

CATEGORY

Influencer Marketing

INDUSTRY AWARDS

HEALTH & WELLNESS
SECTOR

Challenge In Hand

Every new mom has questions, but not every mom has answers.

Will I be able to
breastfeed?

Will it be
easy?

Will I get
support?



The Need of the Hour



Normalize
conversations



Bridge the gap
between moms
& experts



Make real
stories louder than
myths

What did we do?

We created a **year-long movement**
that **changed the narrative** on
breastfeeding!

How did we do it?

By **creating**
a community where
every **mom feels**
heard—

— **A space where:**

Moms could speak
their hearts out **without**
hesitation.

Real experiences met
expert-backed advice.

Support wasn't a privilege,
it was given!



#FirstRishta

The launch of the movement!

The first bond of motherhood is beautiful yet full of questions. With **#FirstRishta**, we joined **Pooja Banerjee (mom & influencer)** and experts **Dr. Charulata Bapaye & Dr. Rohan Palshetkar** to address breastfeeding myths, realities, and the emotional journey of motherhood in collaboration with **UNIMO** - a mom community.

Note: As the PPT needs to be below 50MB, videos have been linked for reference



[Link](#)

Podcast with Pooja Banerjee & experts



[Link](#)

Informative Reels



[Link](#)

Live podcast in collaboration with UNIMO



[Link](#)

Breastfeeding Week

The story goes on...

We celebrated **Breastfeeding Week** by collaborating with **Dr. Sangeeta Rai & Dr. Ankita Goyal** to discuss real-life challenges, experiences, and insights with new mothers and mom influencers.



[Link](#)

Informative reels with Dr Ankita Goyal



Collaboration with 26+ Influencers

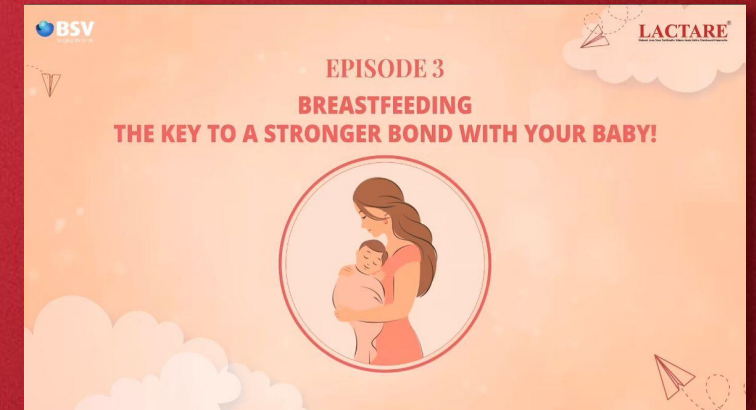
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Children's Day Campaign

Keeping the support alive...

Breastfeeding nurtures strength in kids,
but how does it truly help?

To answer this, we created a **7- episode series**
with **Dr. Rahul Nagpal**, exploring how
breastfeeding supports a child's emotional
and physical well-being.



Insights on breastfeeding & baby health



Expert advice to empower moms

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[Link](#)

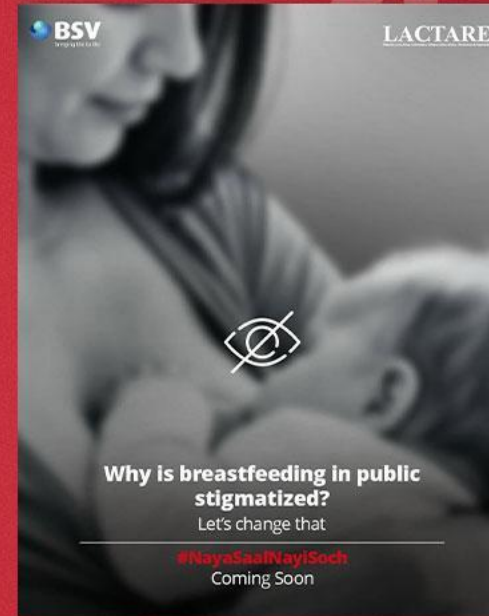
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Vox Pop

Keeping the voice alive...

Lastly, we took the conversation to the streets with '**Naya Saal, Nayi Soch**' - a vox pop challenging taboos around public breastfeeding, lack of facilities, and the discomfort and judgment new moms face, all through candid, real conversations.

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[Link](#)

The Collective Impact

A campaign that didn't just talk. It made waves.

15.29M+

Social Media Reach

13.04M+

Video Views (Reels
& Podcasts)

964K+

Mom's reached

124K+

Engagement &
Influencer Reach

25K+

Breastfeeding guide
downloads

From **awareness to
action**, this movement redefined
support **for mothers!**