

Case Study



**HOW WE IMPARTED HEALTH EDUCATION
TO 5K+ KIDS THROUGH A UNIQUE AND
FUN PHYGITAL ENGAGEMENT MODEL**



BACKGROUND

A recognized leader in corporate responsibility

DXC Technology is the world's leading end-to-end IT services company, serving nearly 6,000 private and public sector clients across 70 countries. A Fortune 500 company, DXC is also recognized among the best corporate citizens globally.



GOAL

A digitally-led health education program for kids

DXC India focuses corporate responsibility efforts in three key areas: Education, Health & Wellness, and Disaster Relief. Considering the Covid-19 impact on general health and fitness, DXC wanted to impart health education to school kids within the limited engagement capacity.



SPORTZ VILLAGE SOLUTION

Developed-executed Phygital (physical+digital) health & nutrition awareness program in Bengaluru & Chennai

We focused on these key aspects to ensure desired positive outcomes:

- 1.** Phygital engagement model
- 2.** Imparting knowledge about food & nutrition
- 3.** Pre & Post assessment of learnings

✕ Program Design - 4 stage:

- 1.** Reach-out to students and parents in Chennai region from Sportz Village Schools and Foundation network

- ② Four different activity and message videos were sent to participating students on topics highlighting the role of nutrition in physical activity, role of physical activity in improving health, general fitness etc.
- ③ Various fun challenges were held: Good Food Junk Food, Eye Movement Exercise, Run and Punch, Climbing the Mountain, Deli Ali challenge etc.
- ④ Quiz was conducted for both Pre & Post assessment of learnings



IMPACT

A result-oriented Phygital activation for enhanced awareness of important attributes of health & nutrition in children and parents during the outbreak



Reached **5K+** students
in Bengaluru and
Chennai



Organic PR coverage
highlighting **DXC's** efforts
towards improving health
and nutrition in communities

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