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Harvard Business Review



OCTOBER 2013

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India..... ₹750
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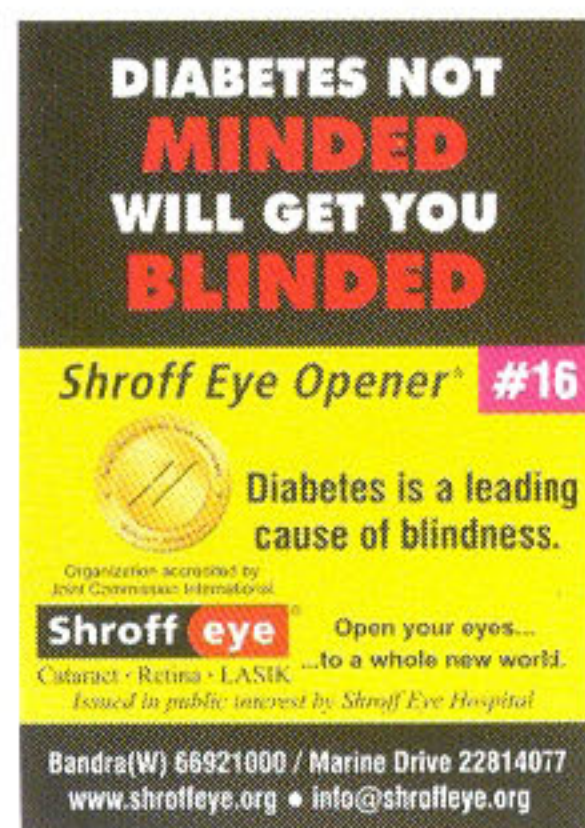
On a cold winter morning in November 2006, Dr. Abha Shroff and Dr. Safala Shroff of Shroff Eye[®] Hospital approached SAMSIKA[®] for brand building and marketing consultancy. SAMSIKA[®] devised the following brand and marketing strategy over the next five years.



Open your eyes...
...to a whole new world



We'll find out



Brand Positioning

SAMSIKA[®] recommended the brand positioning statement

**'Open your eyes...
to a whole new world'**

for the mother brand Shroff Eye[®].

SAMSIKA[®] recommended the brand positioning statement

'We'll find out'

for Disha Pathology.

SAMSIKA[®] recommended the following brand name, and brand positioning statement for Allergy Testing

'Allergenien'

'Wish your Allergies Away!'

Communication Strategy

SAMSIKA[®] devised a unique and innovative campaign called 'Shroff Eye Openers[®]'. SAMSIKA[®] came up with catchy Eye Openers like

'OUT or Black OUT ?'

Do not step OUTdoors in summer withOUT wearing good UV absorbing sunglasses.'

SAMSIKA[®] strategized the entire communication strategy from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign, leading to relevant awareness of the brand and visibility in local newspapers and on national television.

Team Training

The top team comprising of Dr. Ashok Shroff, Ms. Neela Shroff, Dr. Rahul Shroff, Dr. Abha Shroff, Dr. Anand Shroff and Dr. Safala Shroff along with the team of doctors, nurses and staff have imbibed values of service quality, skill enhancement and patient serving, leading to an excellent brand experience for patients from across the world. There has been sales growth of over 108% during the period.

'Jagdeep Kapoor is completely involved when he is talking to us. We are just surprised how he comes up with suggestions just on the spot. It is the consistency with which he approaches the subject that really impresses us. He is committed to delivering what he has decided. When you see somebody so focused, so committed, so persistent, you want to imbibe those qualities in yourself. He inspires you to go higher and higher.'

Dr. Abha Shroff and Dr. Safala Shroff, Shroff Eye[®]

Customer Service Strategy

SAMSIKA[®] recommended a Customer Service Strategy to Shroff Eye[®] wherein the doctors were advised to give a courtesy call to the patients, post operation, which instils trust. As a result of this Shroff Eye[®] has been able to cross the massive figure of having treated 60000 patients. SAMSIKA[®] recommended capturing and documenting the feedback of patients ad verbatim. SAMSIKA[®] recommended laying emphasis on 'Only a Dr. Shroff operates at Shroff Eye[®]'.

Promotion Strategy

SAMSIKA[®] recommended conducting events at colleges, schools, clubs and educating patients about eye care through the Shroff Eye Openers[®].

