

conceptkanva
a creative agency...

Launching A Hospital Brand With Warmth Instead Of Fear

CASE STUDY

INFINITY CARE HOSPITAL

Healthcare communication often feels:

- Clinical
- Cold
- Fear-driven
- Difficult to emotionally connect with local audience

FOR INFINITY CARE HOSPITAL, THE OBJECTIVE WAS NOT JUST VISIBILITY. IT WAS TRUST.

CHALLENGE

Instead of talking like a hospital,
we made the brand communicate like a reassuring companion.
We also made sure to talk in the local language

SIMPLE. POSITIVE. HUMAN.

SO WHAT DID WE DO DIFFERENT?

We created a complete launch communication system across touchpoints.

- Logo Formation
- Newspaper Ads
- Countdown Creatives
- Contest Creatives
- Social Media Creatives
- Informational Creatives

BUILT THE FULL BRAND ECOSYSTEM

CAMPAIGN APPROACH

A caring identity.
Not a clinical one.
Extended to various entities

Soft curves.
Calming colours.
Human-first design (Heart and all).

LOGO & BRAND IDENTITY



Infinity Care Hospital

A Multi-Specialty Hospital & Healthcare Facility



THE 'INFINITE LOVE' LOGO



GOLD ETCHING

92, 93 Tagore Town (Panch Kosi Road),
Orderly Bazaar, Varanasi - 221002
8303710017 | 8303710006

infinitycarehospital@gmail.com
info@infinitycarehospital.com
www.infinitycarehospital.com

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M.D. & D.M. (Intervention Cardiology)
Founder and Managing Director
+91 9899-593891

GOLD ETCHING

Business Card- MD

INVITATION



INVITATION
to Celebrate Life!



You are cordially invited to attend

THE GRAND OPENING
of



Varanasi's New 150-Bedded Multi Specialty Hospital

On:
Saturday, 17th April 2021
At:
00am - 00pm



Building curiosity
Before launch

Simple visuals.
Strong recall.

COUNTDOWN CAMPAIGN

THE COUNTDOWN BEGINS!

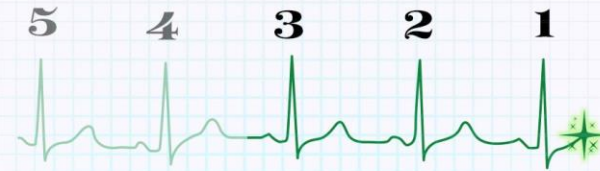


Finest & one of the best in Surgical Procedures!

Only 4 Days to Away!

A Multi-Specialty Hospital & Healthcare Centre

THE COUNTDOWN BEGINS!

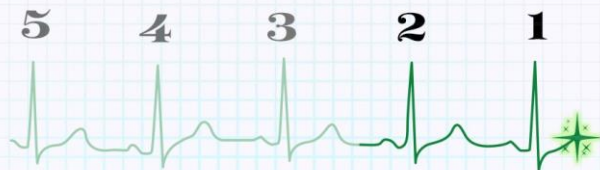


State-of-the- Heart Health & Happiness!

3 Days to Go!

A Multi-Specialty Hospital & Healthcare Centre

THE COUNTDOWN BEGINS!



State-of-the-Art Pathology Laboratory!

Only 2 Days to Go!

A Multi-Specialty Hospital & Healthcare Centre

THE COUNTDOWN BEGINS!



Fully Equipped Modular OT!

1 Day to Go!

A Multi-Specialty Hospital & Healthcare Centre

Building curiosity
Before launch

Simple visuals.
Local Language
Strong recall.

PRINT MEDIA SPLASH



**Infinity Care
Hospital**
A Unit of Saraswati Trust

A 150 Bedded Multi-Specialty
Hospital & Healthcare Facility.

Caring for Mental Health & Well-being!

Neurology & Neurosurgery Centre

Appropriate care plan, essential for the diagnosis & management of

- Epilepsy
- Cerebral Stroke
- Complex Neuromuscular Disorders
- Congenital Anomalies
- Trauma
- Tumors
- Vascular Disorders
- Brain or Spinal Infection
- Stroke
- Degenerative diseases of the Spine.



Use of Advanced & latest technology & most thorough programs, including : diagnosis & surgical treatment



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www.infinitycarehospital.com

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Book Appointment

83037 10017

83037 10006



**Infinity Care
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A Unit of Saraswati Trust

A 150 Bedded Multi-Specialty
Hospital & Healthcare Facility.

