



CASE STUDY

Some Scars Are Worth It

CLIENT

AsterMIMS
We'll Treat You Well

Overview

Changing the perception of people about organ donation and surgery

Media

Online (Youtube/Facebook/Twitter)

The Challenge

To boost organ donation and surgery in general without affecting the human sentiments

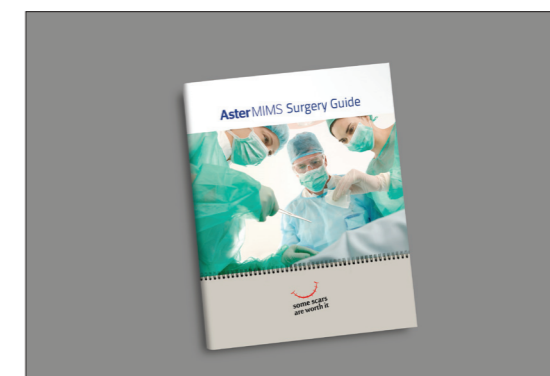
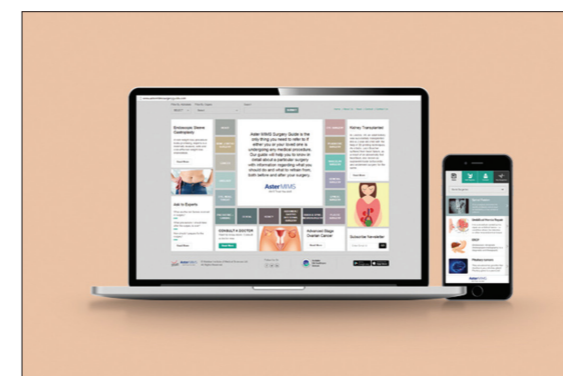
The Solution

Created a feel-good movie around the life of a real-life liver transplant patient

The Result

The video reaches more than 1,00,00,000 people organically in 15 days, more than 1,00,000 shares, more than 1,00,000 comments and engagements

Result at a glance



Reaches more than
15 Million
people organically in one month

More than
1,00,000 shares

more than
1,00,000 comments
and engagements

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