

**CASE STUDY**

**Aster Labs**

THE TRUE TEST



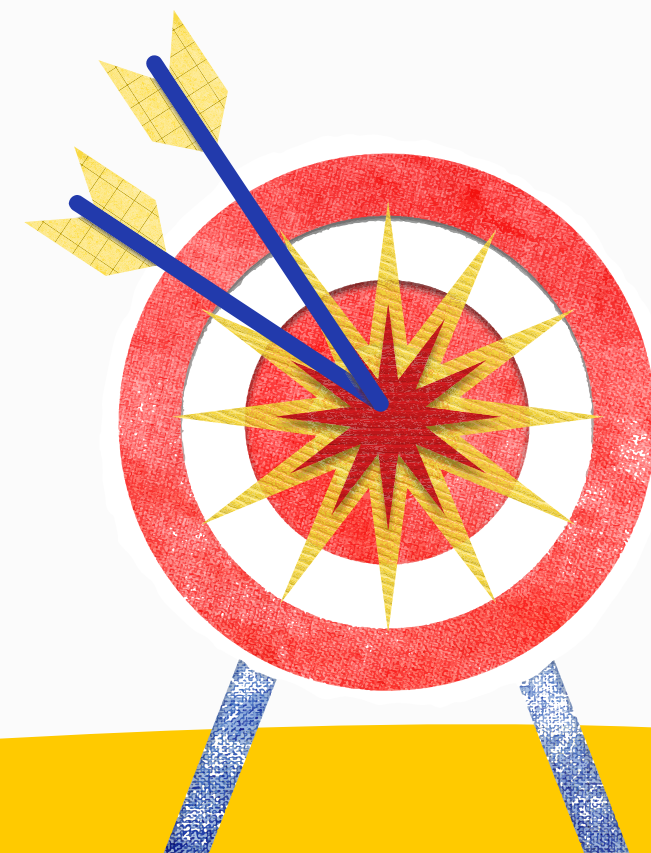
## CAMPAIGN OBJECTIVE



Get quality leads



Brand awareness +  
Brand recall



## COMMUNICATION ROUTE

- Communicated about the doorstep testing facilitated by Aster (during the COVID-19 era)
- Created awareness on the importance of regular health checkups
- Highlighted the key USPs (quick reports, flexible timings, etc.) of Aster



Avoid health risks from **stepping out** of your **home for lab tests**

- Trained professionals
- Quick Reports
- Flexible Timings
- Affordable rates

[Enquire Now](#)



Avoid health risks from **stepping out** of your **home for lab tests**

Book safe & convenient testing at your doorstep

- Trained professionals
- Quick Reports
- Flexible Timings
- Affordable rates

[Enquire Now](#)





Stay indoors.  
**But don't compromise your medical tests.**

**Book safe testing at your home's comfort!**

-  Home sample collection
-  Flexible timings
-  Affordable rates

**Enquire Now**



The key to living a **healthy life** is **regular health check-up**

Starting at ~~₹1390~~ **₹699/-**

- Affordable rates**
- Quick Reports**

**Enquire Now**



**Don't ignore**  
the signals from your body  
before it's too late.

Full-body check up at ~~₹1390~~ **₹699/-**

-  Home sample collection
-  Affordable rates
-  Reports within 3 hours

[Enquire Now](#)



The key to living a  
**healthy life** is  
regular health check-up

Starting at ~~₹1390~~ **₹699/-**

- [Affordable rates](#)
- [Quick Reports](#)

[Enquire Now](#)

**Aster Labs** THE TRUE TEST

Health Packages | Our Process | COVID Modules | Corporate Enquiry | Why Aster Labs | Our Milestones

**Prioritize Your Health Today  
To Reduce Medical Costs Tomorrow**

Get your full-body health check-up **at home**  
Starting at ₹1999 ~~₹699/-~~



**Enquiry Form**

Full Name

Phone No.

