

Case Study

Client	Injection Manufacturer
Category	New product Category
Background	<p>World Health Organisation (WHO) reports revealed that as many as 40 per cent of all injections in the developing world are administered with re-used, unsterile medical devices. In the year 2000 alone, WHO estimated that 2,60,000 new HIV infections, 2 million Hepatitis C and 21 million Hepatitis B infections were the result of injections from re-used devices.</p> <p>Thus, in this context to safeguard the users from any contamination, efforts were made to promote the pre-filled, non-reusable injection with the various vaccine manufactures to improve the safe delivery of injections across the nation.</p>
Product 	<p>The product is an All-in-one pre-filled injection device</p> <p>Features of the Product</p> <ul style="list-style-type: none"> • Single-use, non-reusable drug delivery system • Compact size • Tamper evident packaging • Full needle isolation
Communication Objective	<ul style="list-style-type: none"> • To raise awareness on the product and its unique features. • To outline the value addition the syringe offers to the marketers in the already cluttered vaccine market.
	<ul style="list-style-type: none"> •

<p>Target Audience</p>	<ul style="list-style-type: none"> • Vaccine manufacturing pharmaceutical companies • Government • Health professionals
<p>Challenges</p>	<p>The Communication challenges:</p> <ul style="list-style-type: none"> • Addressing multiple target audience at the same time. • The simultaneous campaign in various cities, which increases the chances of spill over media coverage. • The low understanding and interest of the regional media on health related issues. • The cost of the product was slightly higher as compared to the conventional vial-syringe use.
<p>Communication Campaign</p>	<p>The communication campaign was spearheaded by media centered activities.</p> <p>Communication material and news stories were developed that highlighted the key advantages of the syringe to ensure safe administration of the injections in order to eliminate any infection risks.</p> <p>Since there was a spill over in the media activities of the multiple city campaign, region specific communication strategies were developed to help deliver the key messages of the campaign more effectively.</p> <p>Special awareness events were also organized in Hyderabad, Mumbai and Ahmedabad, the main hubs of pharmaceutical industry, to highlight the uniqueness of the product and showcase the</p>

	<p>various collaboration opportunities available for the various vaccine manufacturers to help promote this non-reusable injection.</p> <p>Following these promotional activities other social initiatives were also undertaken to inform the health professionals about the advantages of this product as opposed to similar products, of the same category, in the market.</p>
Result/ Evaluation	<ul style="list-style-type: none">• Widespread coverage was generated across India including stories/news in mainlines, financials and regional publications within a span of two months.• Regional electronic channels extensively covered the news.• News byte by ANI-CNN was picked up internationally and shown in USA.• Client received huge number of trade enquiries.• The awareness level among the medical fraternity and general masses went up.• Around 86% of target media carried the news in Ahmedabad.• 80% of target media carried the news in Hyderabad.• 92% per cent Key Message delivery across the coverage.