



Case Study: MOSH

CHALLENGE

Make MOSH a household name for men's health, while normalising 'taboo' health issues that are not talked about by (*most*) men; hair loss, skin, sexual and mental health.

Establish brand awareness and drive leads.

EXECUTION

A series of branded content articles on ACM titles across NSW & Vic. Content amplified on Facebook and site homepages.

Further digital touchpoints via contextually targeted display ads.

RESULTS



Campaign Duration
3 months



New Users
65%



Page views
50,000+



Clicks
5,500



Dwell time
2.5 mins



Highest Engagement
Mobile

SOURCE: Google Ads Manager, Jul 22- Sep 22.

ACM ConnectNow