Address

Pincode

[SEND](#)

**Certified Diagnostic Center. Reasonable Rates.**



**CONVENIENT HOME  
SAMPLE COLLECTION**

Our home collection expert will collect your sample from your preferred location.



**ASSURANCE OF  
QUALITY**

State-of-the-art Lab Testing Technology to deliver accurate results.



**EFFICIENT TESTING,  
FASTER RESULTS**

Turnaround time of 2-3 hours\* for your reports.



**AFFORDABLE  
PRICING**

Get extra low discounts on health packages.



**EXPERIENCED  
CLINICAL TEAM**

Experienced doctors whose clinical expertise gives you the accurate test results.

**Health Packages**

We offer more than 2500 tests. Here are our popular ones.

TRUE TEST <b>SCREEN</b> <small>(No. of Tests: 7)</small>	TRUE TEST <b>SHIELD</b> <small>(No. of Tests: 4)</small>	TRUE TEST <b>SECURE</b> <small>(No. of Tests: 7)</small>	TRUE TEST <b>SAFEGUARD</b> <small>(No. of Tests: 23)</small>
₹1999 <del>₹699</del>	₹2170 <del>₹999</del>	₹2670 <del>₹1299</del>	₹4470 <del>₹2299</del>
Glucose Fasting (F) Basic Electrolytes Routine Cholesterol Total Triglycerides, Serum SGPT, Aspartate Aminotransferase (AST) SGPT, Alanine Aminotransferase (ALT) Urinary Serum Hepatitis B Surface Antigen (HBsAg)	Glucose Fasting (F) Thyroid Profile Total Lipid Profile Basic LFT Liver Function Test HbA1c (Glycated Hemoglobin)	Glucose Fasting (F) Thyroid Profile Total Lipid Profile Basic LFT Liver Function Test RFT Kidney Panel Basic Electrolytes Routine CBC Complete Blood Count Hemoglobin Electrophoresis (HbA1C)	Glucose Fasting (F) Thyroid Profile Total Lipid Profile Basic LFT Liver Function Test RFT Kidney Panel Basic Electrolytes Routine Hemoglobin Electrophoresis (HbA1C) Vitamin D 25-Hydroxy
<a href="#">Explore Now</a>	<a href="#">Explore Now</a>	<a href="#">Explore Now</a>	<a href="#">Explore Now</a>

**How Does Our Process Work?**



**Our COVID Safety Measure**

At Aster Labs, your safety is our top priority. We have implemented COVID safety measures at each step to ensure home collection.

**Before Collection**



Daily temperature checks



Mandatory use of gloves (gloves)



Mandatory Wearing Of Goggles & Masks

**During Collection**



Conducting visit of home by HYGIENIC COLLECTION EXPERT



Mandatory use of PPE kit



Sanitized and packed in TBAGS



Sample collection in an ISO III LAB

**Healthy Employees Make a Happy Workplace**

To know more about our corporate packages & services.

Company Name

Address

Contact Number

City/Country

[SUBMIT](#)

**Why Aster Labs**

We are proud to inherit Aster DM Health legacy of trust, spanning 7 countries, 30+ years and 100+ healthcare establishments which include hospitals, Clinics, Diagnostic Centers, & Retail Pharmacies. And we are committed to extending it, by living up to the same ethical standards. That's why we have benchmarked ourselves against global standards. Aster Labs is recognized by credible authorities that endorse medical proficiency and patient safety. Supported by eight technology centers to offer accurate, all-around to you, with faster turnaround time for test results.

**Our Milestones**

**2395**

Years in Existence

**192**

Clinics Served

**8**

Global Test Labs in Maharashtra & Kerala

**1**

Automated Reference Lab in Bangalore

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**Aster Labs** THE TRUE TEST

Book a Test COVID Diseases Why Aster Labs Our Milestones

Get Your Tests Done  
At The Safety & Comfort Of Your Home

**Book a Home Collection**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Mobile Number: \_\_\_\_\_

**Book**

**Experience A Smooth Testing Process  
From Sample Collection To Accurate Reports**

- CONVENIENT HOME SAMPLE COLLECTION**  
Our home collection expert will collect your sample from your preferred location.
- FLEXIBLE BOOKING**  
Whether it's early morning or late evening, we are here as per your need.
- SAFETY FIRST**  
We guarantee customer safety by implementing our COVID Safety protocols.
- DIGITAL REPORTS**  
Early access to your reports online.
- AFFORDABLE PRICES**  
We offer the best rates to ensure affordable healthcare.
- ASSURANCE OF QUALITY INDUSTRY STANDARDS**  
We assure accurate reports.

