MEMBER OF ASCI

VAVO DIGITAL

Building India's Boldest Health care & Wellness Stories with Creators



Trusted by leading Healthcare brands

Redcliffe labs

Thyrocare

Flipkart Health+

ULTRAHUMAN

1mg

HIMALAYAN ORGANICS

Who are we?





NEHA K. PURI
Founder & CEO

Vavo Digital is a full-service influencer and content marketing agency that helps brands craft powerful narratives, build authentic connections, and drive measurable impact. With a data-driven approach and a strong creator network across categories, we bring together strategy, creativity, and technology to deliver campaigns that don't just create buzz but also move the needle for brands.

From influencer collaborations and social media activations to large-scale digital campaigns, we design ideas that are relatable, scalable, and ROI-focused. Our team thrives on blending culture with content, ensuring every campaign resonates with the right audience at the right time.

Awards & News Coverage



Forbes

THE TIMES OF INDIA

ar Agency Reporter

Entrepreneur 35 UNDER 35 SPECIAL ISSUE 2019

[IMPACT] DIGITAL INFLUENCER AWARDS

FINANCIAL EXPRESS
Read to Lead



Clients We've Worked with

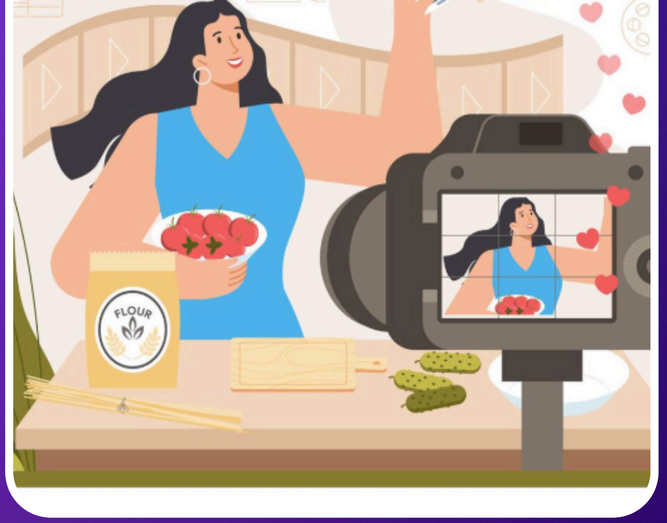


And Many More...

Govt & CSR Initiatives we have worked in

- Maharashtra DGIPR
- Govt of Haryana
- Govt of Chhattisgarh
- WEF
- Indian Oil
- BPCL
- UNFPA
- WAVES Summit
- Govt of J&K
- Vantara India
- Govt of Bihar
- UNICEF
- Goa Tourism
- My Gov
- CIDCO

Our Services for Healthcare Brands



INFLUENCER MARKETING

Collaborations with across micro, macro and mega doctors, nutritionists, health coaches and wellness creators.

EXPERT-LED PODCASTS

Collaborations with doctors and medical experts for Q&A and awareness campaigns around World Cancer Day, Menstrual Health and so on.

THOUGHT LEADERSHIP CAMPAIGNS ON LINKEDIN

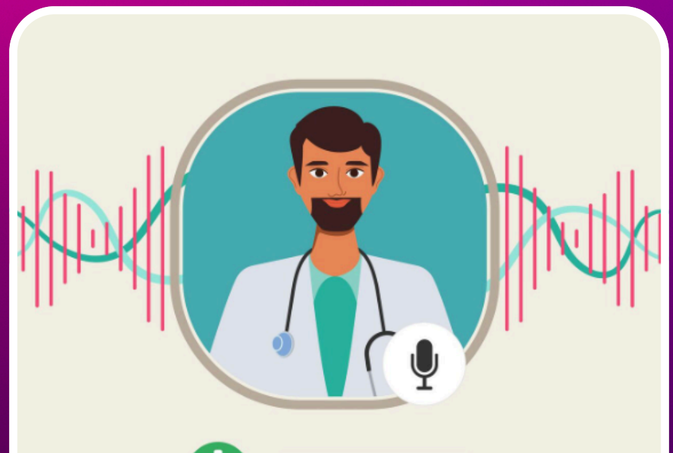
Tie-ups with professional trusted voices on LinkedIn for B2C healthcare services.

CAUSE-DRIVEN CAMPAIGNS

Planning, strategy and execution of influencer-led initiatives around preventive care, nutrition, vaccination, mental health.

