Healthcare v

Technology ~

Startups ~

Events ~

APAC Dialogue ~

APAC

Home

✓ NEWSLETTER

Home > Healthcare & Wellbeing

BFSI v

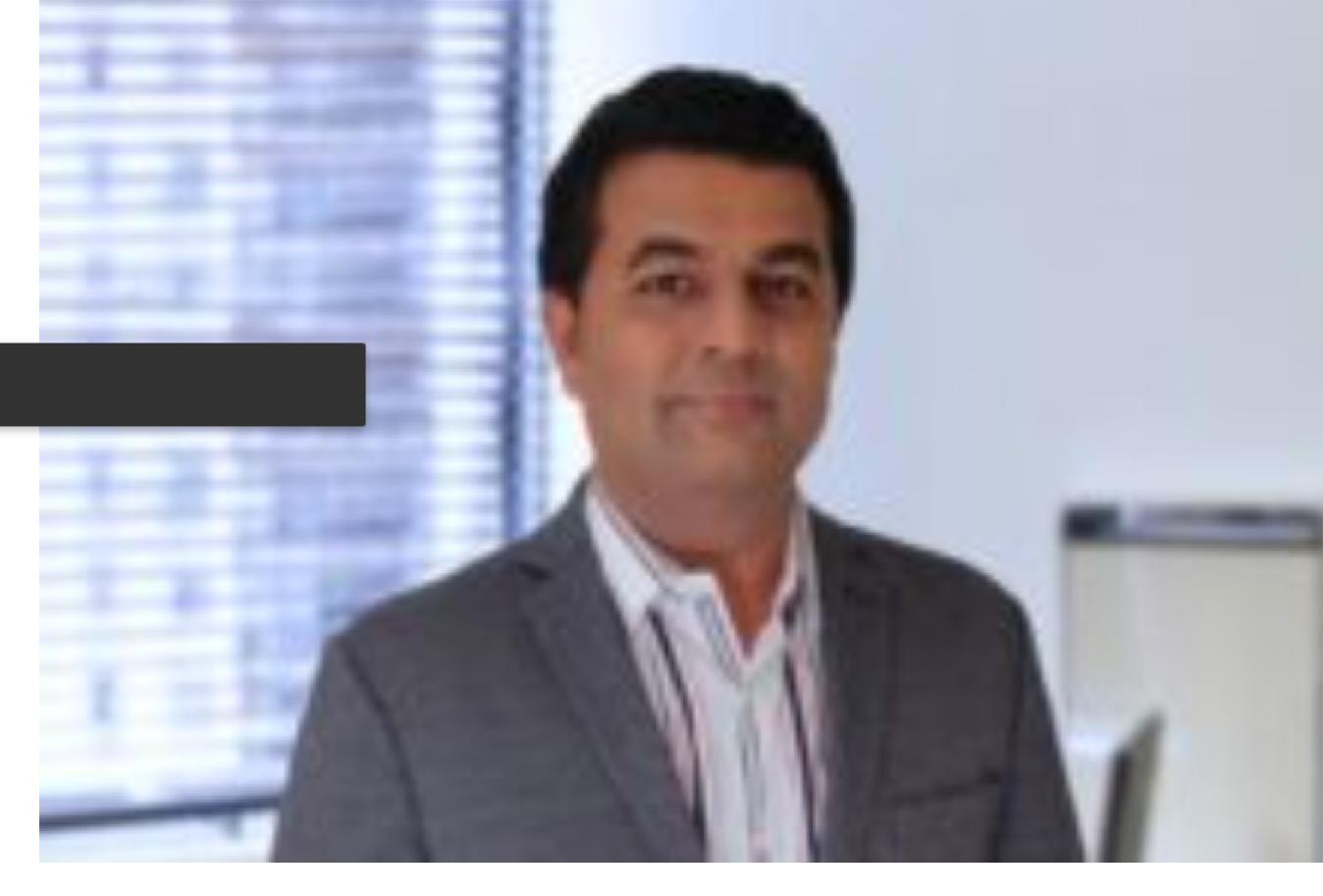
Education >

APAC News Network

January 18, 2022 in Healthcare & Wellbeing, News

Governance v

Power of Video First Communication transforms Healthcare marketing to the next level.





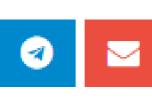








MANUFACTURING









Nuts & Bolts of Manufacturing

thousands of drug manufacturing facilities in the country. Apart from that, the nearly 1.4 billion population implies there is a massive domestic need as well. But most of the Pharma sector stuck with the old methods of marketing like sending their medical representatives to meet doctors or sharing pamphlets etc. These in-person marketing and traditional formats are inadequate to help the Indian pharma companies meet their objectives. Many diseases affecting global health can be prevented successfully through right communication, delivered through the right medium. C Com Digital, a full-service Techno Digital Marketing Agency with global footprint, is transforming the

way healthcare awareness campaigns are run by the Indian Pharma sector. The company is constantly creating high-impact video-first communication by combining advance technologies like AI and analytics with the power of creative and socially relevant messaging. C Com Digital has successfully used its extensive expertise to build marketing communication using videos which are informative, engaging, socially relevant and easy to understand for the target audiences. As experts in creative communication and engaging the audience, C Com has built an extensive and seamless process to engage the audiences using the medium that everyone is comfortable with: video.

