



Campaign Case Studies

Diabetes Fortnight Blue










The client wanted to spread awareness around diabetes to promote its diabetes products. We were approached to develop a national campaign for the same.

Objective

Objective was to create a program to make people more aware around diabetes so that more & more people get themselves tested & adhere to prescribed medicines.

Project Details

<p>September 01</p> <p>"I pledge to spread awareness around diabetes prevention and management among diabetes patients and their families."</p> <p>Launch of Doctor 4 Diabetes Care</p> 	<p>October 03</p> <p>Diabetes screening camp for Mumbai Taxi Association at Mumbai Domestic Airport</p> 	
<p>October 29</p> <p>Diabetes screening camp at Colaba Police Station, Mumbai</p> 	<p>November 01</p> <p>"84% people despite having a diabetic in the family have never gotten a blood sugar test done"</p> <p>India POLD survey release</p> 	
<p>November 05</p> <p>Diabetes Screening Camps with session by nutritionists on healthy nutrition & lifestyle at</p> <ul style="list-style-type: none"> Standard Chartered Bank (DLF & Sansad Marg), New Delhi Radisson BLU Hotel, Chennai Gamdevi Police Station, Mumbai, Maharashtra 	<p>November 06</p> 	
<p>November 08</p> <p>Diabetes Summit: A discussion to stall the biggest epidemic in human history</p>  <p>Diabetes Screening Camp at Radisson Chennai</p> 	<p>November 09</p> <p>Dance 4 Diabetes Care at Mumbai Celebrating the spirit of unity for diabetes awareness</p>  <p>Walk 4 Diabetes Care at Lucknow</p> 	<p>November 10</p> <p>Blue Diwali Mela Celebrating the festival and the noble cause of diabetes awareness</p> <p>November 10</p> <p>Walk 4 Diabetes Care in association with Bombay Municipal Corporation at Marine Drive, Mumbai</p>
<p>November 11</p> <p>Dance 4 Diabetes Care at India Gate, New Delhi</p> <p>Diabetes Screening Camp and other activities at</p> <ul style="list-style-type: none"> Sacred Heart Church, Delhi Jaipur 	<p>November 12 - November 13</p> <p>BLUE DIWALI!</p> <p>The country turns blue, the colour symbolic of unity towards diabetes awareness, as millions come together to show their support for Sanofi Diabetes Blue Fortnight 2012.</p> 	
<p>November 12</p> <p>Walk 4 Diabetes Care at Kolkata</p> 		

<p>October 15 - October 23</p> <p>Spreading awareness around diabetes through platforms like Ramliya Maidans and Durga Pooja</p> 	<p>October 24</p> <p>Burning the Ravan of diabetes ignorance</p>  
<p>November 02</p> <p>Diabetes Toolkit dissemination in the masses.</p> 	<p>November 07</p> <p>Mega Diabetes Screening Camp at Gurdwara Rakabganj Sahib where approx 5000 people were screened</p> 
<p>Diabetes Screening Camp at</p> <ul style="list-style-type: none"> Mercy Hospital, Kolkata Radisson BLU, Noida Radisson BLU, Paschim Vihar, New Delhi 	<p>Launch of All Religion Call for Diabetes Awareness</p>  <p>Celebrating World Diabetes Day, India with Blue Evening at Shri Swaminarayan Akshardham Temple</p> 
<p>Blue illumination of worship places of country's major religions</p>	
<p>November 14</p> <p>WORLD DIABETES DAY</p> <ul style="list-style-type: none"> Diabetes Screening Camps at Kolkata Press Club Hyderabad's Apollo Sugar Clinic Chennai's Lucas TVS Ltd. Press Club of India at Delhi 	 <p>Shri Swaminarayan Akshardham Temple</p> <p>Gurdwara Bangla Sahib</p> <p>Sacred Heart Cathedral</p> <p>Jama Masjid</p>



Campaign Activities & Outcome

Campaign

- ✓ Concentrated effort since 2010 in form of focused campaign Diabetes Blue Fortnight (DBF) around 'World Diabetes Day'

Activities & Outcome

- ✓
 - Context (Theme) Setting Survey – INDIA POLD (700 families)
 - Doctor Pledge – 20K+ doctors
 - Walk for Diabetes Awareness – 50K+ people
 - Dance for Diabetes Awareness – 5K+ people
 - Announcement during Ramlila – 1100+ points; 1 cr+ people
 - All Religion Call for Diabetes Awareness -
 - Diabetes Screening Drive – 10K+ people
 - Pharmacy Activation – 90 points; 1 lac+ patients
 - Scientific symposium for Doctors – 200+ doctors
 - Full page editorial in TOI (All Editions) – 2cr+ people
 - Blue Monument Lighting Challenge – 180+
 - Appeal for Blue Diwali – Radio Ad, Print Ad, Digital Promotion – 25K+ houses
 - Doctors Talk at Corporate Houses and Housing Societies – 50+ points; ~5K people
 - Digital Promotion – Website, Twitter, Facebook, Youtube

Chiranjeev Hriday: Awareness around Sudden Cardiac Arrest and CPR Training

The Brand wanted to create a positive image for itself by doing some activity around Sudden Cardiac Arrest.

Objective

Objective was to establish brand as a responsible healthcare player in India.

Project Details

Strategy

- ✓ Use multiple channels to initiate conversation around Sudden Cardiac Arrest – a condition that many pilgrims succumb to at Kumbh.
- Use locally popular and relevant activation to increase interest, recall and engagement in the activity.

