

'SEE THE DIFFERENCE' WITH DR AGARWAL EYE HOSPITAL

Category B9 – Best use of TV in healthcare

MARKETING OBJECTIVE

Build leadership stance for Dr Agarwal with respect to Cataract surgery.

COMMUNICATION GOALS

Redefine healthcare communication codes by shifting from functional benefits and focusing on what Dr Agarwal can enable in people's lives.

TARGET AUDIENCE:

‘The Silvers’ in their golden years with an unmatched zeal for life.

CONSUMER TRUTH:

The first generation of Indians who are learning to prioritize themselves and nurture their dreams after having played providers and care givers to others.

**Nuclearization of Indian families, rising income levels and assisted financial planning has ensured that they don't have to depend on anyone for either financial support or emotional validation. This is a big shift from the past generations that immersed themselves in familial chores and duties even after retirement.

CREATIVE IDEA

Dr Agarwal's Cataract surgery enables the unstoppable silvers to focus on possibilities, not on limitations, and follow their passions with abandon.

SEE THE DIFFERENCE

TVC 1



Tamil Version

<https://www.youtube.com/watch?v=zN5xvhM0rmc>

English Version

https://www.youtube.com/watch?v=1_Ynt0yge4g

TVC 2



Tamil Version

<https://www.youtube.com/watch?v=zN5xvhM0rmc>

English Version

https://www.youtube.com/watch?v=X_b-4h6Tai8

SEE THE DIFFERENCE

Dr Agarwal portrays 'The Silvers' as people with unconventional aspirations that come from their rich inner lives. Through its light, fun and endearing tonality, Dr Agarwal breathes a fresh perspective to gloomy healthcare communications that take themselves too seriously.

**Despite Cataract surgeries being wide and prevalent, health care industry highlights it as a life derailing problem that only they are best equipped to solve for. In the process they highlight the discomfort of living with cataract and the fear of undergoing any surgery while the relief after surgery is completely amiss.

CAMPAIGN EFFECTIVENESS

- **3+ reach on avg**

	May-June '22	July-Sept '22	Nov-Dec'22	Feb-March'23
Spots	3741	5115	4010	3938
Reach level	65% @ 4+	68% @3+	74% @ 3+	55% @ 5+