When You Need, Immediate Attention!

CRITICAL & TRAUMA CARE



Fully equipped
CCU, ICU, SICU
managed by expert Interventionists.

- Specialist intensive care units
- Defibrillator (to restart the heart)
- Trauma injury (burns, road accidents etc.)
- Blood infections (sepsis)
- Respirators, mechanical ventilator
- Cardiac monitors (heart rate, BP)
- Invasive BP monitoring
- Mechanical circulatory support (IABP)
- Emergency operation theatres
- Emergency tracheostomy
- IV drips
- Sedatives & Anaesthetics (for severe pain)
- Acute coronary syndrome (heart attack), Primary PCI, Pacemaker etc.



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& Healthcare Facility

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**हम ध्यान रखते हैं आपके
मानसिक स्वास्थ्य का**

Neurology & Neurosurgery Centre



92, 93 Tagore Town (Panch Kosi Road),
Orderly Bazaar, Varanasi - 221002



8303710017 | 8303710006

Communication that
invited participation.

Less promotion.

More conversation.

ENGAGEMENT CREATIVES



**Infinity Care
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A Unit of Saraswati Trust

INFINITY INAUGURAL CONTEST

ANSWER & WIN FREE Health Check-Up COUPON!

Complete Cardiac
Check Up
of Rs.5,580/-
for **FREE**

Extended Comprehensive
Test Profile
of Rs.4,010/-
for **FREE**

General Comprehensive
Test Profile
of Rs.1,800/-
for **FREE**



**CONTEST Starts
from
10th April, 2021**

Disclaimer: This contest is void where prohibited by law. The prize(s) that may be awarded to the eligible winner(s) are not transferable, redeemable for cash or exchangeable for any other prize. The organizer has the right to close the contest at any moment and declare winner of whom they see deemed fit or declare it void when they deem so. Participants must provide valid and accurate information.

A Multi-Specialty Hospital & Healthcare Centre



**Infinity Care
Hospital**
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INFINITY INAUGURAL CONTEST

**WIN FREE COUPON of Complete Cardiac Check Up
worth Rs.5,580/- for FREE**

Contest Question 01:

Vitamin A is important for good eyesight, helps your body fight infection, and keeps your skin and hair healthy. Which of the following foods have the most vitamin A?

- A. Meats
- B. Breads
- C. Deep yellow or orange fruits and vegetables
- D. Candy

Disclaimer: This contest is void where prohibited by law. The prize(s) that may be awarded to the eligible winner(s) are not transferable, redeemable for cash or exchangeable for any other prize. The organizer has the right to close the contest at any moment and declare winner of whom they see deemed fit or declare it void when they deem so. Participants must provide valid and accurate information.

A Multi-Specialty Hospital & Healthcare Centre

Our go-to Media
For day to day communication

Everyday conversation
One point at a time

SOCIAL MEDIA



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हम आपके

हृदय का ख्याल रखते हैं।



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**Infinity Care
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घर पर बुजुर्गों की देखभाल।



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नेफ्रोलॉजी परामर्श के साथ स्टैंडअलोन डायलिसिस यूनिट



A Multi-Specialty Hospital & Healthcare Centre

अत्याधुनिक मशीनों द्वारा इलाज !

GE Healthcare
& Critical Imaging Scanning Machine



A Multi-Specialty Hospital & Healthcare Centre

सुरक्षित और स्वच्छ वातावरण



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एक बहु-विशेषता अस्पताल और स्वास्थ्य सेवा केंद्र



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Healthcare made simple
Through did-you-know series

More knowledge
More awareness.

AWARENESS COMMUNICATION

DID YOU KNOW?

Nearly 30% of the world's population is
OBESE.

DID YOU KNOW?

A lack of **Exercise**
now causes as many deaths
as **Smoking.**

DID YOU KNOW?

Between 2000 and 2015,
the average global **Life Expectancy**
Increased by five years.

DID YOU KNOW?

The US spends almost
three times more on **HEALTHCARE**
than any other country.

DID YOU KNOW?

Learning a new language or
playing a musical instrument
gives your brain a boost.

DID YOU KNOW?

*Drinking **Coffee** can
reduce the risk of depression*



The result was a hospital brand that felt approachable, relatable and trusted from day one.

Hindi-led communication helped create instant local connection and familiarity.



Simple messaging.



Warm visuals.



Consistent presence.

A HEALTHCARE BRAND BUILT FOR VARANASI.



THE OUTCOME

conceptkanva

a creative agency...

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