The results have been more than visible and evident from C Com's campaign on women's health or other co-morbidities. Some of their campaigns reached out to more than 81 lakh people, and received over 1.1 million YouTube subscribers, not just in India, but, also in countries like Nepal and Bangladesh.



products is inter-related with generating the right awareness among the target audiences about the need and benefits of the drugs. Video content is the most consumed form of messaging and entertainment today, and we are using the best of technology and creative resources to create impactful ads for major health issues faced by the masses. Going beyond simply the medical terminology, our video crafted with a focus on highlighting all round impact and need. For instance, a cardiovascul

Speaking about this, Chandan Bagwe, Founder / Director,C Com Digital said, "Marketing of pharma

expenses for the entire family. Thus, we highlighted the preventive approach and medic help prevent the risk. That campaign resonated with national as well as international audien Adding further, he said, "The key is to do in-depth research and create contextual and relatable messaging for the audience. Such an approach has benefited our pharma clients, a medical community has also lauded our efforts at transforming marketing for the p

through the digital Video First strategies. This is where the future lies, and we are set to hel

brands to realign with this novel and impactful marketing approach."

in Share

not only be debilitating or life-threatening for the patient, but a cause of financial h

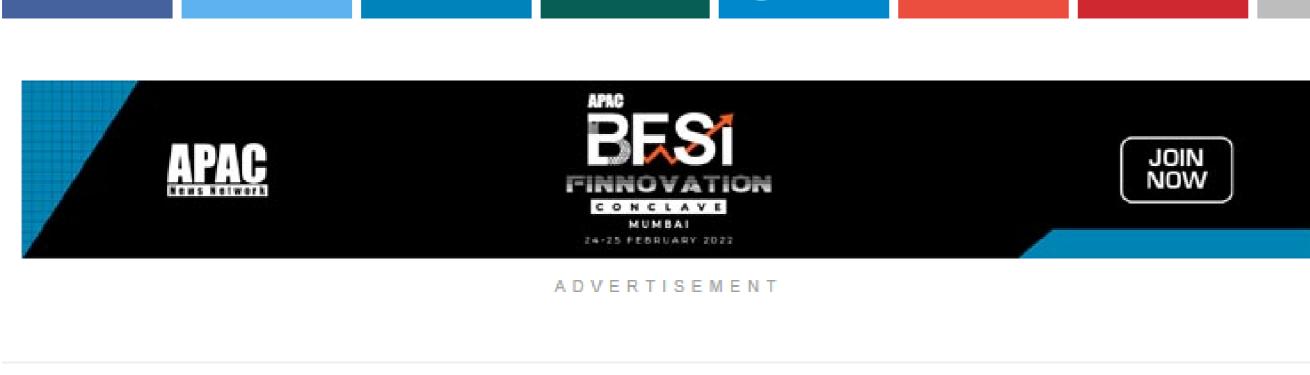
C Com has successfully delivered impact and used video messaging on digital platforms ve The agency's campaigns have helped in eliminating social taboos on topics such asperior diseases, diabetes and other such ailments which are very common but lack awareness on available. Some of their campaigns encouragepatients to take medication while others towards people's financial struggle when it comes to taking medication. They have beeveryone about Women's health, children's health also Sr. citizens and various immune dise

With presence in India, Dubai and USA, C Com Digital offers holistic services to its clier.

them develop AI-powered digital marketing strategies to achieve desired personalization a Com Digital specializes in building brand narratives and provides superior business driv communication support to its clientele across industries such as, Pharma, Healthcare, Food Edu-tech, Retail and Ecommerce etc.

Tags: Healthcare Healthcare marketing

Tweet



Send

PMC Bank merger with Unity Small

Previous Post

f Share

Finance Bank awaits govt approval

oxygen generatio

Next Post

Share

Research Park (IITMRP) to accelerate PEM electrolyzer performance

Ohmium partners with IIT Madras

Send

Related Posts



plants in 5 districts by Editor APAC News Network ② JANUARY 18, 2022 🔘 0

Jharkhand launches seven new oxygen

Ranchi: Chief minister Hemant Soren has launched seven new

oxygen plants that have been set up in five districts with...



NSRCEL-IIM Bangalore begin th to Market" journey by Editor APAC News Network @ JANUARY 12, 2022 @ 0

Seven healthcare startups incuba

Bengaluru: NSRCEL, the startup hub at IIM Bangal selected 7 early-stage healthcare startups for its fina

the... Eka Care Facilitates Slot Booking

by Editor APAC News Network ② JANUARY 12, 2022 ② C

Booster Shots



Bengaluru: Eka Care, a connected healthcare platfc enabling the citizens to book Booster dose shots wh being...

