAL VIEWS	42,374
ENGAGEMENT RATE*:	1.13%



Rachel explains all the things she has been able to learn about allergies and how to mitigate symptoms with the help of [AllergyInsider.com!](#)

IG STORY #2	
REACH	359,000
TOTAL ENGAGEMENTS	243
TOTAL VIEWS	26,317
ENGAGEMENT RATE*:	0.92%



# CONTENT PERFORMANCE

KATE ARENDS

- BEATS PERSONAL BENCHMARK
- BEATS INDUSTRY BENCHMARK (SHAREABLEE DATA)
- \*

ENGAGEMENT RATE BASED ON VIEWS



Kate shares how scary it can be raising kids with allergies and especially not knowing what to expect as her daughter tries peanut butter for the first time, something that her son is highly allergic to. She explains how she wishes there were more resources like Allergy Insider that could have helped her as a parent and lets followers know to check them out if they want to learn more about potential allergies and how to get tested for them.

IG IN-FEED		ADDED VALUE: FB IN-FEED	
REACH	349,000	REACH	14,000
TOTAL ENGAGEMENTS	749	TOTAL ENGAGEMENTS	580
TOTAL LIKES	714	TOTAL LIKES	11
ENGAGEMENT RATE:	0.21%	ENGAGEMENT RATE:	0.08%



Kate talks about the struggles of understanding the extent and symptoms of her kids' allergies but how she has been able to help them through using the resources provided by Allergy Insider

IG STORY #1	
REACH	349,000
TOTAL ENGAGEMENTS	580
TOTAL VIEWS	126,131
ENGAGEMENT RATE*:	0.46%







Kate educates followers on understanding the differences between allergies, intolerances, and sensitivities and how they can research their symptoms to find the best diagnosis for them as well as how to manage it.

IG STORY #2	
REACH	349,000
TOTAL ENGAGEMENTS	333
TOTAL VIEWS	43,762
ENGAGEMENT RATE*:	0.76%





# TALENT SCORECARD


ALLERGY INSIDERS		# OF POSTS	# OF VIDEOS	AVERAGE ENGAGEMENT RATE	HIGHEST ER THUS FAR	CONTENT WITH HIGHEST ER	AVERAGE VIDEO VIEWS
	NAOMI ROBINSON	3	2	1.64%	2.11%	IG IN FEED: PET ALLERGIES	1,982
	MATT ROBINSON	3	2	2.36%	3.76%	IG STORY #2: ALLERGIES AND SPORTS	929.5
	THE OHANA ADVENTURE	3	2	1.36%	2.04%	IG IN-FEED: SEASONAL ALLERGIES	34,345.5
	KATE ARENDS	4	4	0.38%	0.76%	IG STORY #2: ALLERGY QUESTIONS	50,495

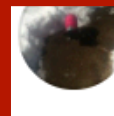



# SHOWING LOVE FOR #BEANALLERGYINSIDER

 **kitchconfidante** Aw so glad you found a solution!!


 **brielle874\_** Pin if you love allergy insider! [@theohanaadventure](#)

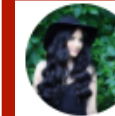
 **elenas.eats** Thats really interesting!! Great info to share, thank you!! 🥰


 **quittingwithmydog** I am severely allergic to peanuts. The pediatrician suggested we wait until my older daughter was 4 or 5 before giving her peanuts. My husband (because I could not) gave her peanut butter for the first time. It was definitely very scary. She was/is not allergic. However my younger daughter is also severely allergic to peanuts. We actually found that out in testing when she was very young (long before she was old enough to try it). Very glad we found it out in testing and not by eating it. She is a teenager now. Since then she has gone through several food challenges for other foods. Those were all done at a hospital under a doctor's supervision.


 **food\_and\_flair** My husband does! I will check this out for sure! 👍


 **amyshealthybaking** Oh my gosh — this is amazing!! Cat and dog allergies run in our family... but we love our pets so much that we try to ignore the allergies. 🐾 Definitely need to check this out!!


 **moderndaygf** [@bakersroyale\\_naomi](#) thank you for sharing this


 **wifemamafoodie** Wow, I so need this kit! We had to rehome our last dog due to my son's allergies. Would be helpful to know what exactly he's allergic to :(


 **beccabu2005** I have a lot of allergies. A lot of seasonal allergies and then I am also allergic to Milk, eggs, nuts, and fish. For the nuts I know for sure no peanuts I can have almonds I just don't like trying different types of nuts


 **victoriaandjenessa** Who else is allergic to wheat, gluten, soy, lactose, peanuts, and pretty much any good tasting chemical filled thing out there? Just me 🤔


 **pinchandswirl** What an amazing resource! I'm so glad you get to keep your sweet pup. 🐾


 **the\_real\_kodie\_fryer** I have an allergy to cats. I take 3 pills a day otherwise I am sneezy and itchy and can't breathe


 **loveinmyoven** Allergies are the worst! My husband sneezes alllll summer long. I need to look into this!

 **amyshealthybaking** My whole family has allergies, and not just during the spring... they're all year round! Definitely need to check this out!! 🙌


 **pebbleblue** SO glad it went well. Peanut allergies are scary.


 **chicliving** I adore your children as I'm sure you know already. Both of our boys and myself have some food intolerances and it can be so annoying. This clip made me happy, thank you for sharing.


 **cassandrlea0508** Thank you for sharing this, Kate - we're experiencing food allergies for the first time with our 3rd - dairy, eggs, and nuts. Learning a lot, adjusting, moving forward ☺


 **kasey.littlebreadstick** Oh my gosh I hope this helps me my allergies are so bad


 **davidwma** This is such a great idea!


 **mydiaryofus** My boys do! I need to check that out!


 **southerngirleats** Oh I was thinking recently I needed to try one of those tests for my allergies

 **\_candace\_2** I have seasonal allergies too it sucks 😞 lol I litterly been sneezing all day cause I was outside all day lol

 **mydiaryofus** Oh wow my husband needs this!

 **delicia\_gold.14** I just got tested back in April for my allergies and I'm allergic to tree pollen, cats, and dogs so my face swells up sometimes and my hands.

 **alifedelicious** I don't think I knew there was a blood test that determines the protein. That's great to know!

 **starinfinitefood** My fiancé does! Need to check this out



# TBH CREATIVE TEST

TBH is Fullscreen's proprietary market research panel. This influencer-first program is primed for measurement by our Millennial panel of ~3,000 people.



## HOW IT WORKS

TBH uses a recruit to view methodology exposing respondents to a campaign's creative followed by a fully customizable survey created in partnership with the brand. Creative results are compared to each other as well as an unbranded control. Additionally, TBH has partnered with a technology to measure facial coding and eye tracking for social creative.

## FAST FACTS

- KPIs Measured: Awareness, Favorability & Intent
- Methodology: Recruit-to-view Survey

## WHY WE LIKE IT

This measurement solution allows for fully customizable surveys to analyze how both organic and paid creative is performing.





**THANK YOU**