

WASB

SUNDAY

Sakra World Hospital





was founded in 1997 by Preeti Vyas, to deliver integrated Design solutions to a burgeoning Indian market. With the vision to transform the marketplace using Strategic Design and cutting-edge communication solutions, VGC has worked with some of India's biggest brands while creating value through Design.

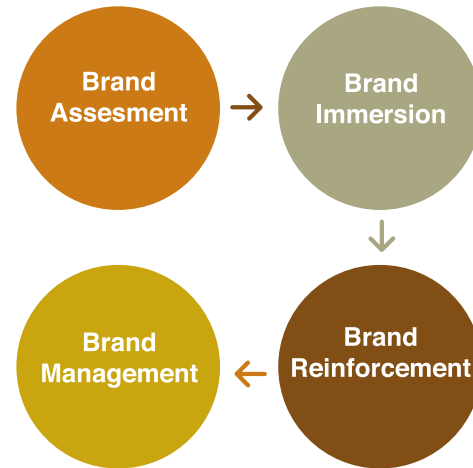
Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent and innovative solutions. We believe, only that Design which is good for your business is good Design.

VGC has grown to become one of India's most recognized and sought after consultancies. We are ranked among the top four Indian Design agencies by The Economics Times, featured in the Brand Trust Report and our work for Nitesh Fisher Island won an award at the International Property Awards, 2012.

ABOUT vgc



DESIGN ECOLOGY



DESIGN PROCESS

The Brief

VGC was commissioned to establish the hospital brand – Sakra World Hospital is a Bone, Joint, Brain and Heart specialty hospital in Bangalore and marks the Kirloskar Group's foray into Healthcare and VGC's foray into Hospital Design Strategy.

BRAND POSITIONING

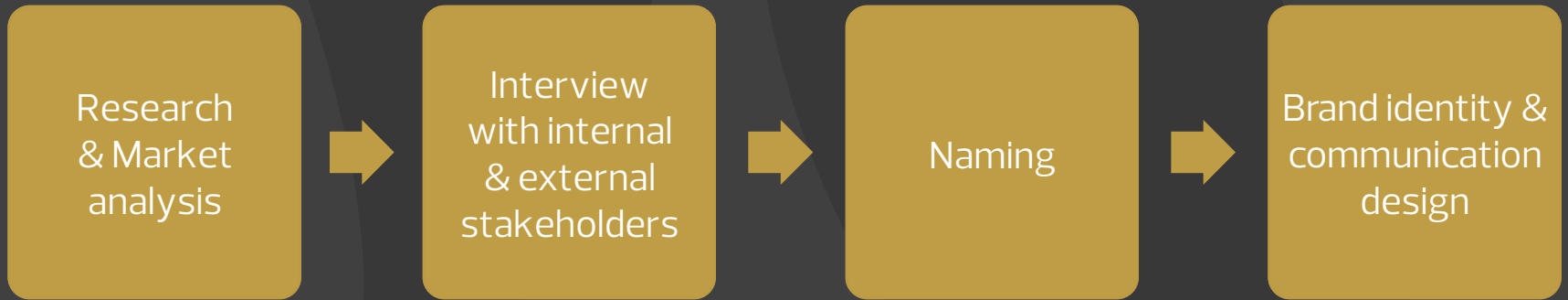
Strengths

- A brand of repute.
- A brand that is Innovative.
- A brand that induces a sense of Arrival & Pride.
- A brand which assures Innovative Design & Quality.
- A brand that's stands for engineering.

Weaknesses

- New entrant in health-care.
- Perceived to have no association with healthcare domain though being a leading supplier of medical equipment.

Our Process



Research

The Market place



Lilavati Hospital & Research Centre



The Market place — Taglines of Competitors



Inspired by life

INSPIRED BY LIFE



Touching lives

Apollo Hospitals

Bangalore

TOUCHING LIVES

Dedicated to life

THE MEDICITY

*Hospital and
Research Center*

Lilavati Hospital & Research Centre

21st century healthcare

21st Century Healthcare

*Expert Surgical
care*

NOVA MEDICAL CENTERS
EXPERT SURGICAL CARE

*Health and Happiness
for all*

ULTRA HOSPITAL
AND MEDICAL RESEARCH CENTRE
HEALTH & HAPPINESS FOR ALL

Putting patients first

PUTTING PATIENTS FIRST

*Medical Excellence
with a human touch*

Medical Excellence with a human touch

*Healthcare is in
our genes*

WILCOHARDT
Healthcare is in our genes

Our doctors, Your Friends

Our Doctors, Your Friends.