Odisha becomes first state to place for OmiSure for Omicron detect by Editor APAC News Network OJANUARY 10, 2022 O



order for 5 lakh tests from Odisha State Medical Co

Bhubaneshwar: TATA Medical and Diagnostics has

Limited (OSMCL). The...

Biocon's BBL announces merger with Serum Institute of India's subsidiary by Editorial Desk O JANUARY 7, 2022 O 0



of Biocon Limited has merged with Serum Institute of India's wholly-owned subsidiary...

Bengaluru: Biocon Biologics Ltd (BBL), the material subsidiary

Eka Care launches Vaccination Slot

Booking For 15-18 Age Group Ohmium partners with IIT by Editorial Desk @ JANU Madras Research Park

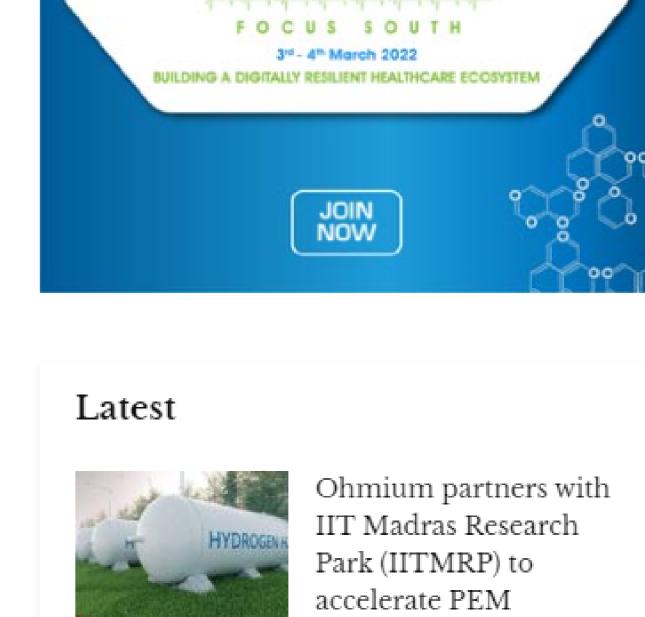


Bengaluru: Eka Care, a PEM electrolyzer enabling the citizens to

(IITMRP) to accelerate

between...

performance NEXT POST





electrolyzer performance @ 18 HOURS AGO



JOIN NOW

Power of Video First Communication transforms Healthcare marketing to the next level. O 2 DAYS AGO



PMC Bank merger with Unity Small Finance Bank awaits govt approval

health issues faced by the masses. Going beyond simply the medical crafted with a focus on highlighting all round impact and need. For i not only be debilitating or life-threatening for the patient, but expenses for the entire family. Thus, we highlighted the preventive help prevent the risk. That campaign resonated with national as well

Adding further, he said, "The key is to do in-depth research and

relatable messaging for the audience. Such an approach has benefite

medical community has also lauded our efforts at transforming

through the digital Video First strategies. This is where the future lie brands to realign with this novel and impactful marketing approach. C Com has successfully delivered impact and used video messaging The agency's campaigns have helped in eliminating social taboos diseases, diabetes and other such ailments which are very common available. Some of their campaigns encouragepatients to take me

towards people's financial struggle when it comes to taking med

everyone about Women's health, children's health also Sr. citizens ar

With presence in India, Dubai and USA, C Com Digital offers holi them develop AI-powered digital marketing strategies to achieve de Com Digital specializes in building brand narratives and provides communication support to its clientele across industries such as, Ph Edu-tech, Retail and Ecommerce etc.

Tags: Healthcare Healthcare marketing



Seven healthcare **NSRCEL-IIM Bar** to Market" journe by Editor APAC News Network Bengaluru: NSRCEL, the sta

selected 7 early-stage health



the... Eka Care Facilitat **Booster Shots**

by Editor APAC News Network Bengaluru: Eka Care, a conr

enabling the citizens to boo being... Odisha becomes f



by Editor APAC News Network Bhubaneshwar: TATA Medi order for 5 lakh tests from 0

for OmiSure for C

Limited (OSMCL). The...

Discussion about this post



Consulting, Community Building Organisation in the field of Governance, Healthcare, Education and BFSI Sector.

editorial@apacnewsnetwork.com

contact@apacnewsnetwork.com

For Sponsorship & Speaking Opportunities -

Head Office - India

Pradesh, India (201301)

A-40, 810, i-thum Tower C, Sector 62, Noida, Uttar

Reach us at: For Press Release & Editorial Coverage - **APAC Manufacturing Conclave**

APAC BFSI Finnovation Conclave APAC 4th HealthTech Innovation Conclave

Upcoming Conferences

APAC 2nd Higher EdTech Innovation Conclave

APAC 2nd World Blockchain Symposium

APAC 2nd SchoolTech Innovation Conclave