

# RIOBRANDS CASE STUDIES

# RIOMARKETING (DIGITAL)

Objective: One of the leading and fastest-growing healthcare businesses in India with a global footprint engaged us to increase their OTC products market share and sales revenue.



- LOCATION**  
MUMBAI, DELHI, GURGAON, JAIPUR,  
BANGALORE & DAVANGERE
- CHANNELS**  
PUSH NOTIFICATIONS  
IN-APP NOTIFICATIONS  
EMAILS  
SOCIAL MEDIA

- BANNER IMPRESSION**  
1.5M
- IN-APP NOTIFICATIONS**  
14728
- SOCIAL MEDIA**  
FACEBOOK, LINKEDIN, TWITTER

- PN**  
15836
- EMAIL**  
15836 - RETAILERS

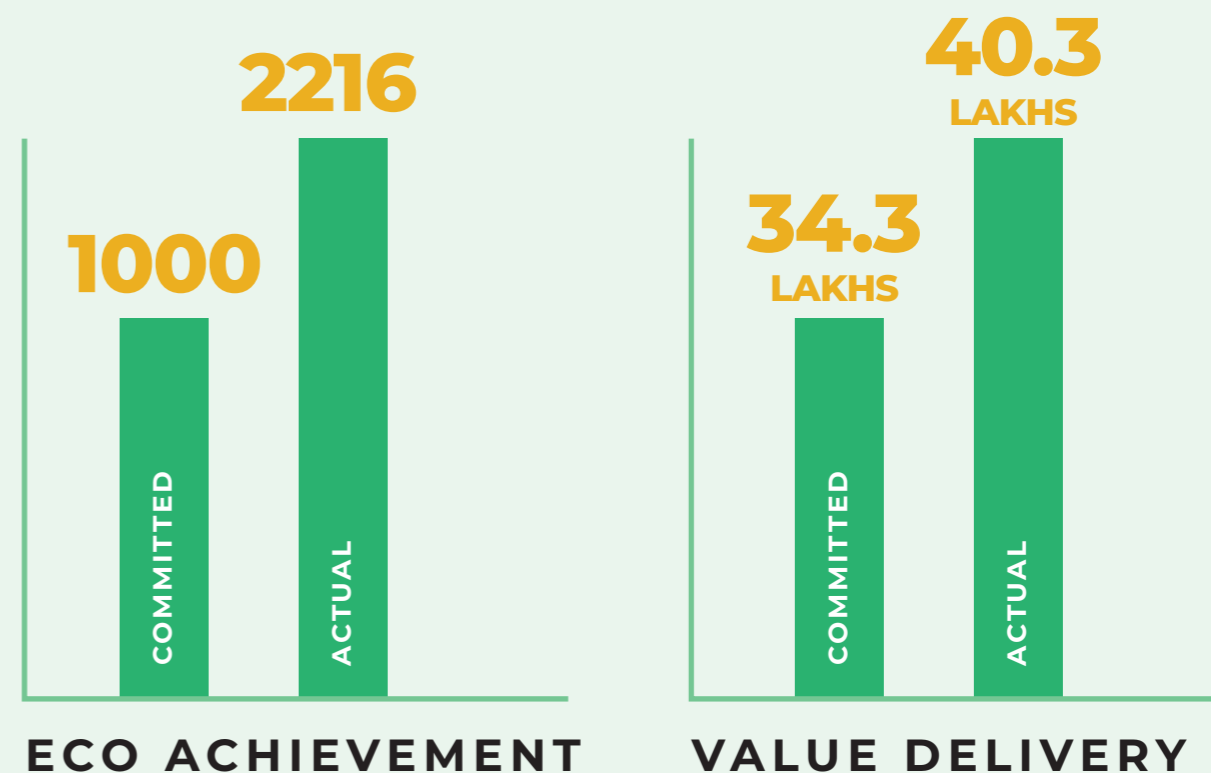


# PHYGITAL MARKETING

Objective: An Indian multinational pharmaceutical company was facing challenges in growth and engaged us to help increase its market visibility and strengthen the brand awareness.

- 1 Pamphlets in delivery packets
- 2 Sample distribution kit
- 3 Envelope distribution
- 4 Delivery vehicle branding
- 5 Product catalogue distribution
- 6 Health badge
- 7 Product briefing to retailers
- 8 Outlet branding
- 9 Invoice hard-copy branding

<b>PHYGITAL ACTIVITY OUTCOME</b>		Successful New product launch across 478 outlets
		Visibility drive for other products at 300+ outlets
		Health camps facilitated at 17outlets



# RIOSEARCH

Objective: A reputed wellness brand wanted to launch a new product and engaged us to maximize its sales and quickly capture the market share in that segment.

