

p(Vivo)

Transforming identity. Renewing lives.

The Context:

Changing healthcare scenario

With the radical advances in medical science in recent times the whole concept of administering healthcare has gone through a major overhaul. Where once there were large institutions with separate wings and departments for different specialities, now the system is gradually moving away from this traditional framework. Reasons?

- Patients are now demanding more of individual care and attention, which lacks in general hospitals.
- The latest cutting-edge technologies are largely unavailable in these institutions.

This opened up a whole new avenue for the burgeoning of super speciality hospitals that cater to specific treatments where patients are given the advantage of intensive care.



The Client:

Seeking the right voice

QCD or Quality Care & Dialysis envisioned to create a super speciality kidney care chain that would provide high quality treatment. What made them stand apart and be unique were their exceptional service, high-end equipment with state-of-the-art technologies, professional and well-trained technicians and a world-class facility.

“Even with all these distinguishing features to their credit they were not perceived as a friendly and approachable establishment by the public.”

The objective was to evoke a sense of comfort and approachability to the brand and make it stand out from other healthcare services. Bringing compassion and care into the picture rather than a sense of aversion to someone stepping into the facility.

The Change:

Gaining a new outlook

A name easy on the ears and easy to say was what would be suitable to the brand instead of going with QCD, which had an air of technicality and formidability. An experience in the name itself that would stay in the minds of those who see and hear it.

“The general perception of a hospital or clinic that had negative connotations in the minds of patients had to be addressed when launching the brand.”

The green grab, formalin odour, masked faceless personnel, glistening syringes and the blank emptiness in the white décor; all these had to be kept aside while rethinking the brand image. The objective being to alleviate the sense of fear in patients and substitute it with one of hope and wellbeing.

The Solution:

Giving meaning to the brand

The name 'Vivo', meaning life, was just perfect for the brand since life is what was being extended. Easy to pronounce, easy to remember, 'Vivo' has become a name synonymous with kidney care.

"The brand identity was established with purple and orange. Purple being a spiritual colour that promotes harmony of mind, contributing to mental balance, stability and peace of mind. Orange connotes compassion, which the brand stands for in its patient-centric approach."

The logo form is a depiction of everything that the brand stands for. The 'i' representing the person under care who is given the warm feeling of hope to live life to the fullest as the 'v's' give wings for them to soar and free themselves of any worries. The 'o' symbolizes completeness in the care given to patients.



The Concept:

Bringing about a change

The services and whole approach to welcoming patients were so designed to promote the feeling of hospitality instead of a hospital. For that the interiors were so fashioned with warm and energetic colours, a uniformity in all elements portrayed and all collaterals and consumables branded with the signature 'Vivo' style that had been developed.

“By channelling all efforts into creating a brand identity that was friendly and at the same time professional, 'Vivo' promised expert care that would be with their patients every step of their journey to wellbeing.”

The communications were so positioned not to highlight kidney problems but instead kidney care and prevention so as not to put fear in the minds of the public but rather refreshing creatives that evoked a sense of good will and belonging in the pursuit of a healthy life.









The Communiqué:

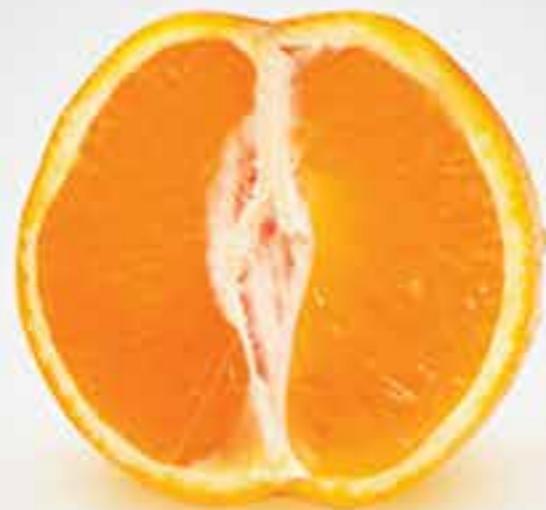
The next challenge was to put 'Vivo' on the map by disseminating the message to the masses. The online medium was well utilised; both the web and social media became useful tools for taking the brand out there. Effective PR activities further boosted the brand to a name that set the standard in quality healthcare.

"No stone was left unturned in giving the brand the visibility it needed and to the right target audience who would associate with the brand."



Further, doctors' communications were developed in order to garner attention among the medical fraternity to the kind of special care that 'Vivo' offered.

A visual representation that spoke softly on a serious issue and enabled awareness that was not frightening but rather well received.



Nagpur for oranges,
oranges for Kidney care,
Kidney care at **ViVO**

Dande Hospital (NEW), Hill Road, Ram Nagar, Phone No: 0712-2546666





VIVO
KIDNEY CARE



January 2013

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VIVO
KIDNEY CARE

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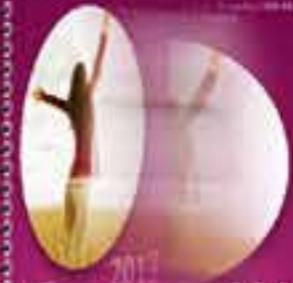


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VIVO
KIDNEY CARE



We Care For Your Health
Today And Forever.....
welcome To
Vivo Kidney Care



and live longer



from developing countries, patients
treatments twice a week had twice the
survival to patients undergoing dialysis
treatment, in India, long-term survival of
patients is reduced usually because of the
irregularity of care as well as dialyzing irregularly
and bring a much higher standard of
well-being that will set a new standard
of care centers around India.

Our mission is that each visit for
patients at our clinic should make you
feel **better and live longer.**



It's not surprising to learn that (ES) is being provided
to you today you're healthy and enjoying your daily
activities.
7 years of dialysis a week can add many years to your
life and that's the ultimate contribution we can
make to you.



VIVO?

...improved
...results of eGFR
...consistently improved

...improved patient
...to improve your
...to improve your
...to improve your
...to improve your

and please approach the doctor

- Improved Treatment
- Superior Technology
- Personalized Approach
- The Ultimate Patient Experience
- Superior Performance

...to improve your
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The Outcome:

Taking a bow

The entire branding exercise was well received not just by the public but also by the advertising fraternity, which was evidenced by the awards that came calling. The innovative doctor communication gained much attention and the in brand identity category 'Vivo' topped.

Innovative doctor communication

Best brand identity category – Golden head

But more than recognition and awards, what 'Vivo' was able to achieve was to set the bar for any healthcare service. The way the public warmed up to the brand was enviable by others and has now made 'Vivo' a case study to them.