Fortis Healthcare

HEALTHCARE

*Caring for you...
for life*

MAX HEALTHCARE
Caring for you... for life

Most of the hospitals are positioned along the lines of

- **Inspired by life**
- **Dedicated to life**
- **Putting patients first**
- **Health and Happiness**
- **Caring for you / your life**
- **Hospital and Research center**

The clutter

Every Hospital today endeavors to build themselves into specialised health-care providers

- With state of art technology
- Care and aftercare – everyone's mantra
- Trust
- Passion to excellence

The challenge is to break the clutter

The Opportunity

To be another
hospital brand
and talk about
specialised care
and after-care.

Move to the next
level and go beyond.

Kirloskar

TRUST
(From legacy)



Toyota Tsusho

TRUST
(From global
reputation
of advanced
technology)

KIRLOSKAR + TOYOTA =

A DIFFERENTIATED
HOSPITAL BRAND

Desired Positioning

Care, Aftercare, Trust
Dedicated to life etc.

OTHERS

Desired Positioning

KIRLOSKAR + TOYOTA TSUSHO

A DIFFERENTIATED, HOSPITAL BRAND
WHICH CREATES A NEW PARADIGM OF
HEALTHCARE EXCELLENCE MADE
CREDIBLE BY THE INDO-JAPANESE
EXPERTISE

Care, Aftercare, Trust
Dedicated to life etc.

OTHERS

EVERYTHING WE COMMUNICATE SHOULD REFLECT
THE INDO- JAPANESE COLLABORATION.

EVERYTHING WE COMMUNICATE SHOULD REFLECT
THE INDO- JAPANESE COLLABORATION.

COMMUNICATION – OUTDOORS, WEBSITE ETC

BRAND IDENTITY – LOGO, MISSION, VISION, VALUES

BRAND NAME

KIRLOSKAR + TOYOTA TSUSHO

Interviews with Internal Stakeholders



New project and pan India ambitions, already established brand name as leading suppliers of high-tech medical equipment, It is time to diversify the brand to hospitals.

~ Geetanjali Kirloskar, Chairperson



Change is here, our goal is to be the worlds number one neuro and ortho center. Anything Kirloskar group has started has always been on the top.

- Traditional ethos of the company, trust, tradition.
- Replace the family doctors by being great hospital doctors
- Hospital should have the feel of a hotel nor be intimidating.
- Pleasant patient experience.

~ Dr Arjun Srivatsa, Chief of Medical Services

Interviews with External Stakeholders



“Promotion of health education is lacking in all our hospitals in India”
~ Dr. Arjun Isaac
Ramaya Medical Collage



“Doctor – patient relationships is fundamental”
~ Dr. Nalatham Manoharan
IRH Gnanadason Hospital



“Doctor–Patient trust is key. The problem needs to be identified without wasting valuable time that the patient spends suffering”
~ Patient (Age – 60)



“How the doctor treats you is most important. Quality of the hospital in terms of efficiency and care.”
~ Visitor (Age – 52)



“A lot of private hospitals in ask for unnecessary procedures & tests. Money is not a problem but it shouldn't be such a long process.”
~ Patient (Age – 27)



“We came here at 01.00 PM today and have been waiting for almost 2 hours now. My leg has been paining for long now yet I have to wait.”
~ Patient (Age – 50+)



“I have come to Fortis as it is an established international brand.”
~ Patient (Age – 23)



“Apollo is all over India and is an established brand. Although expensive you don't want to take a chance when it comes to health.”
~ Patient (Age – 30)

The Naming

The name Sakra is derived from the Japanese flower Sakura or Cherry Blossom which has associations with healing and a sense of calm. It also resonates with the word sacre or sacred. The Sakra logo has been designed to simulate Japanese calligraphy, where four petals come together to form a flower-like cross; blending medical iconography within a Japanese cultural context.