SOCIAL MEDIA AMPLIFICATION

Drive impactful communication through multi-platform strategies on Instagram, YouTube, LinkedIn, and WhatsApp for stronger brand visibility.



VIRTUAL ENGAGEMENT TOOLS

Create interactive digital touchpoints like AR filters that make preventive care simple, engaging, and memorable

DVC PRODUCTION

Craft compelling healthcare narratives through DVCs tailored for brand launch, product/service launches, and awareness campaigns.

Why Us for Healthcare Influencer Campaigns?

WE UNDERSTAND THE HEALTHCARE AUDIENCES

Specialized Healthcare Expertise

We have executed 20+ healthcare campaigns, thus understand the nuances of healthcare communication, balancing credibility, compliance, and relatability to ensure every message builds trust.

Cross-Platform Proficiency

LinkedIn, Instagram, and YouTube, we know where your audience is and how to connect with them effectively.

Data-Driven Creator Selection

From mega to micro, we map influencers to campaign objectives, ensuring optimal reach, engagement, and authenticity with your target audience.

Storytelling That Resonates

We craft authentic, expert-led narratives that spark conversations, educate, and drive action, making complex healthcare topics approachable.

Redcliffe labs

Thyrocare

ULTRAHUMAN

Flipkart Health+

1mg

HIMALAYAN ORGANICS

Sanjeevani United Against Cancer

KAPIVA

OZIVA be a better you!

SANDU Estd 1899 Trusted in Ayurveda



Requirement

Cancer has long been one of the top five causes of death in India, yet fear and stigma prevent early detection and timely treatment. Sanjeevani aimed to break this cycle of fear, raise awareness about early screening, and encourage people to take proactive steps towards cancer prevention.

Strategy

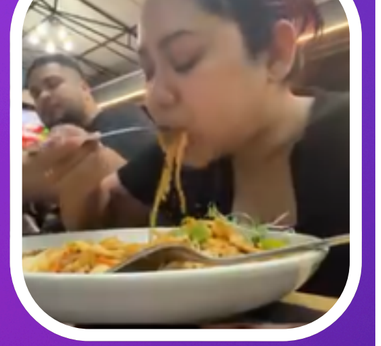
- Launched an influencer-led campaign to normalize conversations around cancer screening and reduce stigma.
- Each influencer **shared personalized stories** about taking time for their own cancer screening, making the act relatable and actionable.

Messaging highlighted:

- Importance of timely health checkups
- Adopting a healthy lifestyle
- Recognizing early signs and symptoms
- Content designed to be empathetic, informative, and motivational rather than fear-inducing.

Creator Mix

Health & Wellness Influencers → Credibility and authority on preventive care.
Lifestyle Creators → Relatability and wider reach to everyday audiences.
Balanced mix to ensure the message cut across age groups, geographies, and genders.