Activities & Scale

- ✓ Training of close to 8000 people in CPR using local CPR trainers by partnering with Netra Kumbh (largest free eye check and spectacle distribution camp at Kumbh 2019), religious akhadas like Juna Akhada.
- Training 300+ first responders like police officials, fire officials, civil defense personnel etc.
- CPR Express – a campaign branded vehicle toured the Kumbh campus with a group of street play performers who stopped at multiple locations to perform a street play on the subject of SCA and importance of learning CPR and its power to save lives.
- Amplification through hoardings, banners, posters, campaign jingles etc
- Press conference to engage media
- Rally with local students to promote CPR awareness and training
- Character like CPR Baba to make

Media Amplification

- ✓ 23 days | 7 types of activations | 8000 people trained in CPR | 350+ first responders trained | 113 street play performed | **50+ media coverage** | 1 crore+ people reached

Gallery

8,000 PEOPLE TRAINED IN CPR AT DIVYA KUMBH 2019

BY CORRESPONDENT

FRATERNAL Program by heart, about 12,000 people from all across the world at Divya Kumbh this year. The two weeks' long human gathering, Millions of devotees paid their respects, offered their prayers and take up in the holy water with the hope of washing off their sins. Chiranjeev Hriday, an initiative by India Medtronic and other like-minded hospitals like Sonu Kumbh, HEAL Foundation, Jans Akhara, India Varanasi Hospital, HEAL Health Connect and Indian Medical Academy for Preventive Health urged the people to also do a special pran nam along with seeking blessings. This one of a kind initiative spread awareness around Sudden Cardiac Arrest and the importance of CPR techniques in saving lives. Through the campaign 8,000 people were trained in the CPR technique – with a special focus on first responders like police, fire and emergency support department.

India Medtronic led Chiranjeev Hriday campaign equipped innovative and interesting tools to engage the masses on the subject of Sudden Cardiac Arrest and CPR. A campaign branded vehicle, CPR awareness, around the Kumbh

importance of CPR. Many devotees were also addressed by specialized CPR trainers in campaigns branded buses and vans to the sangam. Hearings and radio jingles with messages around sudden cardiac arrest and CPR also played an important role in

and stepping up to help. There is a lack of data available in India, but though studies and by extrapolation, it is estimated that the annual incidence of deaths due to sudden cardiac arrest are around 7 lakh in the country, 2 and 90 percent of those who

objective of this rally was to make more people aware of the importance of CPR and role of CPR in saving lives. Contributing Chiranjeev Hriday campaign's journey at Divya Kumbh 2019, Madan, Krishnaiah, Vice

will be taking these trainings to several cities across the country, reaching out to more than 20,000 people, and providing life-saving skills. Our vision also aligns with the government's focus on improving access to diagnostics, treatments and management of the non-communicable diseases in India.

Over the years, Kumbh has become a platform which has participation of people from all over the

Dr. Vinod Kumar, senior consultant interventional cardiologist and senior director, Cardiac Interventional Specialist Hospital in Salem, New Delhi said, "It's time we are sitting back, you left to the ground and stopped breathing, what would you do? Would you call an ambulance and wait for it to arrive? Would you get down on your knees and

prayer sudden cardiac arrest because they do not receive life-saving therapy within four to six minutes? For every minute that elapses after sudden cardiac arrest, the chances of survival diminish by 10 percent."

As a burning crusade to Chiranjeev Hriday campaign's journey at Kumbh, more than 800 and 100 students and

President and Managing Director, Medtronic India, Subramanian said, "Considering the high incidence and prevalence of Sudden Cardiac Arrest in our country, there is an immediate need for the citizens to be the life-saving CPR. It is so essential that we have to train them to save lives. It's important to Medtronic because of our Mission. We are dedicated to not just medical devices but also

menting at Divya Kumbh 2019. Medtronic and CPR 8,000 people in the 16 months, including children, volunteers and first responders like police, fire, the brigade and civil defense. Subsequently over the next 6 months, we

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नक्कड़ नाटक के माध्यम से बीमारियों से बचाव जगाना

सपा और सपा सीटों की घोषणा, सपा 37, बसक 36 सीटों के

0:06 / 0:28:19

National Campaign to Spread Awareness Around Air Pollution

An international air purifier brand wanted to enter Indian market. We were hired by the brand to strategize and implement successful brand entry in India.

Objective

Objective was to create favourable atmosphere for brand launch & successfully launch the brand with immediate mass acceptance

Project Details

Strategy

- ✓ An integrated campaign with the objective of educating and encouraging Indian citizens to adopt air friendly measures in the interest of the country and mobilizing the policy makers through continued dialogue with them. A bouquet of on-ground, online and out of the box activations create a wave around the subject urging the target audience to stand up and take action.

Activities & Scale

- ✓
 - The campaign was pertinently launched on World Asthma Day and apparently ,reached over 500 million people across the nation through a mix of online and offline activities during the course of campaign. The endeavour behind the campaign was to facilitate the idea of using air friendly measures by cultivating small habits like, use of public transport, wise use of energy, recycling and re-using, planting trees, properly maintaining the vehicles, use of alternate energy, being environment friendly, using proper technology, replacing the standard light bulbs with CFLs, etc.
 - The campaign led a Citizens' Awareness and Attitude Survey and a Lung Health Screening Test suggesting that 35 percent of Kolkata's school-going kids, 36 per cent of Bangalore's school-going kids and 27 per cent of Mumbai's school-going kids suffer poor lung health as a result of air pollution.

Outcome

- ✓
 - The campaign received enormous support of government and was covered by all media houses giving us more than 150 media coverage. It was followed by a successful brand launch.

Gallery

