

INTRODUCTION

Dr Reddy's is a leading multinational pharmaceutical company, dealing with multiple formulations across different geographies. As a responsible company, they provide information about each drug to their consumers as a part of their patient outreach program. They are looking to leverage new age digital medium to make this program more effective in terms of cost, logistics and more importantly creating awareness.

PROBLEM

Patient outreach using traditional medium of including a pamphlet has several issues including logistics and linguistics. Moreover, in trying to be compliant with the regulatory language they run a risk of losing interest from their intended customers. Added to this, there is no easy way of finding out the effectiveness of their communication having to rely on manual process of data collection.

SOLUTION



DRL chose to use Hola Enterprise for their campaign. A missed call number was printed on the packaging. When a customer, wanting to know more about the medicine gives a call to the number. The call gets disconnected and an SMS with a Hola link is sent.

Hola embeds rich media into a URL that can be sent over SMS, E-mail, or any other social media channel. The same effect can be achieved by printing a QR code on the packaging.

When receivers of the SMS click on the link a lightweight animated video plays in the mobile browser, communicating the medicine usage, dosage and other useful information using visuals. This effectively served the purpose of communication in regions where language could be a problem. Even otherwise, visuals are more effective than textual communication.

Strategically placed smart Call-to-action buttons, help the user to take further actions like, downloading an app from the corresponding app store based on the operating system or help in

customers reaching their customer support number among a host of others features. Real time & geographical based analytics give valuable insights into the effectiveness of the communication, giving direction to their sales and distribution network.

RESULT

With increased usage mobile internet on smart phones, very encouraging results were recorded as a part of Hola Analytics. This prompted DRL to conduct more such campaigns for its other brands, with Hola Enterprise.