6 MACRO CREATORS & CELEBS

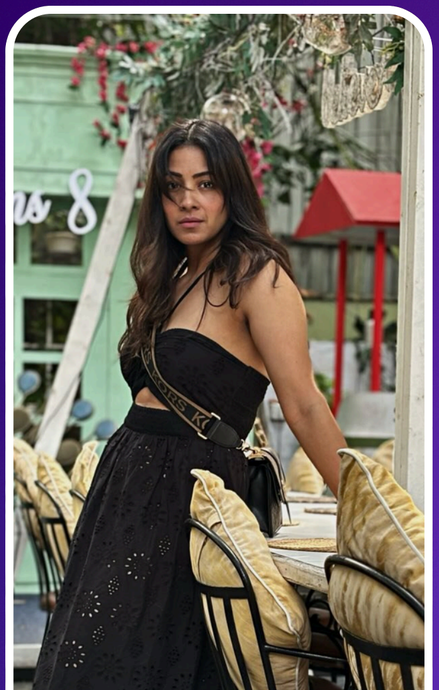


Top Performing Creators

3.6M+ REACH **4.3M+** VIEWS

3.6K+ COMMENTS & SHARES **0.65** CPV

Barkha Bisht



Aparshakti Khurana



Vagmita Singh



Aditi Shrestha



Varun Grover



BRAND AMBASSADORSHIP WITH SHIKHAR DHAWAN

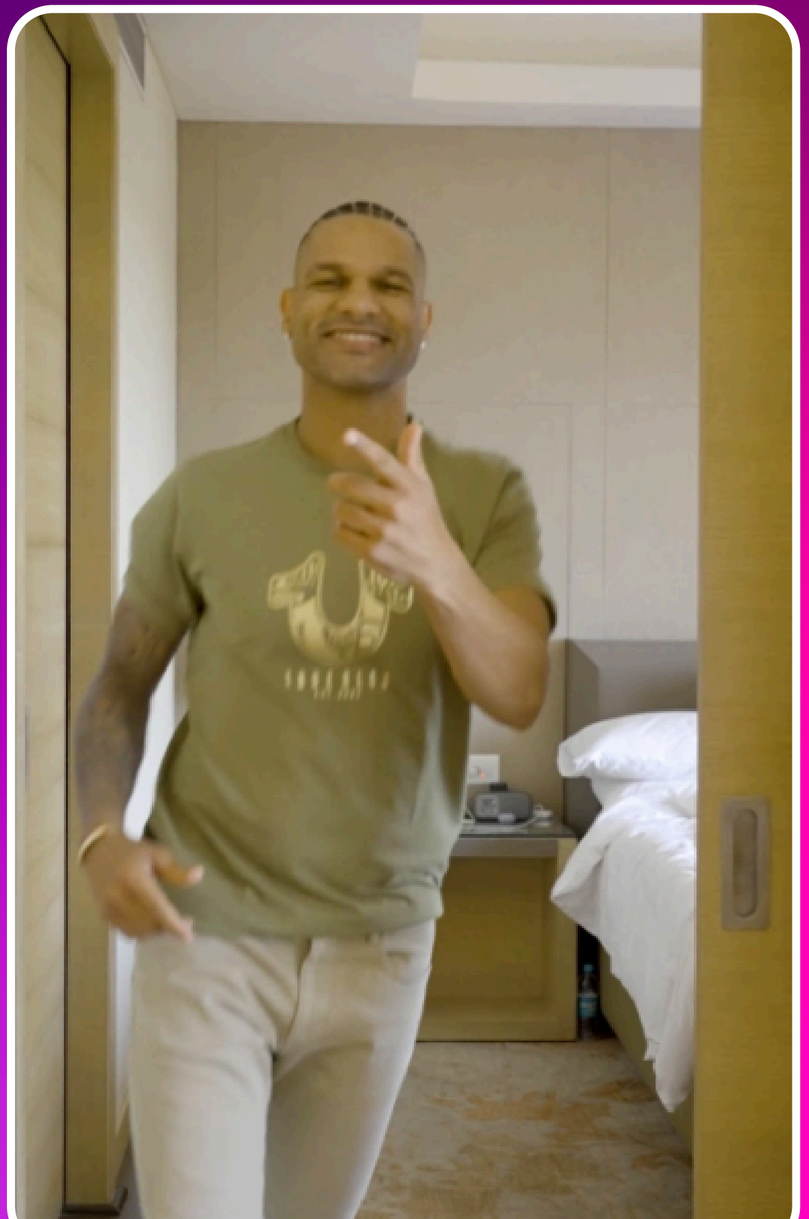
Nveda × Shikhar Dhawan

To strengthen brand affinity and boost consumer traction, we recommended and executed a brand ambassadorship with Shikhar Dhawan—an ideal fit given his stature as a celebrated Indian cricketer and his strong relevance with Nveda's audience. With his sports-driven persona, Shikhar Dhawan became the face of Nveda's Joint Support, Calcium, and Omega-3 supplements.

Key Achievements

- Conducted a 12-hour shoot with Shikhar Dhawan.
- Produced 7 high-quality DVCs (45–60 secs) and 200+ static images.
- Secured 2 DVCs posted directly on Shikhar Dhawan's social handles (Instagram, Facebook, Twitter), ensuring wide organic reach.
- Enabled the brand to repurpose content for performance marketing, social media, WhatsApp campaigns, A2 creatives, and e-commerce banner ads on Amazon & Flipkart

This activation successfully combined celebrity influence with strategic content and video production, driving both brand recall and consumer engagement across platforms.



nveda

Influencer Retainer











Requirement

To build top-of-funnel mass awareness and consumer trust for Nveda by positioning the brand as both widely recognized and medically reliable.

Strategy

We executed a dual-layered approach: leveraging TV celebrities and macro influencers to drive large-scale visibility and brand recall, while collaborating with doctors to create credible product review videos that reinforced trust and authenticity among health-conscious audiences.

