

**EFFE**  
CONSULTANCY

Let's create **Marketing Campaigns** that evoke  
positive emotions in customers.



A 3D rendered scene of a hospital room. In the center, a patient lies in a white Stryker hospital bed with blue linens. To the left, a female nurse in a white uniform stands holding a clipboard. To the right, a male doctor in a white lab coat stands with his hand to his chin, appearing thoughtful. The room features a wooden headboard, a monitor on a stand, and various medical equipment. The overall lighting is soft and clinical.

# HEALTHCARE INDUSTRY

We take pride in supporting the healthcare experts  
and making a difference.

## ABOUT

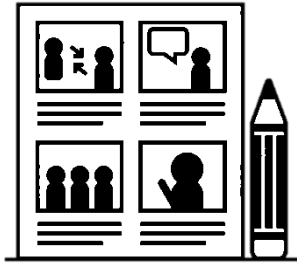
- The healthcare industry is the fastest-growing sector, promoting health and providing treatment to improve quality of people's life.
- We at EFFE, a marketing and communication company, help businesses to create seamless internal and external communication.
- We deliver improved quality communications that nurture doctor-patient relationships.



- At EFFE, we incorporate a unique and **emotive storytelling** approach for our branding strategies, making the audiences embrace a complete branding experience.
- Our in-house **creative studio** and technical designers deliver core concepts across industries.
- We develop web and mobile applications, **AR and VR** Applications, 360 Virtual tours of products of medical equipment and tools for product manufacturers, pharmaceutical companies, and start-ups.



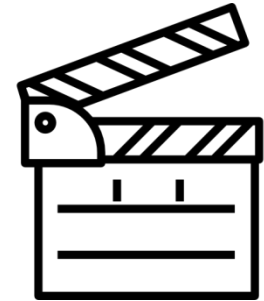
## SOLUTIONS OFFERED



Concept illustration  
using **2D & 3D**  
animation techniques.



3D Product  
visualization using  
**Animation & Web AR**  
techniques.



Brand video for  
marketing campaigns  
using **Film-making**  
techniques.

# OUR INCREDIBLE WORKS



## OUR CLIENTS





**Client:** SAR HEALTHLINE PVT LTD

**Requirement:**

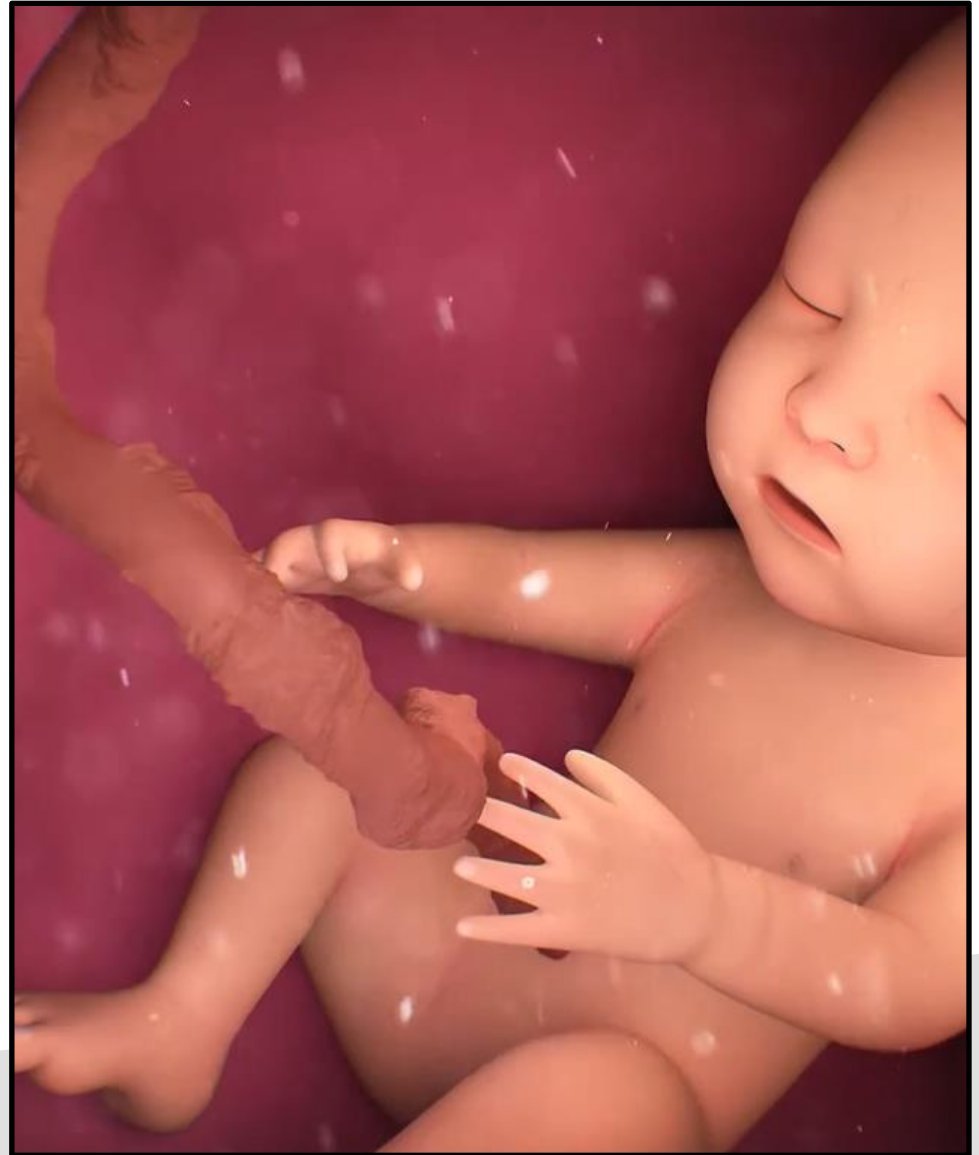
To launch a new product in PAN India market. Target audience: Fertility centres. Product- Sperm Sorter used for in-vitro fertilization.

