



CASE STUDY



INFORMATION TECHNOLOGY INDUSTRY







An Information Technology based Healthcare service receives

UNPRECEDENTED

SUCCESS





CHALLENGES:

-  Lack of investors
-  Substantial investments
-  Target pool outreach
-  Brand Awareness



BENEFITS:



-  Targeted reach
-  Vision aligned with Branding
-  Huge Investments
-  Scaling up of the business

THE BACKGROUND:

Physeek Fit had developed a Fitness Community platform. The mission was to create a Brand Discovery Platform for Health, Fitness, and Wellness. This platform had been created with the intention of onboarding Fitness professionals, Yoga Trainers, Nutritionists and all other persons connected with “Good Health” in a common forum. The aim was to develop an ecosystem that could offer a 360-degree solution to any person having fitness specific queries and looking for healthy lifestyle solutions. Furthermore, it would be an avenue for professionals to seek meaningful employment and make productive use of their talents. However, the biggest challenge for Physeek Fit and its founder was to find investors to fund this unique venture, and he had already invested a substantial amount of money.

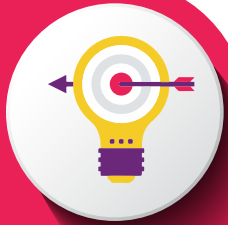


THE MORIS “DIAGNOSTICS”:

Moris conducted a complete research on the approach that had been adopted by Physeek Fit and found that though their services were quite unique for their target market. However, they lacked the branding needed to project this properly to their targeted audience. This was a start-up idea that needed to be presented on the right platforms and we recommended LinkedIn as the most effective possible platform to not only increase brand awareness for the client but also connect with the investors that mattered. This was done through a combination of excellent branding through posters, videos, and GIFs. This was bolstered further by a highly specific and targeted Lead Generation campaign that was monitored at every step to gauge its effectiveness.

Marketing Strategies:

Inspiring fitness enthusiasts to invest in this unique endeavour. Developing the brand need and the benefits to professionals and end-users.



Brand Positioning:

Physeek Fit needed a specific brand identity to be created that could reflect their business objectives. This needed a complete redesign of the LinkedIn page of Physeek Fit as a community platform that promoted health and fitness for all.



Qualified Lead Generation:

Two-fold Lead Generation strategy – one focussed at getting investors for the business and the other at making it a common platform for fitness professionals to be a part off.



Content Strategy:

The value that such an IT platform could provide in the lives of both fitness professionals and end-users needed to be communicated through effective content. Strategic content creation process ensured that this objective was met.



THE PRESENT-DAY SCENARIO:

The campaign caught the eye of Suniel Shetty, a top Bollywood actor and entrepreneur, who is known for investing in startups that come out with innovative ideas, particularly those that work in the “Health and Nutrition” segment. This concept of using Information Technology to create a Healthy platform for both fitness professionals and end users made the actor, who himself is a fitness freak, to significantly invest in this start-up. Physeek Fit has now been able to address all their immediate financial challenges as well as use the funds to invest in further technology to propel their growth. The company continues to receive support of other industry luminaries that is now enabling them to scale up their business.

Multi-Brand
Health and Fitness Platform
We make fitness fun and engaging

Physeek.Fit

The banner features a child in a VR headset on the left, a VR headset and controllers in the center, and a person in a VR headset performing a lunge on the right.

Change your NUTRITIONAL CHOICES.
Change your life.

JOIN Physeek Community Experience Fitness

The ad shows a tiered tray with three compartments containing a tomato, a bowl of yellow lentils, and a bowl of green spinach.

EVERY DAY COUNTS.

TIPS TO FOLLOW DAILY EXERCISE :

1. Follow a set time aside for workout
2. Start small. Improve slowly
3. Set realistic goals to stay motivated

The ad features a woman in athletic wear running on a red circular path.

GIVE YOUR CHILD'S IMAGINATION A DIRECTION

Enhance Art & Craft Skills

Book a Free Demo
www.physeek.fit

The ad shows a young girl with colorful paint on her hands and face, surrounded by handprints.

Break the **Stress-Anxiety Cycle**

Engage In Frequent Physical Activity

Read More >
www.physeek.fit

The ad features a woman in athletic wear jumping rope.

We are here for your **CHILD'S HEALTH**

Give your child an entertaining experience with fitness games and engaging health activities

The ad shows a child in a red sports uniform holding a basketball while wearing a VR headset.

20 MINUTES DAILY HOME EXERCISE

- JOGGING
- LUNGES
- LEG RAISES
- CRUNCHES
- BICYCLE

The ad shows a woman in athletic wear performing a lunge.



Our Immersive Gaming Experience Improves Your Child's Overall Health

Boosts brain and muscle coordination & flexibility

The ad shows a child wearing a VR headset and holding red boxing gloves.

Know your RISOTTO!

Link in Bio >
www.physeek.fit

The ad shows a bowl of risotto with mushrooms and vegetables.

Someone called for **Healthy Noodles?**

Read More

www.physeek.fit

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Get Seen, Heard, & Remembered!

IN THE WORDS OF THE CLIENT:



RAJKUMAR NEELAPPA

FOUNDER & CEO, PHYSEEK FIT



“As a brand of dedicated and motivated individuals, we were seeking a service partner who understood our vision. We are glad to partner with Moris and take their services, as they not only understand our goals, but also provide input for the best results. They don't hold back to disagree with our approach sometimes, give their suggestions from their experience and tell us what would and wouldn't work. We trust Moris' vast experience to provide us the best outcomes ”



Collaborate with

DIGITAL DOCTORS

at Moris to give your unique start-up

the ability to scale up operations

through **targeted Branding!**



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media

Get Seen, Heard, & Remembered!

DISCLAIMER:

Note: Moris as a principle does not believe in showcasing the names of its clients in lines with the strictest abidance to a Non-Disclosure policy. However, we are sharing some of our success stories as we have received specific consent from our clients from the same!