Positioning

Sakra World Hospital; The new Paradigm in Healthcare

bringing together the Indo-Japanese Expertise.

Branding Design

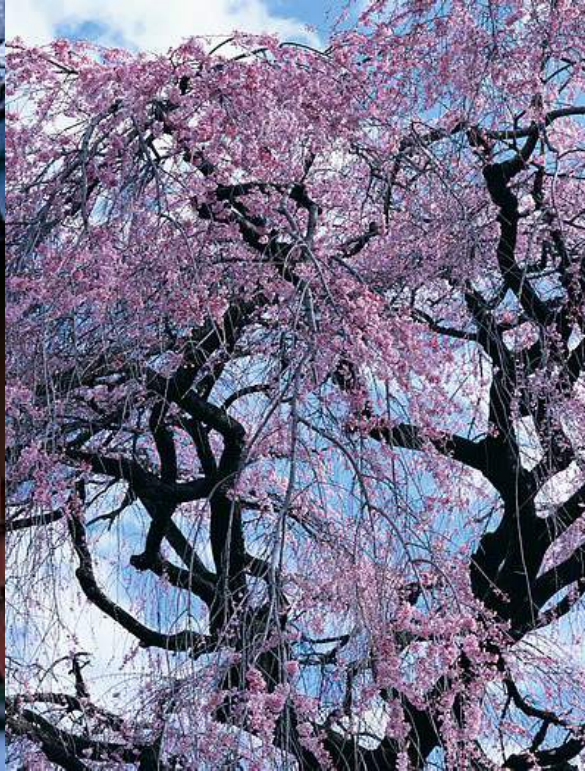
Given the mandate that the logo must feature a medical cross and the hospital was an Indo-Japanese venture, VGC conceived a unique visual symbol that captured the brand's coming together premise within a Japanese cultural context.

祝福



山守





Logo



Logo





CORAL

Heals grief and sadness. Restores youthfulness.
Brings you in contact with your feelings.

MAUVE

These colors slow down an over-active heart; stimulate the spleen and the white blood cells (immunity). Bring sleep. Soothe mental and emotional stress. Decrease sensitivity to pain. They help in detoxification.

ORCHID / BLUE

Elemental water and elemental air. Deities of the sea, truth and wisdom. Peace and tranquility, calmness, truth, wisdom, justice, counsel, guidance, understanding, patience, loyalty and honor, sincerity, devotion, healing, femininity, prophetic dreams, protection during sleep, astral projection.

TEAL

Healing, calming and relaxing Teal increases intuition and sensitivity while dissipating any sensation of stress.



