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# C Com Digital Runs Video Campaign for Blue cross Laboratories to Spread Awareness on Hypertension

By The Retail Times News Bureau · May 29, 2022 31



The campaign conceptualized and executed by C Com Digital was launched on the occasion of Hypertension Day

**New Delhi, May 29, 2022:** C Com Digital a full-service **Techno Digital Marketing Agency with global footprint**, ran a video campaign for Blue cross Laboratories on the occasion of Hypertension Day. The campaign touched upon the fact that life in today's times has become stressful. There are so many personal, social and economic reasons that build up pressure and stress, leading to hypertension, and people remain unaware of it due to lack of blood pressure monitoring. The creatively conceptualized and impact full video campaign highlighted the fact that when people ignore the need to monitor blood pressure, they unwittingly leave the door open for several diseases.

Hypertension is known as the silent killer, and it is the bedrock of several life-threatening ailments especially the heart diseases. As per estimates, every 3<sup>rd</sup> person in urban India, and every 4<sup>th</sup> person in rural India is affected by hypertension. However, not even half of those hypertensive people are aware of their condition or the risks they face. What makes things more challenging is that only 20% of the urban hypertensive people, and 10% of the rural hypertensive population has the blood pressure under control. These stats underscore the critical and urgent need to spread awareness about hypertension, and the available medication to control it.

Another reason for proliferation of hypertension is the concern that medication will be costly, and people especially in the rural areas tend to ignore the condition just because it may not have symptoms in the early stages. The campaign also focused on eliminating this myth by spreading awareness about Bluecross's hypertension medicines which are significantly more affordable than those offered by other brands.

Speaking about this, **Mr Chandan Bagwe, Founder / Director, C Com Digital** said, "Successful marketing of pharma products is directly linked to mass awareness about the needs and benefits of the medications on offer. In the digital age, video content dissemination through digital platforms is by far the most impactful, easy to recall, and accessible mode of messaging. People across urban and rural India alike, consume video content for entertainment, education and information, and that's the area C Com Digital is transforming."

Adding further, **Mr Bagwe**, said, "Hypertension is so prevalent today that one can find an affected person in almost every family if blood pressure monitoring is undertaken regularly. However, ignorance leads to complications, and through this video film for Bluecross Laboratories, we have focused on eliminating this challenge. Nowadays, there are affordable digital BP meters available that can be used at home to monitor the condition, and if hypertension is detected, easy and up to 40% more economical medicines from Bluecross Laboratories can help in controlling it. The core message of the campaign is to live healthy, live longer, and live pressure free through monitoring and medication."

C Com Digital has successfully delivered impact and used video messaging on digital platforms very effectively. The agency's campaigns have helped in eliminating social taboos on topics such as period pains, heart diseases, diabetes and other such ailments which are very common but lack awareness on best solutions available. Some of their campaigns encourage patients to take medication while others are sensitive towards people's financial struggle when it comes to taking medication. They have been sensitizing everyone about Women's health, children's health also Sr. citizens and various immune diseases.

With presence in India, Dubai and USA, C Com Digital offers holistic services to its clients by helping them develop AI-powered digital marketing strategies to achieve desired personalization and impact. C Com Digital specializes in building brand narratives and provides superior business driven marketing communication support to its clientele across industries such as, Pharma, Healthcare, Food & Beverage, Edu-tech, Retail and Ecommerce etc.

## Corporate Comm India (CCI Newswire)

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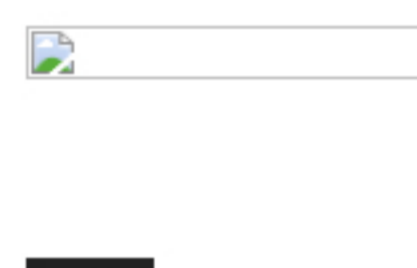
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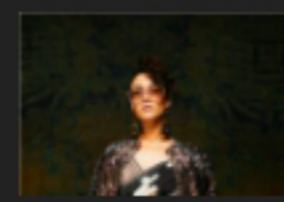
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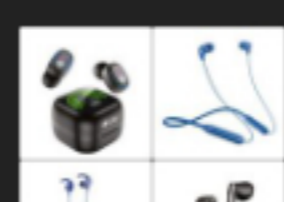
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