**Solution:**

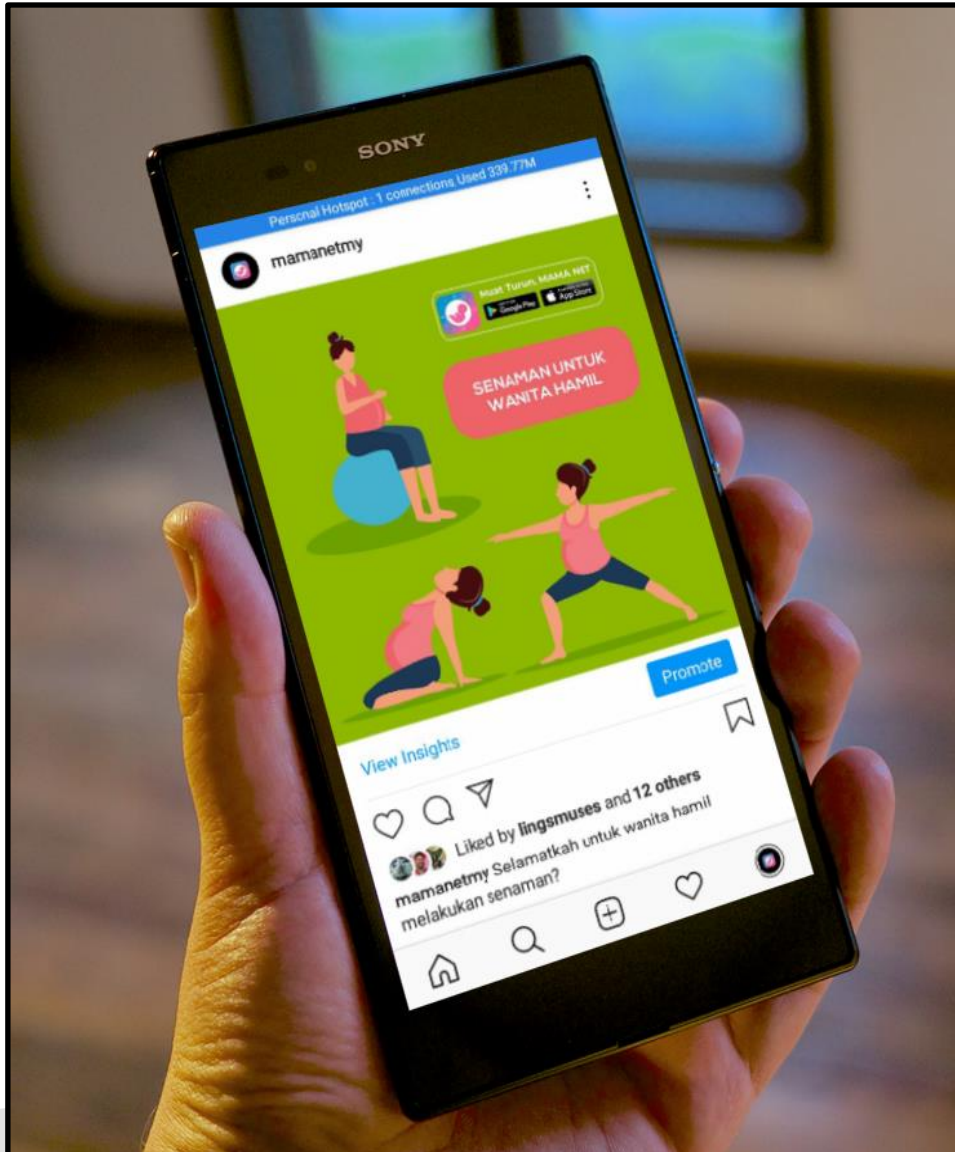
EFFE created a video script to illustrate the microscopic visuals of sperm and egg fertilization with the microfluidic technology of sperm sorter. Multi-lingual videos were developed using 3D Animation technology and communicated using digital platforms.