Facia + Signage

Building Facade



Pylon



Pylon

WORLD HOSPITAL

A Kirloskar + Secom and Toyota Tsusho Japan venture



Neurosurgery



Orthopaedic



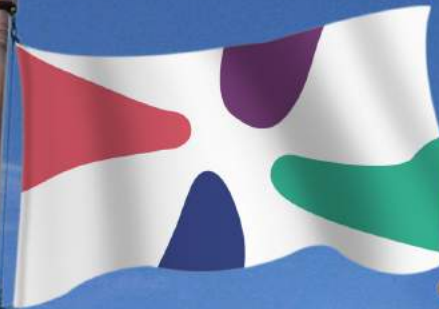
Trauma Care



Kiosk



Flags



Flags



Building Facia



Ambulance





Hospital Interior + Way-finding Signage

Picture of interiors



Detail on wall



Picture of interiors



Glass Detailing

Glass Etching



Glass Detailing



Picture of interiors

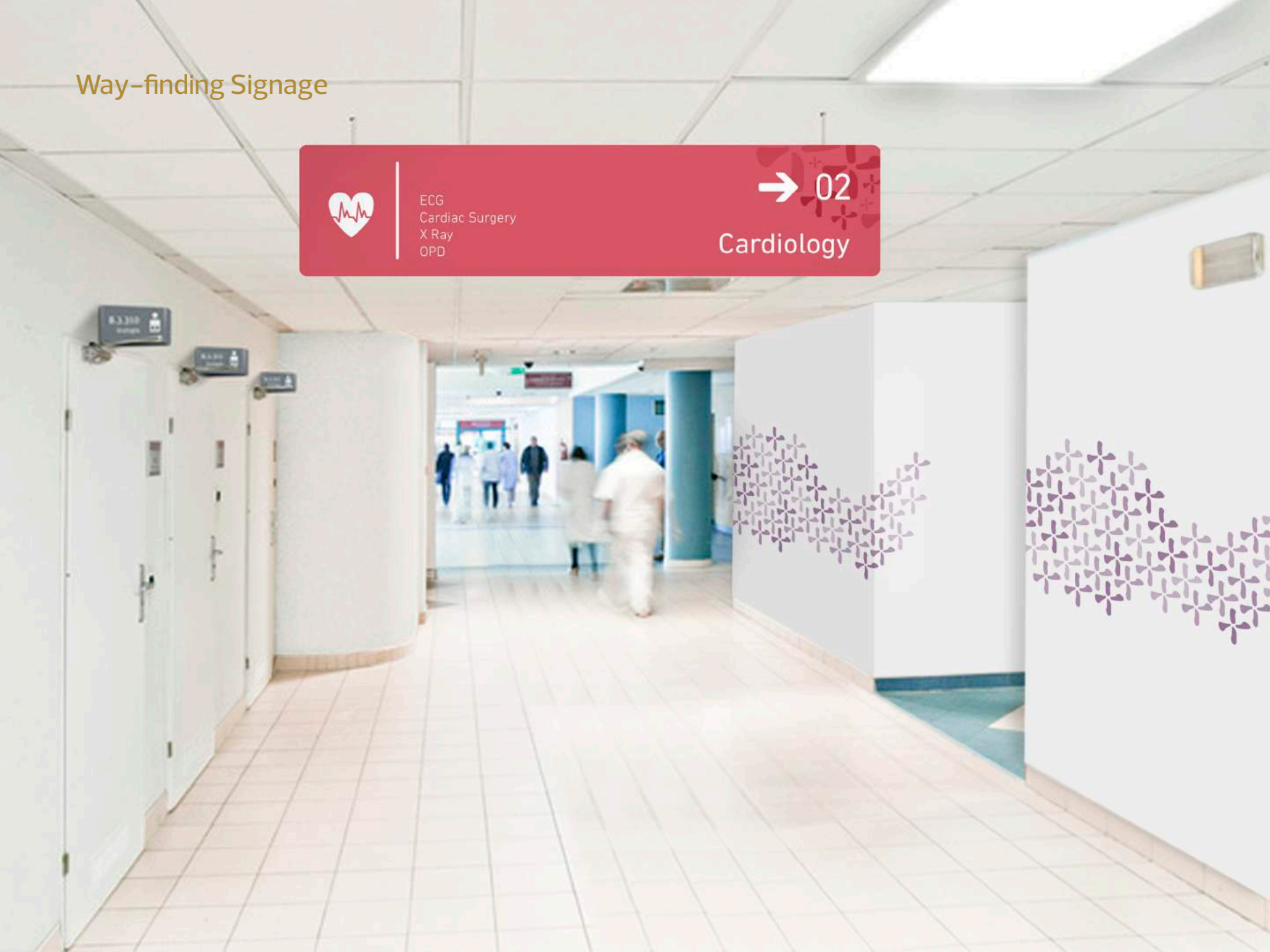
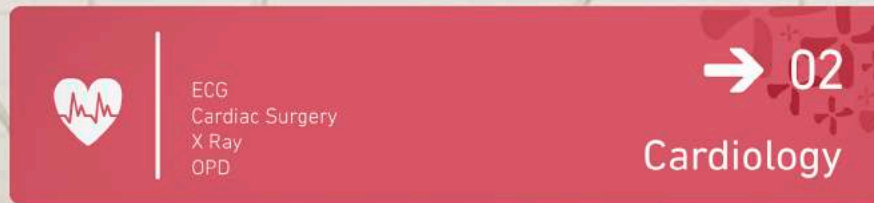