Creator Mix

The campaign brought together a strategic blend of creator profiles to balance mass appeal with credibility

6 CELEBRITIES & MACRO CREATORS

nveda

Top Performing Creators

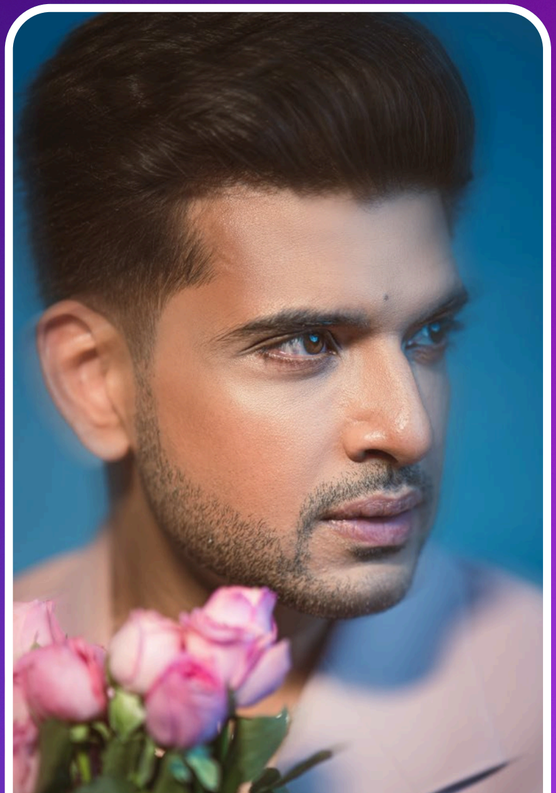
9.1M+ REACH **11M+** VIEWS

0.30 CPV

Ayesha Khan



Karan Kundrra



Dr Mitali



Palak Sindhwani



Redcliffe labs

Requirement

The campaign aimed to position Redcliff's Full-Body Checkup packages as an essential step in preventive healthcare for professionals. It aimed to spark conversations among working professionals and decision-makers, encouraging them to see regular health checkups not as reactive measures but as proactive investments in long-term wellness.

Strategy

- We collaborated with 15 micro LinkedIn trusted voices from diverse professional backgrounds like marketing, coaching, engineering, and healthcare.
- Each LinkedIn professional creator personally experienced the check-up service and shared authentic storytelling rooted in their professional and personal lens.
- Built trust and reinforced preventive healthcare as a priority but also sparked meaningful conversations on LinkedIn.

Creator Mix

We engaged a diverse mix of creators from different professional backgrounds to balance credibility and relatability, ensuring the trusted voices amplified reach with engaging storytelling.











15 MICRO CREATORS

Redcliffe labs

Top Performing Creators

275K+ IMPRESSIONS **10.3K+ LIKES**

1500+ COMMENTS & REPOST

Bhavesh Arora



Riya Thukral



Dr. Garima K



Himanshu Arora



Kriti Khanna



Thyrocare

Requirement

The campaign aimed to educate audiences on the importance of identifying food intolerances and how timely detection can significantly enhance overall health and well-being. The objective was to build awareness about the Thyrocare's Food Intolerance Test and encourage informed health choices.

Strategy

We partnered with 5 micro-influencers from the nutritionist niche on Instagram to spread awareness about Thyrocare's Food Intolerance Test and drive authentic conversations around its benefits. Acting as trusted sources of information, these nutritionists shared credible insights and relatable content that highlighted the importance of early identification, motivating audiences to consider preventive testing as part of their wellness journey.

Creator Mix

The creator mix focused on certified nutritionists, ensuring content was both credible and relatable. Their expertise added trust to the campaign, while their approachable content style simplified complex health topics.