**Result:**

Product launch helped to improve brand propagation across India.



[Click image to read more](#)



**Client:** MAMA NET

**Requirement:**

To launch the MAMA NET brand in Malaysia and to increase its mobile application users.

**Solution:**

EFFE created responsive websites, animated videos and had set up digital campaigns. We executed annual marketing campaigns and engaged the audience through social media.

**Result:**

Successfully achieved impressive 100,000+ mobile app downloads and attracted expectant mothers and new mothers in their pregnancy journey.

[Click image to read more](#)

**Client:** EXCELLENT HI CARE PVT LTD

**Requirement:**

To create awareness among the ophthalmologic surgeon about the hydrophobic preloaded lens.

**Solution:**

EFFE created a 3D product animated demonstration video to highlight the features and usage of Hydrophobic preloaded Lens in Ophthalmic surgery.

**Result:**

Successfully demonstrated to 80,000+ users across India using digital platforms and improved total business enquiries by 18%.



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**Client:** CHONDRIA

**Requirement:**

To promote a product- Orthopedic supplement to pharmaceutical outlets across Tamil Nadu.

**Solution:**

EFFE strategized the entire marketing campaign for both consumers and channel partners. We created brand-specific ad films and promoted them on both traditional and digital platforms.

**Result:**

Product sales have increased in TN Pharma outlets and on e-commerce sites.

**Client:** MOTHERHOOD Hospitals

**Requirement:**

To establish the brand value of MOTHERHOOD with speciality birthing care across India.

