

Satottaram- A Case Study



SNA - one of the known brands in Ayurveda, approached Chukkukappy with a dilemma in their hands. The centenary celebrations of SNA was supposed to happen in 2020, but had to be postponed due to the pandemic. Now, two years later, they were quite unsure as to how to effectively bring forth their marketing needs.

We developed a three step strategy to put things into action. The first step Chukkukappy did was, to do a rebranding session as a part of which, the whole interior decor of the nursing home and op was changed into something more traditional and authentic, which suited their values.

Secondly, Team Chukkukappy, ideated a campaign, Satottaram to mark the 102nd anniversary of the brand. Satottaram was envisioned as an year long campaign which celebrated the legacy and tradition rather than numbers. The tagline 'Legacy Over a Century' was created for it and it was decided that Unni Mooss Dinam 2021 will mark the beginning of the campaign.

The main aim of the campaign was to explore the history and future of Ayurveda. That was the exact reason why a seminar on the History of Ayurveda in the past 100 years was scheduled as the opening program of the event. And the afternoon session, witnessed some of the most famous faces from Ayurveda fraternity discussing the Future of Ayurveda.

The offline event had minimal attendees, regarding to the covid regulations, but the whole event was live streamed, which boosted it's reach. In connection with the campaign, a National Online Poster Presentation Competition was also ideated and executed.

Another notable point in the whole campaign was the launching of SNA's Speciality Clinic with the tagline 'Future is Ayurveda'. The campaign is still ongoing with different activities and programmes with the sole aim of promoting Ayurveda.