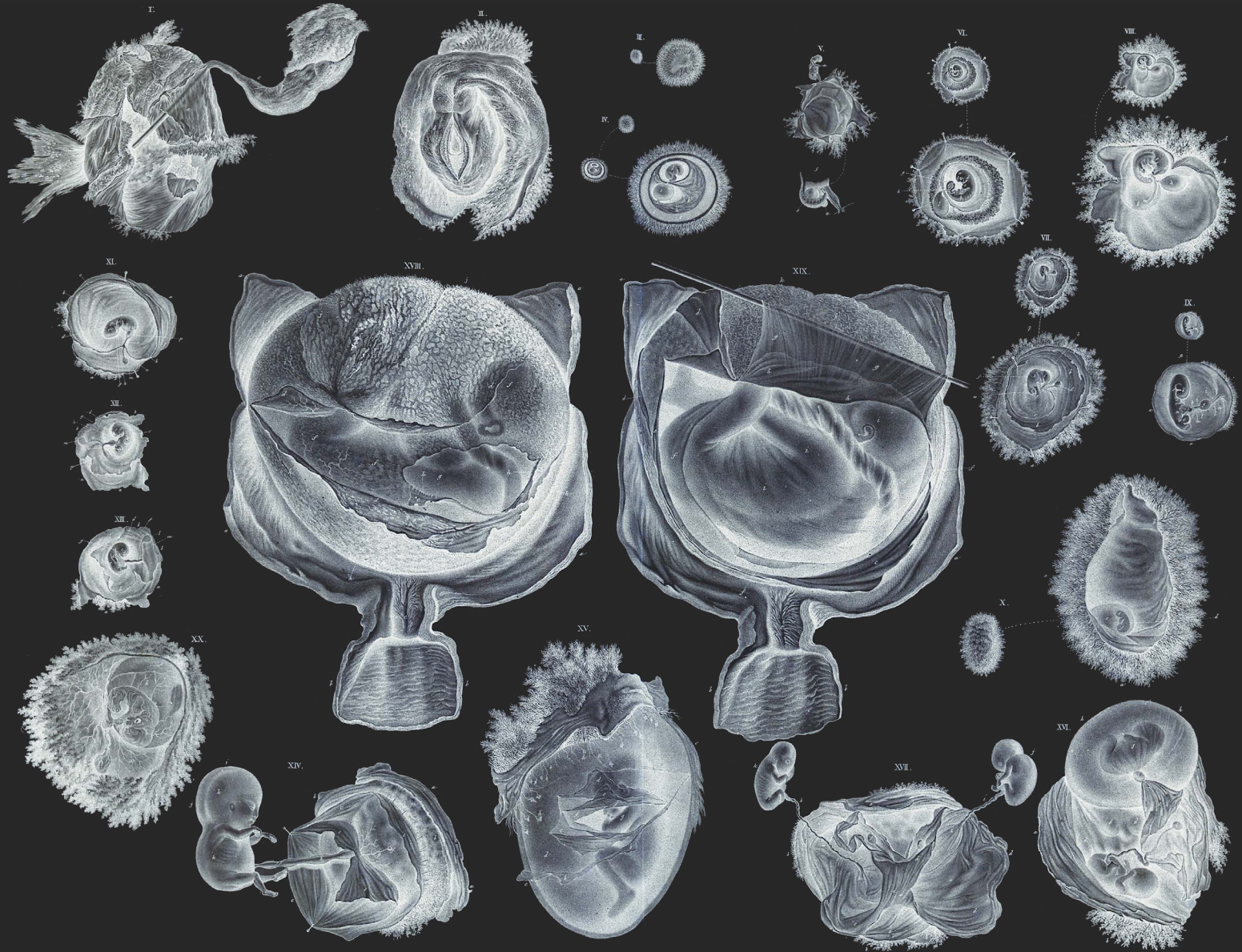


THE DREAM



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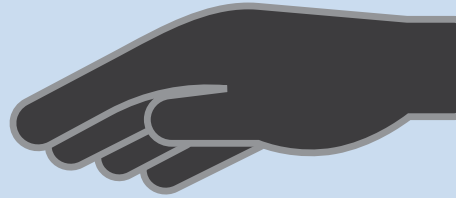
Talking points for today

