

# Strategic Outreach and High Impact Awareness Campaign for a Pan-India CSR Initiative



CSR Initiative



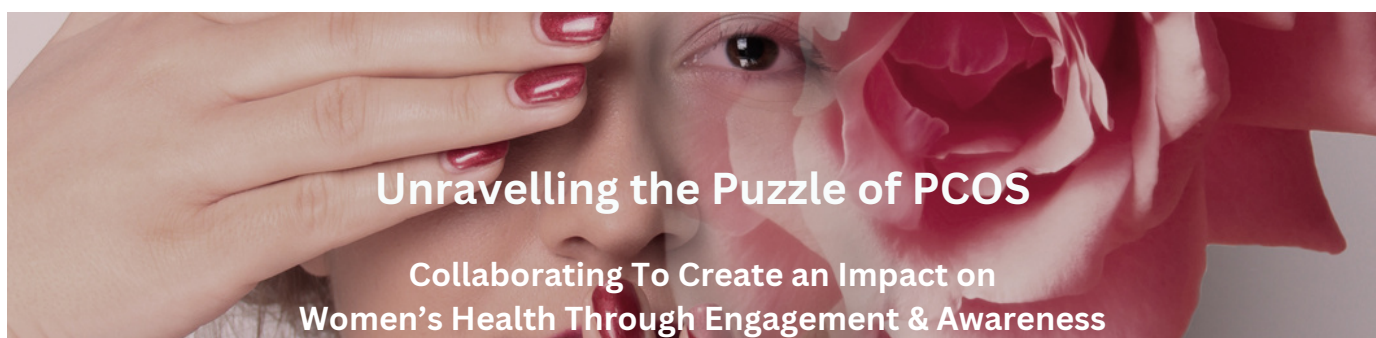
Supported By



# INTRODUCTION

**The PCOS Society of India**, led by renowned Dr. Duru Shah, Founder President, partnered with Collab Function for their Vijayeta – The Winner campaign, a pioneering CSR initiative supported by Philips aimed at raising awareness about Polycystic Ovary Syndrome (PCOS) across India.

Collab Function, an advocate for women's health and specializing in events and outreach, was entrusted to lead the outreach efforts targeting corporates, educational institutions, and communities and drive the awareness programs on PCOS.



## CHALLENGES AND OBJECTIVES

The primary challenge was to reach out and engage with diverse stakeholders (corporates, institutions, and communities) to get them to support this initiative within their organization or community.

The objective was to amplify awareness about PCOS, a prevalent health condition that is affecting 1 in every 4 women in India. Unfortunately, even though it affects millions of women, PCOS is unknown to most people.

The goal was to drive awareness and build interactive and meaningful participation through free doctor-led awareness sessions hosted by The PCOS Society of India with support from Philips.



# OUR APPROACH

- **Strategic Collaboration:** Collab Function mobilized an agile project team dedicated to executing the CSR outreach campaign. Close coordination with our client's project team ensured a clear alignment of objectives and strategies.
- **Targeted Lead Generation:** Leveraging our extensive market insights, we curated a robust database of corporates and educational institutions. Our refined approach identified key decision-makers for personalized outreach.
- **Multifaceted Outreach Strategy:** We deployed a blend of targeted email marketing and personalized calls to stimulate interest and secure commitments for the awareness sessions. This tailored approach maximized response rates and engagement.
- **Efficient Event Management:** Once interest is confirmed, we meticulously start the event management process. Coordinating event logistics, including speaker coordination, scheduling, onsite support, and post-event follow-ups. Our seamless execution enhanced the credibility and impact of each session.
- **Strategic Expansion:** Starting in Mumbai, we strategically expanded the campaign footprint to key cities like Bengaluru, Chennai, Hyderabad, Delhi, Noida, Gurgaon, and Indore, broadening the reach and impact of the awareness campaign.

## WHY COLLAB FUNCTION?

- **Expertise and Insight:** Our passion to bring women's health into the spotlight, along with our expertise in marketing and lead generation, empowered us to tailor outreach strategies effectively.
- **Reliable Execution:** Collab Function's meticulous approach to managing the entire process and seamlessly executing the on-ground and virtual events as a trusted partner of The PCOS Society of India enhanced stakeholder engagement and happy and satisfied audiences.
- **Collaborative Partner:** We go beyond the brief, providing actionable insights and recommendations to amplify campaign impact.
- **Customer-Centric Approach:** We work as an extension of our client, delivering on the promise, and with complete accountability. Our professional yet friendly interactions resonate with diverse audiences, ensuring a positive brand experience at all touchpoints





# IMPACT AND RESULTS

Successfully organised:

- Over 60 impactful awareness sessions. From Fortune 500 companies to large and medium-sized corporates like Kotak Mahindra, Tata Motors Insurance, Supreme Petrochem, Pittie Group, The Good Glam Group, Flipcart, Walmart, Tech Mahindra, Aramex, etc. to prestigious educational institutions like IIIT Delhi, Miranda House, Oxford College, and many more. We successfully reached thousands of individuals across diverse demographics.
- The campaign not only empowered women and girls but also men and boys in understanding and managing PCOS, contributing to improved health outcomes.
- The sessions imparted awareness about PCOS among attendees, but they also built a connection and a level of trust with the doctor (as all speakers were well-experienced consulting gynaecologists). This helped, as the sessions were highly interactive with an engaged audience. Post-session Q&A's helped increase knowledge and clear myths and misinformation about other health concerns as well.
- Valuable partnerships were forged with corporates and educational institutions, fostering a sustainable network for ongoing awareness initiatives.

## Making A Difference!



## CONCLUSION

Collab Function's collaboration with The PCOS Society of India and Philips exemplifies our commitment to driving impactful CSR initiatives through strategic outreach.

By leveraging our expertise and market insights, we facilitated meaningful engagements that raised awareness about PCOS and empowered individuals to take charge of their health. As a trusted outreach partner, we are dedicated to delivering measurable impact and fostering lasting partnerships in the pursuit of social good.

# ABOUT COLLAB FUNCTION

## Driving High Impact Engagement Through Collaborative Efforts

### Events, Marketing & Digital Growth Agency

At Collab Function, we are dedicated to advancing women's health and empowering them to prioritize their health & well-being. We believe in the transformative power of awareness and recognize that collaborative efforts can amplify impact.

Our commitment extends beyond individual empowerment to working hand-in-hand with national and international, public and private entities, associations, trusts, and non-profits.

Through strategic engagement and high-impact social awareness campaigns, we aspire to contribute to the missions of our partners, collectively making a lasting impact on women's health and well-being in India and beyond.

Looking for a trusted agency to implement outreach & awareness campaigns?

Need assistance to implement your CSR initiative?

Connect to know how we can help you further your mission and achieve your set goals.

☎ +91 7738608826 / +91 7777019003

✉ [hello@collabfunction.com](mailto:hello@collabfunction.com)



[www.collabfunction.com](http://www.collabfunction.com)