

Be the wind beneath their wings.

Let's partner. Let's make history together with



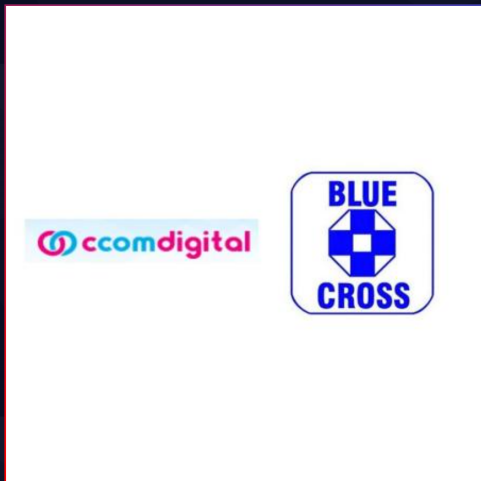
Starts 23rd Feb



Home / MAM / Marketing / MAM / C Com Digitalbagsmedia mandate of Blue Cross Laboratories for second time

MAM © Sep 05 / indian-television.com Team

C Com Digitalbagsmedia mandate of Blue Cross Laboratories for second time



MUMBAI: 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.

C COM DIGITALBAGSMEDIA BLUE CROSS LABORATORIE CHANDAN BAGWE

CRUX of the MATTER SAT 7PM & SUN 12PM

IPL ON HD MEASURABLY PREMIUM AT SCALE 215 MN

For Entries Enquiry KHUSHI SHAH +91 87799 85304 khushishah1@gmail.com



Subscribe To Our Newsletter



AdLinx TVLinx

* Indicates required

Email Address *

Input field for email address

SUBSCRIBE

WHAT TO READ NEXT

- 01 IPL delights golden ticket holders Sachin Tendulkar's embedded signature bat
02 Hilton partners with Deepika Padukone for India campaign
03 HIX joins forces with BuPay Prime Volleyball League powered by A2I as official fitness partner
04 DashLoc introduces DashLoc 2.0
05 MCA and Meta collaborate to introduce WhatsApp Helpline
06 Social Beat wins Sukoon's digital mandate

Get The Best Blog Stories

into your inbox!

Get The Best Blog Stories into Your inbox!



Input field for email address

SUBSCRIBE