**Our Frequently Taken Tests**

We offer more than 1200 tests. Here are our popular ones.

<b>COVID 19</b> (Rapidly Changing) <b>₹1600</b> <a href="#">Book Now</a>	<b>FOLICLE STIMULATING HORMONE (FSH)</b> Gynecological Disorders <b>₹400</b> <a href="#">Book Now</a>	<b>DEPOLYMERIZED HEMOGLOBIN (DPH)</b> Diabetes <b>₹450</b> <a href="#">Book Now</a>	<b>KIDNEY FUNCTION TEST (KFT)</b> Kidney Diseases <b>₹700</b> <a href="#">Book Now</a>
<b>LIVER FUNCTION TEST (LFT)</b> Liver Diseases <b>₹600</b> <a href="#">Book Now</a>	<b>LIPID PROFILE, BASIC</b> Cardiovascular Diseases <b>₹400</b> <a href="#">Book Now</a>	<b>THYROID PROFILE, FREE</b> Thyroid <b>₹750</b> <a href="#">Book Now</a>	<b>STOOL EXAMINATION ROUTINE</b> Parasites, GI Issues <b>₹150</b> <a href="#">Book Now</a>
<b>URINE EXAMINATION ROUTINE</b> Urinary Infections & Kidney Function <b>₹110</b> <a href="#">Book Now</a>	<b>HEMOGLOBIN</b> Anemia <b>₹125</b> <a href="#">Book Now</a>	<b>PLATELET COUNT</b> Bleeding and Clotting Disorders <b>₹125</b> <a href="#">Book Now</a>	<b>ALLERGY; DUST PANEL</b> Allergy <b>₹3,000</b> <a href="#">Book Now</a>

Looking for something else?

[Request a Call Back](#)

**Tests For Health Conditions Pertaining To Different Organs**

- Brain
- Heart
- Kidney
- Liver
- Musculoskeletal System
- Thyroid
- Nervous System
- Overall Health
- Prostate
- Immunity
- Stomach

**Our COVID Safety Measure**

At Aster Labs, you safety is our top priority. We have implemented COVID safety measures to keep you and your family safe.

**Before Collection**

- Daily hand sanitization
- Maintaining a one-meter distance
- Maintaining a change of clothes & masks

**During Collection**

- Disinfectant wash and for PPE removal
- Mandatory use of PPE kit
- Sanitized and sterilized samples
- Separate collection in an individual room

**Why Aster Labs**

As one of the largest and fastest growing conglomerates in the MNC region, Aster Labs Health care covers the full spectrum of healthcare services. Aster Labs Health care portfolio includes hospitals, clinics, diagnostic labs, and retail pharmacies. We are powered by India's largest EM network with over 10000+ employees and 2000+ doctors, with several JCI-accredited centers and diagnostic centers. We are here to ensure that you get the most accurate laboratory results every single time. In every 15 report, Aster Labs is a place where the state-of-the-art technology meets high-end quality results with up-to-the-minute care.

Our Labs are powered by complete integration with the national reference laboratory network.

**Our Milestones**

- 2500** Tests Available
- 200** Client Services
- 8** Centers in 8 in Karnataka & Kerala
- 1** Automated Reference Lab in Bangalore

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# AND IT RESULTED INTO..



**34.69%**

Rise in Brand  
Recall



**40%**

Less CPL than  
expected



**83.33%**

More leads than  
committed





# THANK YOU

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MEDIA



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