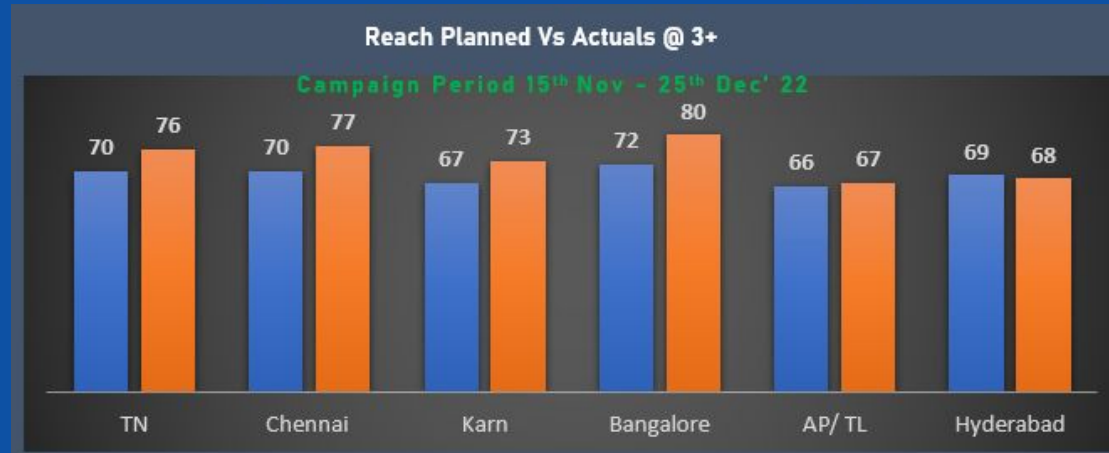
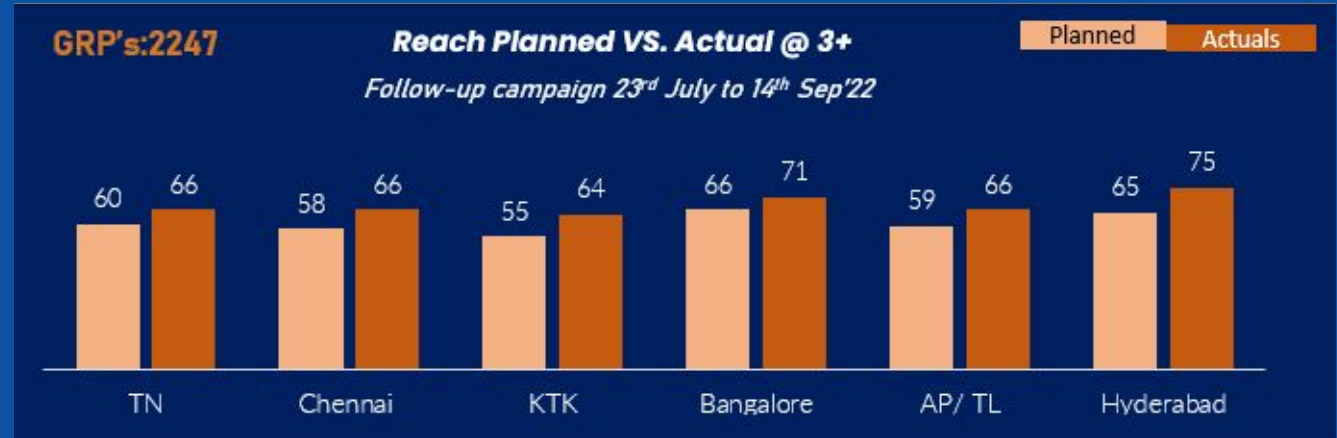
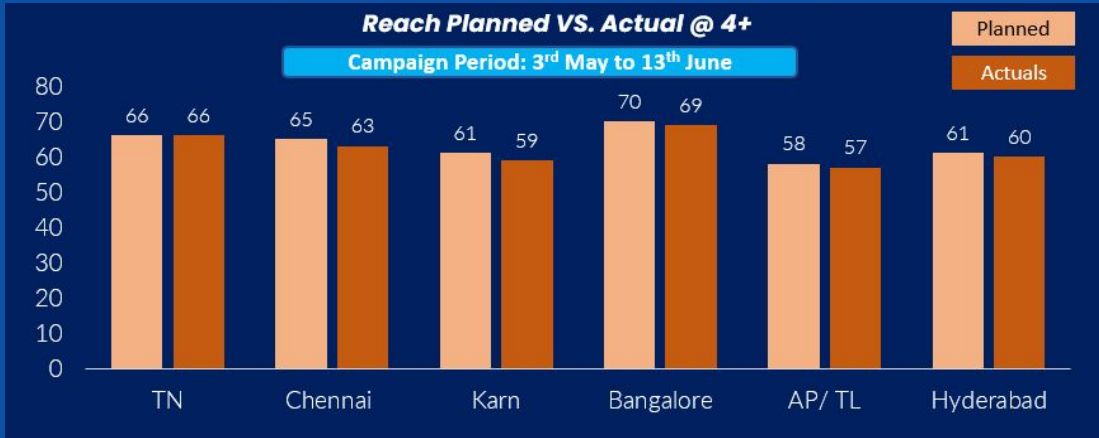
- **Achieved 100% of the planned spots**

- **> 90 % GRP achieved against an industry benchmark of 85%**

GRP	3rd May - 13th June 2022			15th Nov - 25th Dec 2022			Feb/ March '23
Market	Planned	Actual	Achieved%	Planned	Actual	Achieved%	Actual
Tamil Nad	947	892	94%	1006	1119	99.80%	855
Karnataka	838	644	87%	791	939	100%	803
AP / TL	722	678	94%	766	795	99.70%	772

**detailed graphs of GRP against planned, plotted by state, in the next slide

CAMPAIGN EFFECTIVENESS - APPENDIX



Feb / March '23 Campaign

Markets	Spots	GRP's	Reach @ 5+
Tamilnadu	1803	855	56
Karnataka	923	803	56
AP / TL	1212	772	52