

# SAKRA WORLD HOSPITAL



## MARKETS

Bengaluru

## NO. OF CAMPAIGNS

2

## SOLUTIONS & INNOVATIONS

- Ibroad7 helped Sakra World Hospital with the radio launch of their first hospital at Marathahalli.
- We created an optimal frequency plan covering almost all stations in the city, thus generating maximum share of voice on radio for a period of 1 week.

## ABOUT

- World Hospital is a joint venture between Toyota, Secom and Kirsloskar.
- They launched their first hospital in Bengaluru and have multiple specialties backed by Japanese Technology.

## OUTCOMES

- With the help of our radio campaign they were able to successfully reach out to their audiences across different parts of the city and more so towards their hospital and generate walk-ins to see the facility during the launch period.