



BACKGROUND

In today's urban India, women juggle between multiple responsibilities both inside and outside home. Often they end up ignoring their own health while taking care of their loved ones and fulfilling professional commitments. Importantly, most of them don't realize that they are at risk as they are not leading a healthy lifestyle. Expert recommendations play an important role in educating women to understand their health needs and encourage them to bring a positive change in their dietary & lifestyle habits.

Through the launch of Healthy Conversations initiative, Revital H Woman encourages women to interact with expert nutritionists to understand and address their nutritional needs. With an aim to reach out to women across 20 cities in India, Revital-H Woman created a special digital platform www.revitalwoman.com to reach over 2 million women in three months.

COMMUNICATION OBJECTIVES

- To create awareness about the launch of Revital H Woman's 'Healthy Conversations' initiative to bring the health of Indian women in focus
- To encourage women to enroll themselves on www.revitalwoman.com and participate in the initiative for which Revital H Woman has partnered with Lybrate, an online doctor consultation platform with an aim to create a seamless experience for consumers participating in 'Healthy Conversations' initiative

COMMUNICATION STRATEGY

- Organize an event to launch 'Healthy Conversations Initiative at a press conference in Mumbai with the presence of Brand Ambassador and Bollywood Actor Sonali Bendre
- Host a panel discussion at the event with a panel of reputed health and fitness experts in like Celebrity dietician Pooja Makhija , Pilates expert Yasmin Karachiwala, Gynecologist Dr. Rishma Pai among others
- Leverage the opportunity to set up 1:1 Interactions with key business publications with company spokesperson Mr. Subodh Marwah
- Leverage the opportunity to set up 1:1 key lifestyle, entertainment and beauty media with Sonali Bendre

RESULTS

- Quality exposures received in leading business publications and mainlines
- Leveraged testimonials from Bollywood actor and brand ambassador Sonali Bendre for Revital H Woman and business stories through spokesperson Mr. Subodh Marwah to drive XXX INR earned Media worth across Print, TV and Online



The New Indian Express



The New Indian Express



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