**Solution:**

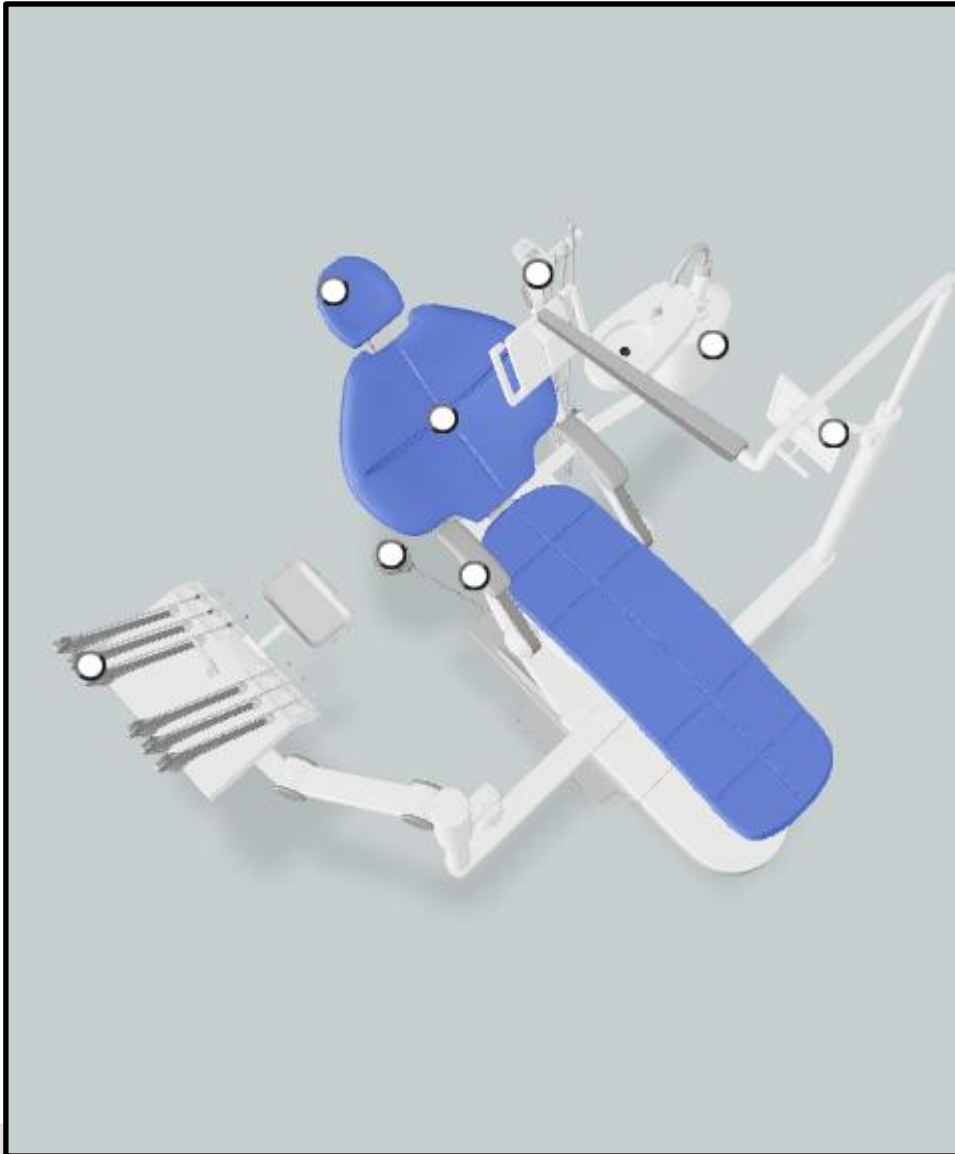
EFFE created a testimonial video by acquiring insights from pregnant women and new mothers and showcased the speciality birthing centre's amenities.

**Result:**

Improved brand recognition and positioned the brand as a speciality birthing care across India.



[Click image to read more](#)



**Client:** MEDIKABAZAAR

**Requirement:**

To deliver the 3D Product simulation and 360-degree visualization of various medical equipment.

**Solution:**

EFFE created the 3D model of the medical apparatus and made interactions in Web Augmented reality for an effective visual experience.

**Result:**

Increased online shopping experience and user interactions.

[Click image to read more](#)



## MAKING A DIFFERENCE

- Our services in **medical animation** provide a depth understanding of technically complex topics and other medical facilities.
- Our **Web Application** for Health care based companies and Web AR for e-commerce sectors have shown positive and interactive customer engagement to our clients.
- Our **brand videos** and **marketing campaign** services have consistently proven records in business growth and customer retention for health care sectors.



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PRE PRODUCTION | PRODUCTION STUDIO | POST PRODUCTION | DISTRIBUTION



# THANK YOU!

**EFFE ANIMATION** is a creative and communication consulting firm which provides businesses and companies with services like website designing, animated video making, film making and creative designs and concepts making for branding. [Read More](#)

**EFFEX STUDIO merges** creativity, with a blend of animation, live capture and visual effects to enthrall audiences towards the brands we work. We understand that brand reputation depends on the visualization of its brand value and marketing strength. [Read More](#)

**FILMY ADS is** an AD Film making and advertising company which focuses on emotive and passionate Concepts for Selling Brands. We strategize Unique branding techniques and novel marketing approaches to achieve the same. [Read More](#)

**EFFE TECHNOLOGY** Creates 3D EXPERIENCE WEBSITES and APPLICATIONS for marketing using technology like AR, VR and XR. 3D Web Applications , 360 video for VR and 3.js websites for product companies are developed here at EFFE Technology. . [Read More](#)

**EFFE MARKETING** is a digital marketing company which provides business and companies with services like website marketing, video marketing, email marketing and social branding. [Read More](#)

**EFFE CONSULTANCY PVT LTD** is an effective sales and marketing consulting firm with experience in both digital and channel sales, marketing and communication, strategy planning and brand recall techniques [Read More](#)

