

Abbott to showcase technologies overcoming health challenges

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Abbott has unveiled its latest campaign in India focusing on the role of innovation and technology in healthcare



Abbott builds on the success of its “Real Heroes campaign,” which was shortlisted for a Cannes Lion award, with new advertisements that demonstrate how our life-changing technology can enable people to move beyond their health challenges and pursue all that inspires them.

The campaign articulates the thought, ‘the most personal technology is the technology with the power to change your life.’ While health conditions may be seen to limit a person’s capabilities and begin to define them, innovative new medical technologies from Abbott can help empower people with the data and knowledge they need to live longer and better.

Commenting on the campaign, Vivek Mohan, divisional vice president, corporate global marketing, Abbott said, “Abbott has always been at the forefront of innovation. For us, it has been about celebrating the unstoppable spirit of people and inspiring them to discover the possibilities that good health can bring. We are shaping the future of healthcare in India with leading technologies, products and services. This year, we are showcasing the ways in which we help touch the lives of people through these technologies to live healthier, better and fuller lives.”

The campaign is now live on major digital platforms and broadcast channels. The television commercial (TVC) portrays how one such technology, the insertable cardiac monitor, enables people to stay directly connected to their doctor no matter where they are or what they’re doing e.g. biking, swimming, and even piloting a plane. This product is a paperclip-sized implantable device that combines smartphone connectivity and continuous, remote monitoring to track unpredictable heart rhythm problems for fast and accurate diagnosis. It helps physicians make quicker decisions on their patients’ health in ways that fit into their lives.

This is a contrast to the old way of diagnosing cardiac arrhythmias, in which detecting cardiac conditions required intermittent visits to the clinic or hospital to have wires and monitors connected to examine their hearts. The TVC will be followed by a series of video and editorial content that speaks to other such technologies and how they have impacted people.