5 MICRO CREATORS

Thyrocare

Top Performing Creators

451K+ REACH **521K+** VIEWS **0.54** CPV

33.9K+ LIKES **2300+** COMMENTS & SHARES

Garima



Vaishali



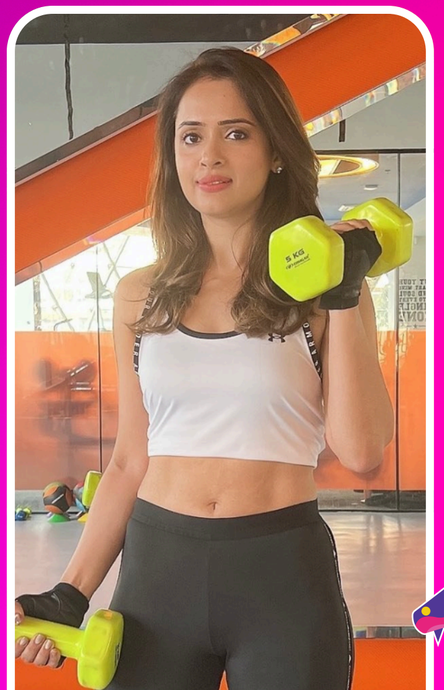
Anvita Chhatwal



Dimple Mishra



Bhakti Arora



STAR Personal & Caring | Health Insurance

Requirement

The campaign aimed to amplify Star Health Insurance's video on LinkedIn, reaching working professionals and decision-makers while reinforcing the importance of health insurance through relatable storytelling.

Strategy

We collaborated with 25 male and female mega & macro LinkedIn trusted voices across diverse professional genres to drive awareness through personal storytelling aligned with the assigned theme. Each creator shared authentic narratives that resonated with their audience, enhancing engagement and reinforcing the brand's relevance in everyday healthcare planning.

Creator Mix

The campaign leveraged LinkedIn creators across different professional backgrounds to maximize reach & visibility and establish relatability within the working demographic.





25 MEGA & MACRO CREATORS

STAR Health Insurance
Personal & Caring

Top Performing Creators

815K+ IMPRESSIONS

15.2K+ LIKES

1900+ COMMENTS & REPOST

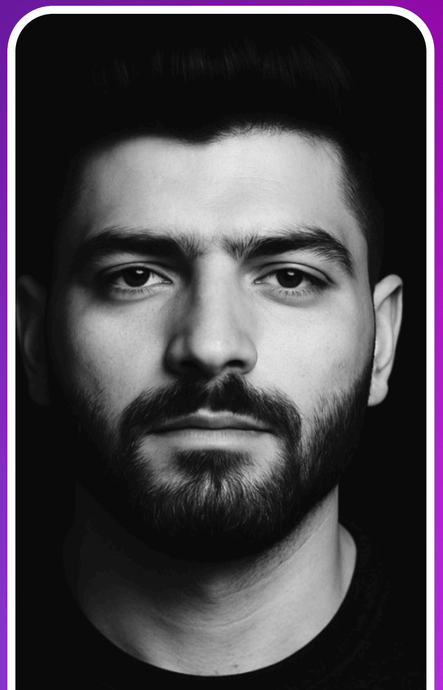
Anmol Garg



Devan Bhalla



Uttam Gupta



Megha Sharma



Vedika Bhaia



Requirement

The campaign aimed to increase brand awareness by educating audiences on the importance of addressing period-related issues, positioning Plixx PMS gummies as a trusted solution for women seeking period relief.

Strategy

We collaborated with 30 micro and macro creators to highlight how Plixx PMS gummies help alleviate period discomfort and improve overall well-being. Through authentic storytelling, creators showcased relatable experiences, making the solution approachable and reinforcing the brand's relevance in everyday life.

Creator Mix

The campaign leveraged a strategic mix of macro and micro creators to drive both broad visibility and meaningful engagement with communities around PMS gummies and period health



30 MICRO CREATORS

890K+ REACH

1.3M+ VIEWS

52.3K+ LIKES

0.63 CPV

Requirement

The campaign aimed to promote Slurpp Farm Bake while building narratives that desserts can be both healthy and kid-friendly, positioning the brand as a go-to choice for nutritious treats for kids.

