



FUJIFILM India: Building Brand Authority in Medical Imaging

A strategic Multiplatform Ad campaign that transformed brand visibility, added followers, generated queries and drove traffic for specialized medical equipment, reaching decision-makers in the healthcare industry.

Dec 24-March 25



The Challenge

Narrow Audience

Target audience was senior-level, specialized, and difficult to engage through traditional channels.

Educational Needs

Products required technical education rather than entertainment content to drive interest.

Platform Restrictions

Google's strict policies on health-related advertising created significant barriers to campaign execution.



Strategic Response



Emotional Storytelling

The brand team at FUJIFILM India conceptualized highly emotional films, which were produced by Seaface Films and directed by Ranvir Kumar Suman and were taken to the media platforms with a high Impact.



Audience Intelligence

Leveraged data to identify and target key decision-makers in medical institutions.



Platform Fluency

Navigated Digital Platform restrictions with compliant yet compelling media planning plus execution



Our Approach



Audience Precision

Custom segments targeting Hospital Directors, Biomedical Engineers, and Procurement CXOs.



Overcoming Restrictions

Policy-safe messaging with compliance-aligned language focused on specifications.



YouTube Strategy

Technical explainer videos positioned Fujifilm as an expert committed to bring healthcare to the doorsteps of the needy.



Geographic Targeting

Focused on medical hubs in Delhi NCR, Mumbai, Hyderabad, Chennai, Bengaluru.



Results That Speak Volumes

Impressions	102.31 Crores
Views	10.89 Crores
View-Through Rate	11%
Cost Per View	₹0.23 INR (28% below industry average)
Engagement	1.67 Crores
Sessions	.6 Crore

Website Visitors	.5 Crore
Follower Addition	.023 Cr
High Ticket Queries Generated	200

The Real Win

100%

Compliance Rate

Zero flagging by Social Platform filters

11%

View-Through Rate

Exceptional engagement with
emotional content

28%

Cost Efficiency

Below industry average cost per view

We transformed a regulated environment into a performance playground. The campaign, built credibility where trust equals conversion.



Why This Matters to FUJIFILM India



Thought Leadership Positioning

Emotional Storytelling that was exposed to the decision makers and audience at large



Complex Buyers

Reaching decision-makers in competitive markets and platforms

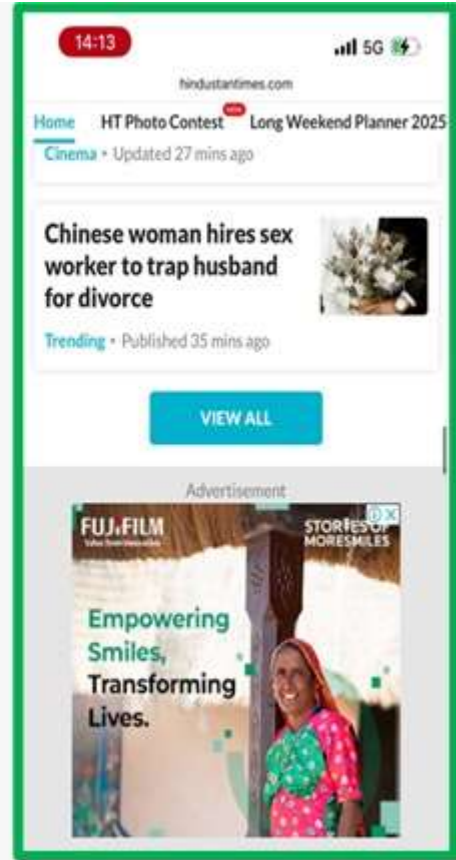


Proven Performance

Results-driven approach that delivers measurable ROI

Showcase

Display



Video

FUJIFILM
Value from Innovation

Visit Advertiser
MORESMILES

Skip Ad ▶

through my 00:30

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865K views

FUJIFILM

Stories of More Smiles: Maa's Fight Through My ...

Watch Later Share

[संगीत]
दी दे राइज एवरी

They rise every morning.

0:17 / 2:13

YouTube



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Fujifilm is more than innovation; it's a commitment to make the world a better place. Through healthcare, we ensure [...see more](#)



4.7K

8 comments 20 shares



Like



Comment



Share



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Smiles become miracles when innovation meets compassion. Fujifilm India proudly presents "Hero with an [...see more](#)



18K

34 comments 121 shares

Search

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Giving our world more smiles - Fujifilm Spreading Smiles

Discover Fujifilm's advanced in-vitro diagnostic systems. Extraordinary ideas and teamwork driving healthcare innovation with Fujifilm.

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Fujifilm India, More Smiles - Making India Smile More

Fujifilm: Redefining care with endoscopy. Discover Fujifilm's advanced in-vitro diagnostic systems.

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Making Smiles Matter - Fujifilm:Smiles for our world

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Giving our world more smiles - Fujifilm Spreading Smiles

Discover Fujifilm's advanced in-vitro diagnostic systems. Extraordinary ideas and teamwork driving healthcare innovation with Fujifilm.