Hospital Bed Linen





Way-finding Signage



Way-finding Signage



← 02

Cardiology



Signage Options



Signage Options



Staff Uniforms



Staff Uniforms



Staff Uniforms





Stationery

Business Card

Yashima Toshimasa
Managing Director
T 99161 03268
E tyashima@sakraworldhospital.com



Business Card

Yashima Toshimasa
Managing Director
T 99161 03268
E tyashima@sakraworldhospital.com



88868886

Sakra World Hospital Pvt. Ltd.
Sy. No. 52/3, Deverabeesanahalli
Varthur Hobli, Bangalore 560 037
E info@sakraworldhospital.com
T 080 98989898
W sakraworldhospital.com
A Kirloskar + Toyota Tsusho + Secom Hospitals Japan venture

Letterhead

Yashima Toshimasa
Managing Director
E: tyashima@sakraworldhospital.com



A Kirloskar + Toyota Tsusho + Secom Hospitals Japan venture

Sakra World Hospital 52/2 & 52/3, Deverabeesanahalli, Varthur Hobli, Bangalore 560 103

E: info@sakraworldhospital.com, T: +91 99161 03268, W: sakraworldhospital.com

Regd Office: Kirloskar Systems Limited, 7th Floor, Embassy Star No.8, Palace Road, Vasanthnagar, Bangalore 560 052

Employee ID Card



Medical Record File



GET WELL SOON

MEDICAL RECORD

Name _____

Address _____

Reg. no. _____

A Kirloskar + Toyota Tsusho + Secom Hospitals Japan venture

Sakra World Hospital 52/2 & 52/3, Deverabeesanahalli, Varthur Hobli, Bangalore 560 103
E: info@sakraworldhospital.com, T: +91 99161 03268, W: sakraworldhospital.com

Medical Record Folder



GET WELL SOON

MEDICAL RECORD

Name _____

Address _____

Reg. no. _____

 **SAKRA**
WORLD HOSPITAL

A Kirloskar + Toyota Tsusho + Secom Hospitals Japan venture

Sakra World Hospital 52/2 & 52/3, Deverabeesanahalli, Varthur Hobli, Bangalore 560 103
E: info@sakraworldhospital.com, T: +91 99161 03268, W: sakraworldhospital.com