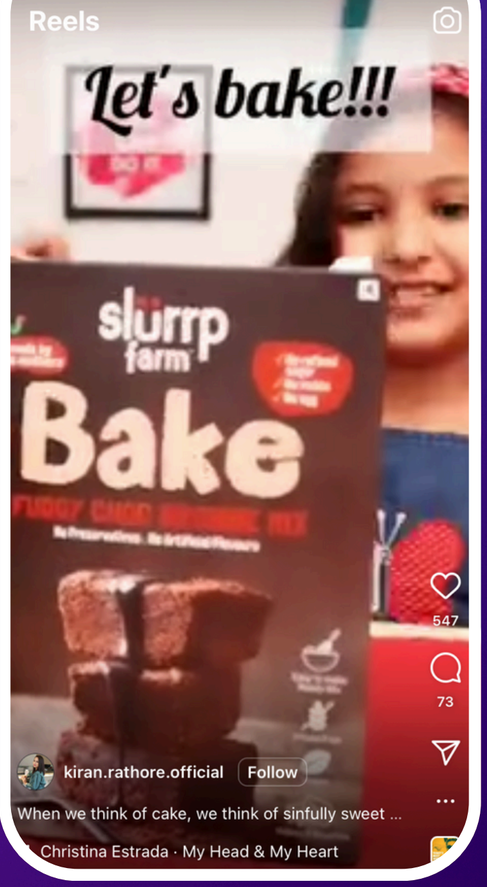
Strategy

We collaborated with 20 mom influencers to showcase creative ways of baking Slurpp Farm cakes and styling them. Through authentic, relatable content, creators highlighted how the mixes make healthy desserts enjoyable and accessible for families and kids.

Creator Mix

The campaign leveraged a targeted mix of micro and macro mom influencers to ensure authenticity and relatability. By sharing real-life baking experiences and family moments, these creators connected deeply with parents, reinforcing Slurpp Farm as a trusted and nutritious choice for kids' desserts.





20 MICRO AND MACRO CREATORS

924K+ REACH

1.23M+ VIEWS

32K+ LIKES

ULTRAHUMAN

Requirement

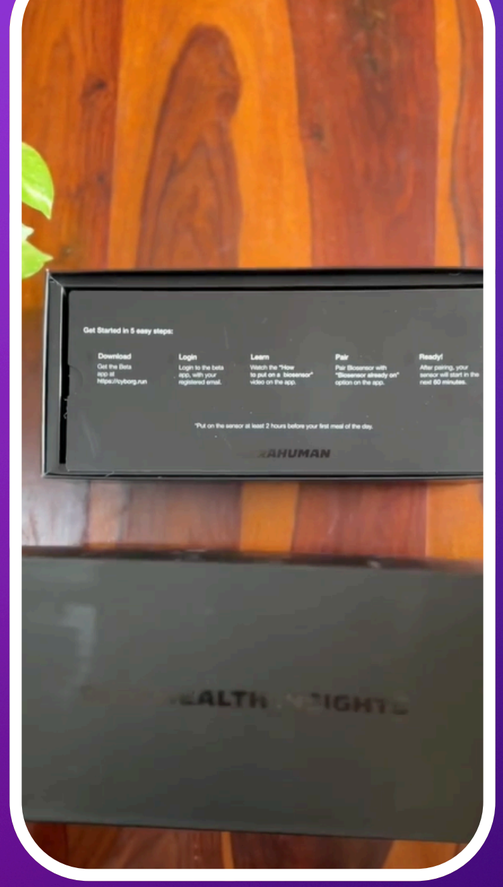
Ultrahuman, a CGM device that monitors workouts and dietary habits, aimed to create awareness about their product, Ultrahuman M1, a device designed to optimize metabolic health.

Strategy

We collaborated with 10 creators across Instagram and LinkedIn to maximize reach and impact. On Instagram, influencers who regularly share their eating habits and workout routines were engaged to align perfectly with the brand's positioning. On LinkedIn, we partnered with trusted founders and C-suite voices to reach audiences with purchasing power and a clear understanding of the product's value. The campaign focused on delivering authentic, relatable content that highlighted Ultrahuman M1's role in optimizing metabolic health.

Creator Mix

The campaign featured a curated mix of 10 fitness creators and C-suite trusted voices to bring authenticity, relatability and trust.





10 CREATORS

3.25M+ REACH

4.3M+ VIEWS

1M+ IMPRESSIONS

0.71 CPV

Flipkart Health+

Requirement

During Big Billion Days Sale, increase Flipkart Health+'s presence and establish it as the go-to platform for online medicine in Uttar Pradesh.

Strategy

To localize the campaign and build strong regional connect, we collaborated with 3 macro doctor influencers from Uttar Pradesh. Their content adopted a lighter, humor-led approach to simplify health topics and highlight the ease of accessing medicines through Flipkart Health+. By combining trust with relatability, the campaign reinforced Flipkart Health+ as a reliable yet approachable platform for online healthcare during the Big Billion Days Sale.

