

## Title:

**"Bimaariyon Ka Baggage Nahi, Tandurasti Ka Package Chuno" – The Campaign That Made Healthcare Simple & Affordable**

## The Challenge

Medical treatments often come with uncertainty—**unexpected bills, unclear pricing, and last-minute stress**. SMVS Hospital, Gandhinagar, introduced a first-of-its-kind solution: **fixed-price health and surgery packages**.

But changing how people think about hospital costs wasn't easy.

- **Surgery as a package?** People needed to understand how it worked and why it was better.
- **No other hospital offered this.** SMVS had to **stand out** and prove its value.
- **The message had to be sharp, clear, and impossible to ignore.**

## The Execution

The campaign turned a complex issue into a simple choice—**planned healthcare at a fixed cost**.

- **Social media that explained, not just promoted**—short, engaging content broke down the benefits of package-based treatments.
- **Hoardings that made people think**—direct, to-the-point messaging in high-visibility areas.
- **A YouTube ad that made an impact**—a concept-driven story that highlighted the benefits of choosing fixed-price treatments.
- **A website that captured attention**—interactive, catchy pop-ups presented the packages in a way that was hard to miss, making the process clear and engaging.
- **Inside the hospital, information at every step**—standees, banners, and interactive props ensured visitors knew their options.

## The Impact

- **Social media engagement surged**—more views, more shares, and real conversations.
- **A spike in inquiries and bookings**—people understood the value and took action.
- **SMVS became the go-to hospital** for structured, affordable treatment plans.

## The Outcome

The campaign didn't just promote a service—it changed how people approached medical expenses. **When given a choice between unpredictable bills and clear, fixed-cost treatment, they chose SMVS.**