ENGAGING BIRTH COMPANIONS CHALLENGES REACHING THEM EFFECTIVE SOLUTIONS

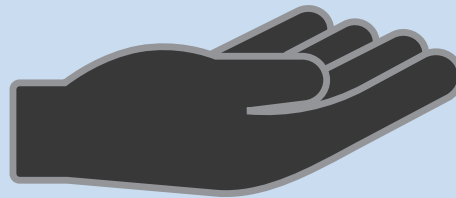


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Talking points for today



ENGAGING BIRTH COMPANIONS CHALLENGES REACHING THEM EFFECTIVE SOLUTIONS



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Talking points for today

ENGAGING BIRTH COMPANIONS
CHALLENGES REACHING THEM
EFFECTIVE SOLUTIONS



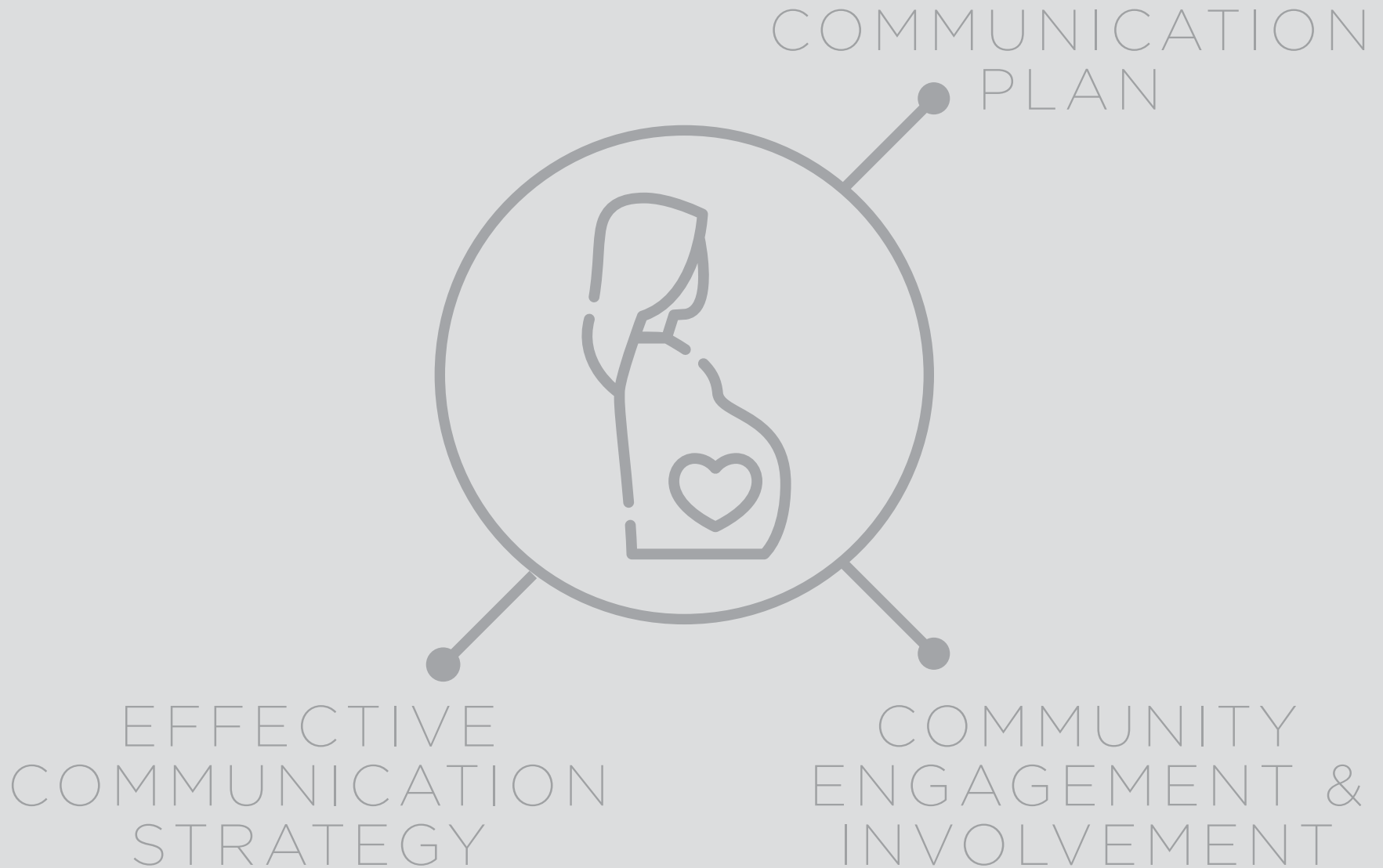
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Talking points for today

