

Case Study



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

- 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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EXPERIENTIAL SPORTS**

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