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Ad Campaigns @ May 22, 2025 / indiantelevision.com Team

## C Com Digital cracks the autism code with Frat campaign in the US

ndian agency turns science into viral storytelling, boosting autism test awareness



MUMBAI: Mumbai-based C Com Digital has pulled off a stunner across the pond, crafting a high-impact digital campaign for Religen Inc, a US healthcare company, and its flagship diagnostic product, the Folate Receptor Antibody Test (Frat).

## The goal?

Raise awareness around early autism diagnosis. The result? Over a million reached, 15,000+ tested, and a major shift in the conversation.

FRAT identifies folate receptor autoantibodies-linked to cerebral folate deficiency, a condition often associated with autism spectrum disorders. With over 52 per cent of tested individuals showing these markers, the stakes are high and the science, complex.

But C Com didn't just throw facts at the feed. They brought the story to life-with animated explainers, viral social content, sharp infographics, and blogs aimed at both physicians and families. A single TikTok testimonial—a parent recounting their child's transformation post-diagnosis—went ballistic, racking up 800K+ views and tens of thousands of shares.

More importantly, the campaign halved cost-per-click and drove a whopping 754 per cent spike in new users.

"This was more than just a campaign; it was a mission," said C Com Digital founder/director Chandan Bagwe. "While we led the digital execution, the insights and support from FRAT, medical experts, and families made this a truly collaborative project. It demonstrated how storytelling and science can work hand-in-hand to create real awareness and action."







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Religen Inc founder Bhushan Sawant added, "C Com Digital played a key role in crafting the campaign's messaging and outreach, and the results speak for themselves. Their understanding of healthcare communication helped us engage with families and professionals meaningfully."

The campaign also stepped beyond the screen—partnering with autism support groups, engaging in platforms like the National Taca Conference, and driving participation in the #BlueBucketPledge. From online virality to offline solidarity, the message was loud and clear: early diagnosis changes everything.

A masterclass in humanising health tech, this Frat campaign proves that when done right, digital storytelling doesn't just inform—it transforms.

Pictured above Chandan Bagwe (Left) and Bhushan Sawant (Right)





**Amazon innings** 

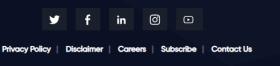


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