

HANSAPLAST "Hugs You To Heal"

From Ouch to Oh-Wow: How We Pop-Cultured Wound Care with Hansaplast

Relying on Home Remedies

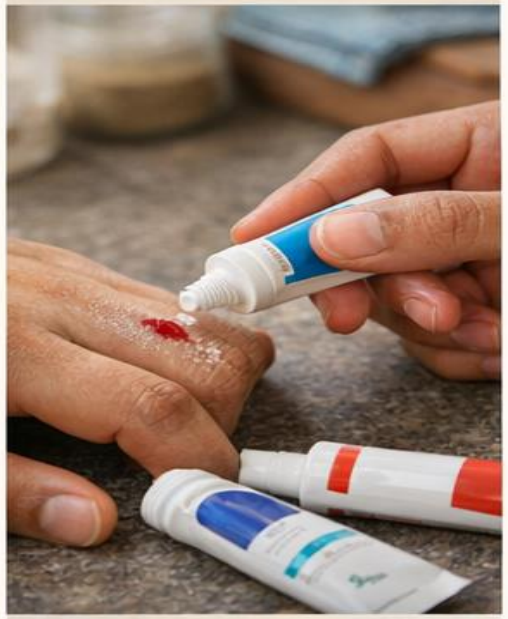


Many Indians trust traditional remedies over bandages.

Preference for Home Remedies over Medical Products

- **Insight:** Many people in India rely on traditional home remedies—like turmeric, neem, honey, or coconut oil—rather than using proper bandages or antiseptics.
- **Why it happens:** Cultural beliefs, generational habits, or lack of awareness about infection risks.

Ointments Over Bandages



Ointments seen as *"quick fix" for* wounds.

Ointments Preferred Over Bandages

- **Insight:** There's a strong preference for ointments, creams, or antiseptic liquids rather than using a protective bandage. People believe ointments alone can heal faster.
- **Why it happens:** Bandages are seen as cumbersome or unnecessary; ointments are perceived as "quick fixes."

Belief: "Open Wounds Heal Faster"



Many believe exposing wounds to air helps healing.

Misconception: Open Wounds Heal Faster

- **Insight:** Many believe that exposing a wound to air accelerates healing, avoiding bandages altogether.
- **Why it happens:** Lack of awareness of infection risks and proper wound care techniques.

Confused About Bandage Use



Even with bandages at home, correct usage is low.

Lack of Awareness About Proper Bandage Use

- **Insight:** Even when people have bandages at home, they may not know the correct type (adhesive, gauze, hydrocolloid) or how often to change it.
- **Why it happens:** Limited health education and inconsistent messaging from brands.

Generational Advice Prevails



Generational advice often outweighs scientific care.

Cultural Norms and Generational Habits

- **Insight:** Many still follow advice passed down by elders, preferring "natural healing" over clinical approaches.
- **Why it happens:** Trust in family wisdom, resistance to change, or skepticism toward commercial products.

What we did ?

Objectives -

1. **Raise awareness and educate on scientific wound care:** Teach households that proper protection and bandages are essential for healing
2. **Build Hansaplast as a trusted, everyday first-aid brand:** Strengthen credibility through emotional storytelling and expert endorsements
3. **Bust myths around haldi-only healing:** Correct the misconception that traditional Haldi remedies alone are enough
4. **Expand brand relevance in Tier 2 India:** Reach beyond metros to make Hansaplast a household name nationwide by owning the biggest wound occasion – Maha Kumbh

Insights -

1. **Generational Habit & Preference:** Ointments are chosen ~45% more than bandages. Haldi is a common remedy that's passed down across generations
2. **Neglected Protection:** Bandages often skipped, leaving wounds unprotected
3. **Cultural & Emotional Storytelling:** Campaign used cultural storytelling and using emotional plugs led by moms' vs hard push / clinical messaging



Target Audience -

1. **Primary:** Tier 2 and 3 cities mothers with young children
2. **Secondary:** Young, urban, digitally savvy consumers

Strategy -

1. **Spike in Education & Awareness:** Digital outreach targeted using mom-influencers with young children, travelers and athletes to drive category awareness
2. **Credible Voices:** Engaged industry leaders and pediatricians to reinforce first-aid messaging
3. **Owning the Biggest Wound Occasion:** Maha Kumbh leveraged as India's largest real-life wound moment
4. **Kitchen Pharmacy Shift:** Used edutainment via comedian / skit creators to shift perception from haldi to scientific wound care using Hansaplast bandages to ensure content isn't preachy
5. **Integrated Approach:** Cultural sensitivity + emotional storytelling + scientific credibility drove behavior change

Where strategy meets the feed

Sonali and Yuvika talked about how Mom's hug is the first thing you need after getting hurt while Hansaplast Bandage is the second hug their kids need for the wound to heal .