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Spreading More Smiles:Fujifilm - Fujifilm India, More Smiles

Fujifilm: Advancing healthcare with MRI System. Extraordinary ideas and teamwork driving healthcare innovation with Fujifilm.

Social

Social Actions

Dec -2024



Jan -2025



Feb-2025



March-2025



Followwer Growth



Promoted ***

FUJIFILM India Pvt Ltd

See How We Spread Smiles – Join the Journey

Stay informed on industry news and trends

Follow



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With each smile, we find the strength to overcome challenges and create a future free from TB. These are not just smiles. ...see more




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STORIES OF MORE SMILES


TURNING AWARENESS INTO A MOVEMENT OF SMILES


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With each smile, we find the strength to overcome challenges and create a ...see more



 Facebook

Video feeds


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BEHIND EACH DIAGNOSIS LIES COURAGE, INSPIRING COUNTLESS OTHERS

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Stories

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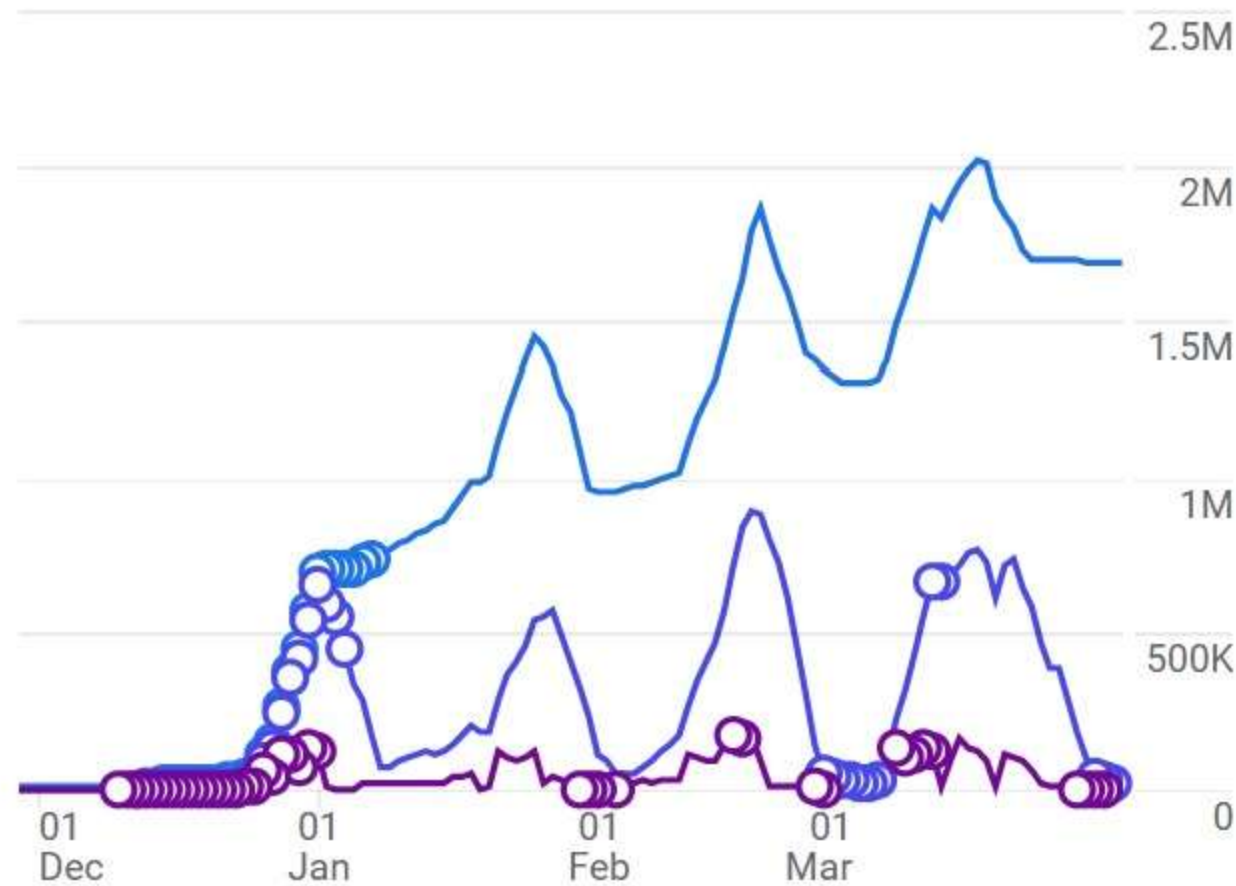
BEHIND EACH DIAGNOSIS LIES COURAGE, INSPIRING COUNTLESS OTHERS

In the fight against TB, every smile becomes a symbol of hope and care. Together, ...more



Traffic

User activity over time



Thanks