



SUCCESS STORY-BRANDING

ABOUT OMEGA HOSPITALS:

Campaign Duration:
2 Months

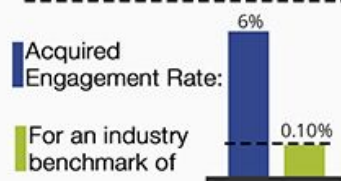
Facebook:

Total Reach
10,68,328

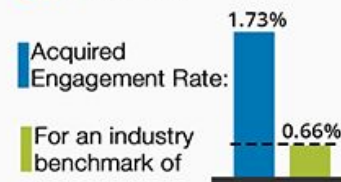


Organic	Paid
56,482	10,11,846

Reach



LinkedIn:



Omega is a multi-speciality hospital that offers advanced cancer treatment protocols using the latest technology and equipment, with care and compassion. Consisting of world-renowned oncologists, critical care specialists, nurses, pharmacists, technicians and dieticians, the team at Omega Hospitals strive to achieve success through compassionate care. An independent unit of the Hyderabad Institute of Oncology, Omega Hospitals works with more than 500 employees by attending to more than 89,500 patient visits annually, including 24,500 admissions. With about 65,000 total outpatient visits to the hospital, 1069 same day surgery visits and 1760 major surgeries annually, the team has a proven mettle as one of the leading healthcare providers in Hyderabad.

CHALLENGES

- Creating awareness about the early detection of cervical cancer among the target audience.
- Engaging the target audience with content that will urge them to take the **PAP Smear test** at Omega, that can detect cervical cancer.

13.05%
Acquired CTR

0.83%
For an industry benchmark of



HOW SOCIAL DNA ADDRESSED THE NEED?

To Maximise The Social Media Reach:

- ① By creating shareable and valuable content for the campaign “**Smear against fear**” to urge the target audience to take up the **smear PAP test for cervical cancer** instead of living in fear of the dreadful condition.
- ① Creating **statistic based content** to create awareness & persuade the targeted women audience to take action before it gets too late
- ① Our renowned oncologist at Omega Hospitals “**Dr Mohana Vamsy**” with **over 26 years of experience**, shared & educated the targeted audience **about cervical cancer**. The types of **cervical cancer, its statistics & commonalty**. He also shared the need for educating women about the **early signs & the easy of the diagnostic procedure** & the **treatment possibilities**.
- ① Use of testimonial video of patients who underwent treatment for cervical cancer at Omega Hospitals to build further awareness & trust.
- ① Targeted Facebook & LinkedIn ads to increase, awareness, reach & visibility among the women audience

