

Indus Health Plus ‘Healthy Frisking’ campaign by J. Walter Thompson India awarded at Goafest 2015

Posted by [admin](#) | On [16 May,2015](#) | In [General](#)

JWT India was felicitated with bronze medal for Healthy Frisking campaign created for the brand Indus Health Plus at Goafest 2015. The award was presented by AAAI and The Advertising Club under the category of “Brand activation and promotion campaign”.

Mr. Amol Naikawadi, JMD, Indus Health Plus said, “While most people are aware of breast cancer, many forget to take the necessary steps to detect the disease in its early stages. Preventive health check-up is about early detection of diseases to reduce risk to life. The brilliant campaign Healthy Frisking by JWT India helped us achieve our objective to communicate about preventive healthcare and debunk myths related to cancer directly reaching out to women.”

Ms. Nandita Chalam, Vice President & Executive Creative Director, J Walter Thompson said, “Breast cancer claims millions of lives every year in India. Yet women are woefully unaware that a simple self-examination can help with early detection and cure.”

Our client Indus Health Plus wanted to do something about this. When probed, most women claimed that they did not have time for a breast cancer check-up. Yet these same women always had plenty of time for another activity – shopping. So we caught them unaware when they went shopping. As they entered the regular security frisking booth before entering the mall they met with a surprise. A lady doctor explained to them the 3 simple steps of breast cancer self-examination. This simple activity in malls was very well received by women and Indus Health Plus is planning to carry it out on a larger scale next year, she added.”

The idea of the activation was to make women realize that self-examination of breast is easy, consumes less time and is helpful in reducing cancer risk. The campaign has been nominated for international award at Cannes Lions International Festival Of Creativity Festival.