Patient Card



Information Brochures



Information Brochures



CD & CD Cover



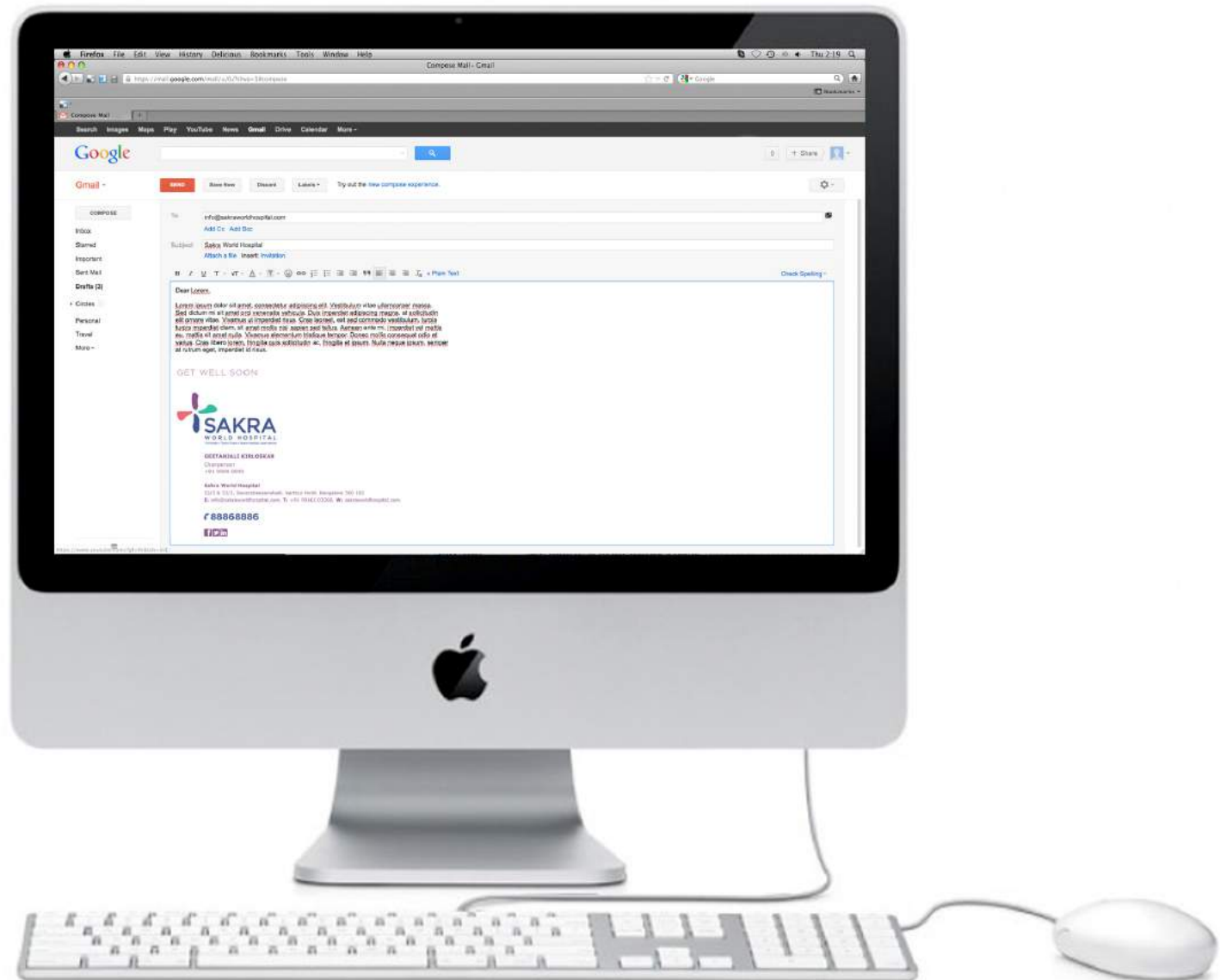
Mobile app



Mobile app



Email Signature



Get Well Soon Card



Client Speak

"I think that in terms of the new and refreshed identity being memorable and the associations it has created around it, in terms of the fact that it binds people together even within the organization, it has worked wonders for us in more ways than one."

Kumar Mangalam Birla, Chairman
ADITYA BIRLA GROUP

"VGC have been the catalyst and the drivers of the Editorial Design Change at Impact magazine. We approached them for a design change but they went beyond the brief, pushed and backed for suggested changes, got involved in all aspects and got us to believe in it and implement it. Since then, we have received humungous positive feedback for the product."

Anurag Batra, CEO
EXCHANGE4MEDIA

"With their first strategy presentation, VGC has kept their promise of fresh, out of the box creative thinking, firmly rooted in sound strategy. We were impressed with the process, research and ideation to deliver quality solutions at this stage, which otherwise might have taken three stages to achieve."

Deepak Nath, Category Head
SABMILLER INDIA

"I have received accolades for the quality and content of the communication and newly crafted brand name, for which the real credit goes to team VGC"

Neha Hiranandani, Director
HOUSE OF HIRANANDANI

"We commenced a project for Foster's with VGC recently. In the eighteen months I have spent in the country I have not come across as many good ideas and fresh thinking as I saw in 30 minutes of their presentation. I wish VGC's Bangalore operations well in its new journey."

Derek Hugh Jones, Director Marketing
SABMILLER INDIA

"VGC's reputation for Branding Services is very strong. VGC has done an impressive job of creating a Brand Design Portfolio for the transition of Madura Garments to Madura Fashion and Lifestyle."

Pranab Barua, CEO
MADURA FASHION & LIFESTYLE

Client speak

SOME OF THE CLIENTS POWERED BY VGC SINCE 1997



GRAZIA

HELLO!





Vyas Giannetti Creative Pvt. Ltd. | Integrated Design Consultancy | E creative@vgc.in | W vgc.in