

Solution:

To continue the growth and engagement of Dove's WeChat profile, Charlesworth launched the innovative **Annual Video Abstract Awards**. This signature awards programme encourages authors to explain the importance of their research in a clear and engaging way using video, which is then shared on China's most popular social media and messaging app, WeChat.

Benefits:

- > Increased brand awareness
- > Engagement
- > Increase in research submissions

Reaching a large audience with engaging and relevant content is key for a successful awards programme. The campaign plan, written and managed by Charlesworth, encompassed a mix of organic and paid content promoting the awards to encourage entries, event voting, and engagement with the Dove mini-program. Sponsored posts were used to increase visibility and target audiences outside of academia, this included posting to influential WeChat account Keyen — an account with over 1million followers.

To keep the momentum after the awards, the **'Annual Abstract Award Winner Experience'** webinar organised by Dove and Charlesworth provides a platform for the winning author to promote their research to a new, broad audience on WeChat and Bilibili.

Conclusion:

The Annual Video Abstract Awards has increased the visibility of Dove Medical within China, contributed to the 69% growth in Dove's WeChat profile, increased traffic to the Dove website and strengthened the relationship between Dove, key opinion leaders and authors. Following the success of the awards programme, Charlesworth and Dove continue to expand Dove's video offering through WeChat and other key Chinese social media platforms, with initiatives such as journal spotlights, webinars and author abstracts.

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