

# MANIPAL HOSPITALS

**ManipalHospitals**  
LIFE'S ON 

## MARKETS

Bengaluru

## NO. OF CAMPAIGNS

3 (Bengaluru) 1 (Jaipur)

## SOLUTIONS & INNOVATIONS

- Ibroad7 devised a short 10 day high frequency campaign across multiple stations ensuring maximum reach.
- The campaign was executed in line with their outdoor giving it a media multiplier effect to help create awareness for their various different specialties like- Cardiac, Knee Replacement and Nephrology

## ABOUT

- Manipal Hospitals is one of the largest hospital chains in India.
- They have some of the most innovative healthcare procedures and are known for their cardiac and preventive healthcare treatments.

## OUTCOMES

- Manipal Hospitals was able to successfully communicate their various specialties and educate their audiences about the latest technologies that are used in these procedures.
- They received many enquires and their health camps got great response from the TG.