

## **FORTIS JK HOSPITALS - CREATIVE PITCH IDEATION**

### **CONCEPT 1**

Targeting the fact of what's missing in Udaipur to raise the curiosity while also playing with connect between the word Fort and Fortis.

#### **TEASER TAGLINE -**

SAY HELLO TO THE FORT\_S OF UDAIPUR!

A Cool breath of relief, soon to hit the town!

#### **REVEALER TAGLINE -**

SAY HELLO TO THE FORTIS OF UDAIPUR!

The Royal Udaipur Nagri, now share the pride of hosting South Asia's Largest Healthcare Solutions & Hospital Chain!

### **CONCEPT 2**

Targeting the local flavour of Udaipur's language and blending it with the welcome message.

#### **TEASER TAGLINE -**

IF KHAMMA GHANI IS THANK YOU...

THIS IS A GHANNI GHANNI GHANNI GHANNI KHAMMA THING!

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#### **REVEALER TAGLINE -**

HO BHAI... FORTIS JK AAYO RE... BANKE THAARO MEHMAAN!

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### **CONCEPT 3**

Targeting the name Udaipur and playing with the element of 'Rise'.

**TEASER TAGLINE -**

GET READY FOR THE UDAI OF ADVANCED MEDI-CARE...

A Cool breath of relief, soon to hit the town!

**REVEALER TAGLINE -**

SOUTH EAST ASIA'S LARGEST HOSPITAL CHAIN - FORTIS, NOW READY TO MAKE ITS GRAND UDAI IN UDAIPUR!

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