ENGAGING BIRTH COMPANIONS CHALLENGES REACHING THEM EFFECTIVE SOLUTIONS



CORE MESSAGE



CHALLENGES

TARGET AUDIENCE

GEOGRAPHY

MULTICULTURISM&

MULTILINGUISTISM

ECONOMY

AWARENESS

Designing a communication
strategy for the world's
largest study of brain
injuries in babies



CHALLENGES

TARGET AUDIENCE

Designing a communication strategy for the world's largest study of brain injuries in babies

→ Women and men from lower socio-economic background



CHALLENGES

GEOGRAPHY

Designing a communication
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largest study of brain
injuries in babies



CHALLENGES

GEOGRAPHY

Designing a communication strategy for the world's largest study of brain injuries in babies

BENGALURU,
KARNATAKA



CHALLENGES

GEOGRAPHY

Designing a communication strategy for the world's largest study of brain injuries in babies



CHALLENGES

GEOGRAPHY

Designing a communication strategy for the world's largest study of brain injuries in babies



CHALLENGES

MULTICULTURISM & MULTILINGUISTISM

Designing a communication strategy for the world's largest study of brain injuries in babies

HELLO નમસ્તે કેમ છો હૃદયેભર
ಹಲೋ ಓಹ್ ಹಲೋ ಪಾಲ್
வணக்கம் ருஹ்
ਸਤ ਸ੍ਰੀ ਅਕਾਲ ਪ੍ਰਨਾਮ



- Culturally sensitive content
- Easy to understand

CHALLENGES

MULTICULTURISM & MULTILINGUISTISM

Designing a communication strategy for the world's largest study of brain injuries in babies

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SYMBOL



ILLUSTRATION



DESIGN

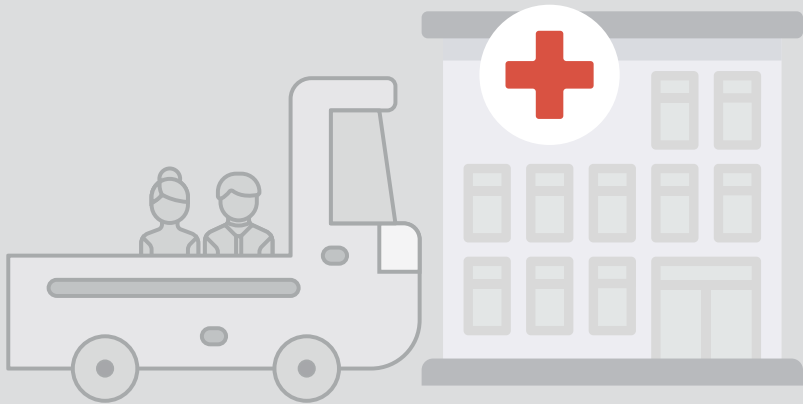


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CHALLENGES

ECONOMY

Designing a communication strategy for the world's largest study of brain injuries in babies



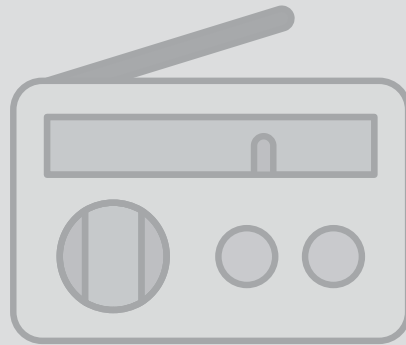
- Prevention is better than cure
- Emphasis on time and effort to have a healthy & peaceful future



CHALLENGES

AWARENESS

Designing a communication strategy for the world's largest study of brain injuries in babies



- Multiple media platforms such as social media and WhatsApp
- Harnessing of traditional media such as TV, radio and print

CHALLENGES

MESSAGE

Designing a communication strategy for the world's largest study of brain injuries in babies



ഹലോ

→ Mascot to be omnipresent in all communication materials

