



# WOMEN DISRUPTORS

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## C Com Digital bags media mandate of Blue Cross Laboratories

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C Com Digital, India's first Digital Agency with AI platform, has once again won the media mandate from Blue Cross Laboratories Pvt. Ltd for the second phase of the awareness drive on Dysmenorrhea. This comes after the successful execution of the first phase last year, which garnered a reach of 81,61,884 across various social media platforms. The campaign which trended with the hashtag #WhySufferSilently focused

on how period pain is not normal and must be spoken out about.

Helly Shah, the YouTuber who became a household name for her take on how period pain is not normal, was an integral part of the campaign last year. The event also saw participation by a large majority of students from Khalsa College who were enthusiastic to understand more about dysmenorrhea and the risk factors.

The campaign registered a tremendous response on YouTube as well with over 1.1 million views and C Com Digital was able to reach out to 136 colleges and 100 organizations. Apart from garnering strong media interest, there have also been requests to replicate the event in several schools and colleges.

Speaking about this, **Mr Chandan Bagwe, Founder, C Com Digital, said,** "We are extremely delighted with the response received during the first phase of the Dysmenorrhea campaign and it is encouraging to have received the mandate again. The reach has been phenomenal, and we hope to cover more ground with the second phase of the campaign. Blue Cross Laboratories has brought out a very pertinent issue and it is important to ensure that there is large-scale awareness on this topic. We hope to increase the reach further with the second campaign."

Adding to this **Official Spokesperson from Blue Cross Laboratories Pvt. Ltd.** Said "We at Blue Cross Laboratories Pvt Ltd are committed to spreading awareness about Dysmenorrhoea (Painful Periods). With #WhySufferSilently campaign we were able to reach out to a good number of young women suffering from painful periods. In the second phase, once again with C Com Digital, Blue Cross intends to widen the awareness further and help reduce suffering of women"

Given the fact that there is a lack of awareness about dysmenorrhea and the factors surrounding the condition, a more proactive approach is needed to dispel myths and enable greater clarity. It is a serious issue which needs targeted action. Given this, going further, the event will be replicated in other colleges to target the relevant stakeholders directly. The collaboration with colleges will also help in gathering momentum for the campaign and spreading awareness about dysmenorrhea to a wider audience.

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