

Moksha Media:

Revamp Your Healthcare Branding Needs through the Right Blend of Technology and Creativity

Years ago, the need for advertising in the healthcare industry was quite superfluous. Patients usually made healthcare decisions based on their doctors' recommendations and prior experience. On the contrary, patients today review hospitals and doctors and actively seek second opinions on the Internet. Hence, the importance of digital branding in today's era cannot be ignored. Newest ventures are often unaware of the necessity or the processes of brand strategy, brand identity and brand communications. This is where, Moksha Media, an online branding consultancy agency steps in with its 360° focus on branding solutions for the healthcare industry. Currently, having special emphasis on Digital India, the 2002 founded company seeks to help companies find their own space in the digital world.



Anu Veledandi P,
Founder

Headquartered in Hyderabad, Moksha Media offers solutions right from the initial stage of creating an identity for the brand to marketing and communications. With expertise in all areas of branding which includes outdoors, radio, event management, digital marketing and press relations; the firm provides its partners the much needed prominent online and offline presence. Recently, the company has also commenced an app development unit which will launch healthcare apps, a continuum of the company's Mobile App Marketing services for the healthcare companies.

In the healthcare domain, Moksha Media has served some of the renowned hospitals such as KIMS, Omega, Apollo, Global Hospitals, CARE Hospitals and others. "We are also enthusiastic about working with start-ups so that we can use our experience in adding value to them," states Anu Veledandi P, Owner of Moksha Media. Apart from hospitals, the company has partnered with healthcare NGOs like Biogenesis and has worked for well known health conferences as well.

While the complete online approach might appear as the company's primary uniqueness, what really differentiates the company from their competitors is the relationship that they forge with the clients. "Most agencies share a purely vendor-client relationship with their customers, where as we believe in creating beneficial partnerships

aimed not just at promoting client's brand but walking the path to success with them," says Anu.



Moksha Media offers solutions right from the initial stage of creating an identity for the brand to marketing and communications

The location independence and online accessibility has helped the company draw out innovative and effective branding solutions. "We ensure that our in-house team collaborates with the best creative minds in business like the exemplary strategists, managers, creative writers, designers, and technologists, allowing us to make our expertise work for our clients," explains Anu.

Going further, the team at Moksha Media does not want to limit itself to services alone and explore new possibilities on the product side too. "We will soon be setting up offline offices across the country. Bangalore and Chennai are the next two cities which will soon have Moksha Media's presence," concludes Anu. **ERP**