Siddhi here focused on it being a non negotiable of her while travelling as mishaps can happen anywhere

Sonia Kotak
Mom

Siddhi Bamne
Travel Influencer

Yuvika Abrol
Mom





Jay Bhanushali & Tara

Jay and daughter Tara highlighted that injuries can happen anytime, anywhere while travelling. When away from home, traditional remedies aren't feasible making a simple, easily available bandage an essential travel must-have.

Rahul Dua

Dua added a relatable cultural lens, highlighting how mothers instinctively rely on kitchen remedies now that we know what really works, we should bring that shift and break generational norms.





Farah and Dilip

Farah and Dilip showcased you tend to get hurt in kitchen but Haldi is not your soultion as it can cause infection. Using a Hansaplast bandage can heal the wound faster and won't cause any bacteria.

From Talkability to Tangible results

Quantitative

56.16M

Reach (Across Social & Online).

2.55%

Engagement Rate

10%

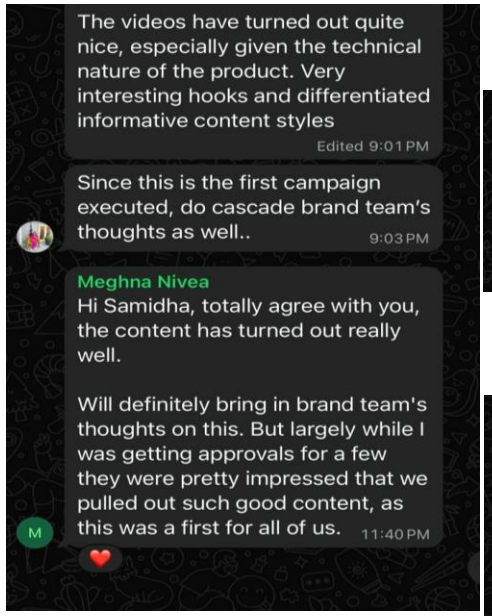
Increase In Market Share

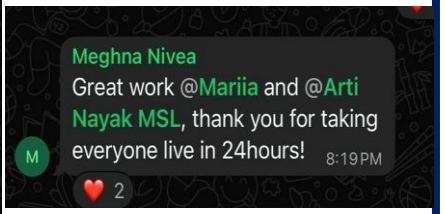
824K+

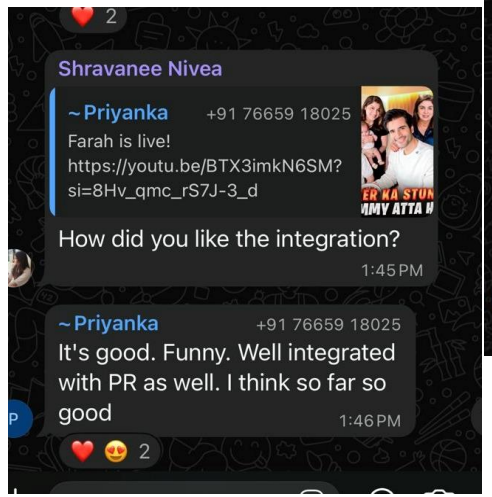
Engagement

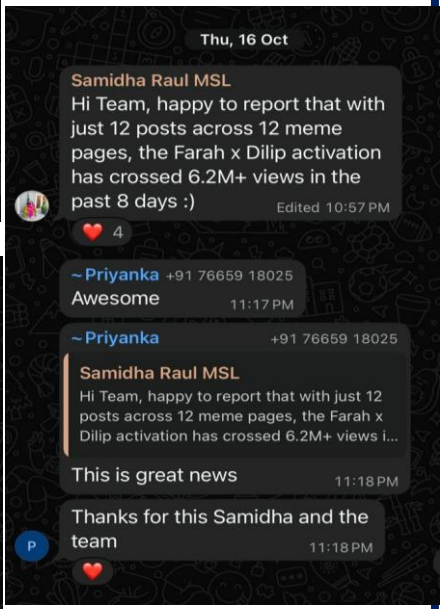


Client Appreciation









THANK YOU!