



Launching an international aid agency in India

Case Study: Doctors Without Borders/Médecins Sans Frontières (MSF)



The Business Challenge

Doctors Without Borders/Médecins Sans Frontières (MSF) is an independent international medical humanitarian organisation. They deliver emergency aid to people affected by armed conflict, epidemics, healthcare

exclusion and natural disasters in more than 65 countries.

Although *MSF* had been actively providing medical aid in India since 1999, the organisation had not engaged the Indian public to build awareness, raise funds and lead conversations around medical humanitarian aid. Junxion was invited to work with *MSF* India to successfully build their reputation and presence in the country.



Junxion is pretty amazing... they got to know us, appreciated our social mission, our culture. *Great thinking, excellent delivery.*

Martin Slood, Country Manager, **MSF India**

A robust communications strategy and fundraising campaign position MSF India as an impactful medical humanitarian aid agency

How we helped

As part of a strategic planning engagement for *MSF India*, Junxion delivered a workshop for the organisation's management team to solidify their 2012 strategy and planning. Following the workshop, Junxion was commissioned to conceptualise, design and deliver the brand identity for *MSF India's* new "Who Cares?" campaign; create a web strategy, design and develop the "Who Cares?" microsite; provide integrated promotional planning (offline and online) for the campaign launch; and provide ongoing counsel and strategy over a two-year period.

On May 10, 2013, *MSF India* held its first significant public event in Delhi. The goal was to introduce the organisation to a broader group of stakeholders and help fast-track the story of *MSF* in India, establish a senior position in the NGO community and connect with decision makers. See a video from that event here.

On July 2, *MSF India* launched its first public fundraising campaign in the country. It was designed to get people thinking about the importance of medical humanitarian aid in the country. Arresting visuals were used to capture the mind's eye, leading to emotive and active response to suffering.

For this launch, we developed a host of public display materials, which included a responsive microsite with an engaging UI design, busboards, a media kit, a series of postcards and a fundraising brochure. We also developed an online engagement strategy implemented via memes and banner ads, and a social media advertising programme.

Measuring Success

The May 2013 event engaged key stakeholders and potential partners to participate and co-present, leveraged significant media relations potential before, during and after, and provided robust content that will be used and repurposed over the course of the launch year.

The Who Cares? campaign launch was covered by most national newspapers and television channels. The campaign has also won the 'Fundraising Campaign of the Year—2013' award by SAFRG.