Pricing Strategy

SAMSIKA[®] recommended gradually increasing the price of LASIK from ₹45000 per Rx[~] in 2005-2006 to ₹89000 per Rx[~] in 2012-2013. The gradual price increase of 97% was recommended by SAMSIKA[®] considering the high relative quality of services offered by Shroff Eye[®].

Product Portfolio Strategy

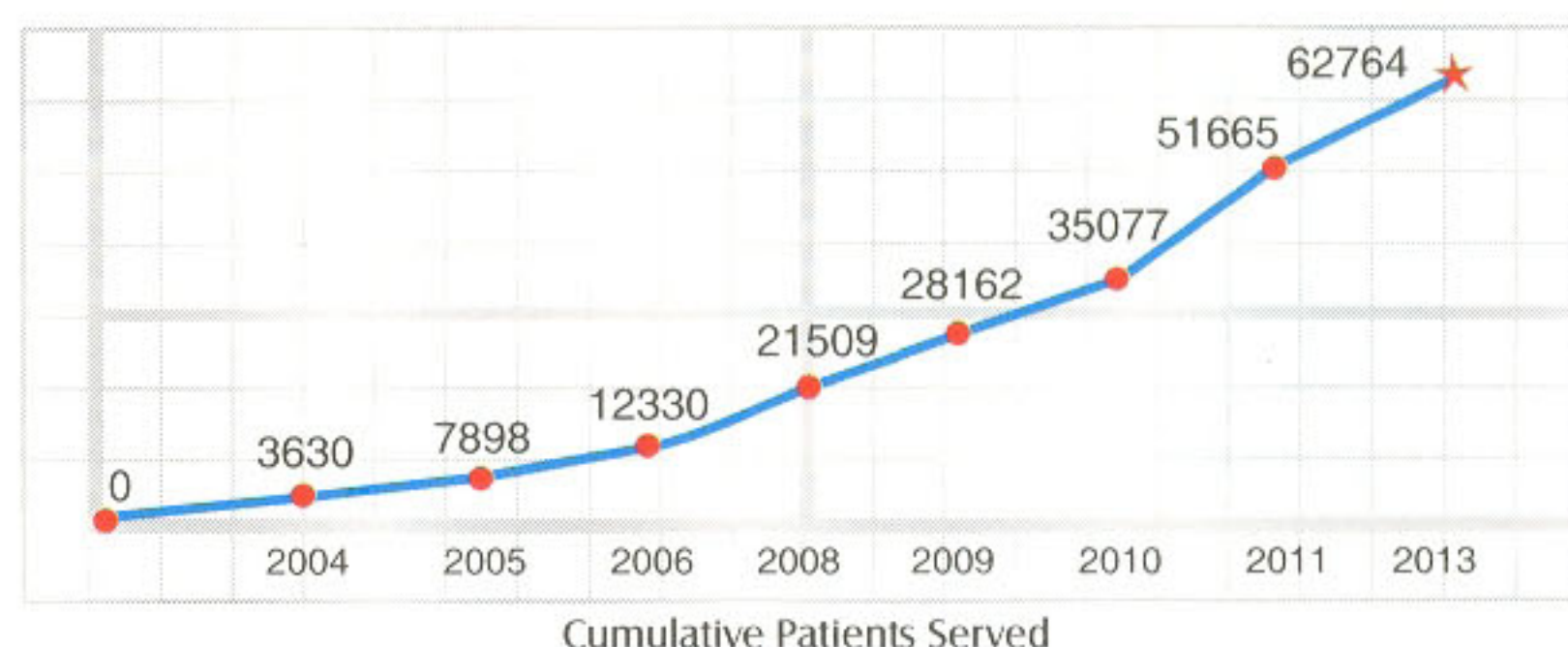
SAMSIKA[®] recommended highlighting Cataract, LASIK and Retina as the core specialization of the Shroff Eye[®] brand.

60000+



97%

Cataract • Retina • LASIK



SAMSIKA[®] to Sales Ratio:

For every ₹ 1 spent on SAMSIKA's[®] recommendations, Shroff Eye[®] has earned over ₹ 83



For a list of other great
brands built by SAMSIKA[®]
turn the page →