Creator Mix

The campaign strategically leveraged regional doctor influencers who combined professional authority with engaging storytelling. Their credibility reinforced trust in the brand,





3 MICRO CREATORS

630K+ REACH

780K+ VIEWS

38.1K+ LIKES

0.76 CPV

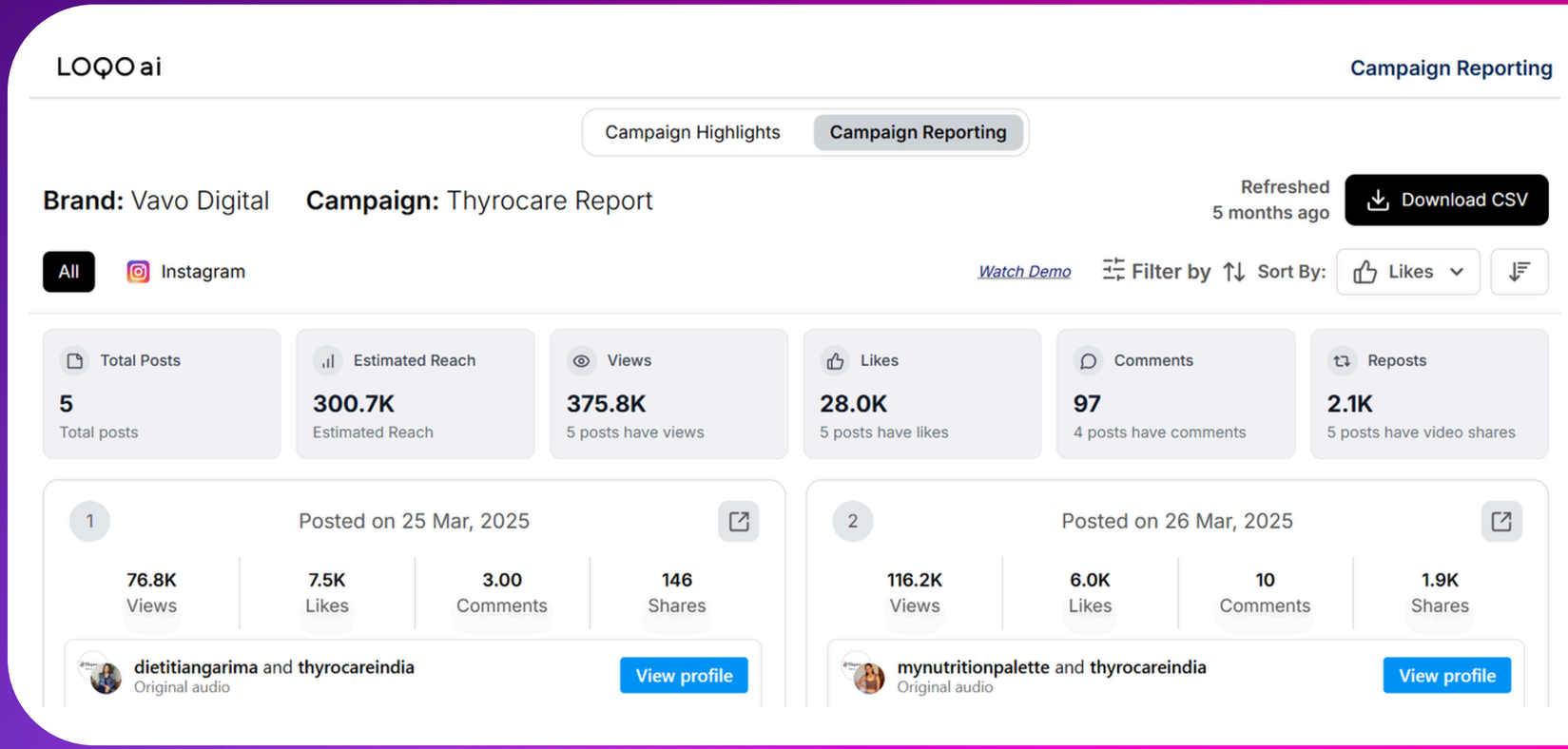
Live Campaign Tracker

FOR YOU TO HAVE A BIRD'S EYE VIEW OF THE INFLUENCER CAMPAIGNS

We will share our online live tracking tool that lets us as well as you keep an eye on the campaign every 24 hours.

Having this tracker gives us the opportunity to tweak the content and reel info based on how the campaign is doing.

The tool will help you monitor the total views, reach, engagement, reach, and how each influencer's content is performing in real-time.



Click on image to view report

VAVO DIGITAL

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