

Nightingale – Launch Campaign in Mumbai

Client Name: Nightingale

Campaign Name: BRING HOME HOSPITAL CARE (The home health specialist now in Mumbai)

Nature of Business: Nightingale is the company which works as “Home Health Care” for the people who cannot travel to hospital every day for treatment / who cannot get admitted in hospital due to their manpower. Nightingale will send the Doctors / Nurses to home, who can actually stay at patient place and take care of them and provide the treatment till the patient get healed.

Marketing Objective: The objective of this campaign was to create an awareness of the brand in South Mumbai and the lead generations to stand out in front of Portea.

Cities: Mumbai

Media: Billboard, BQS, BEST Busses

Target Audience: Sec A+, A & B

Challenge: The challenge was to paint complete south Mumbai with nightingale branding. But we had fewer budget to do such a big campaign.

Strategy: The strategy was to do the optimum impactful OOH campaign in South Mumbai to cater all the SEC A+, A & B who looks for doctors / nurses who cannot travel to hospital everyday due to their busy schedules.

Execution as per Strategy: We decided to take 2-3 billboards in each and every road in south Mumbai like, Nariman Point, Haji ali, Pedder Road, JJ Flyover, Cadbury Junction & bus shelters in each and every corner of South Mumbai for a month with few best busses which runs only in South Mumbai.

Innovation done: No.

Result: The campaign was executed successfully and was praised by everyone. The client was really happy with the response and they decided to continue the bus shelters for long term which are still Running.

Reference Image of Billboard



Reference Image of Billboard



Reference Image of BQS



Reference Image of BEST Bus

