
CASE STUDY

How a Faith-Based Hospital Increased Foot Traffic Through Purpose-Driven Branding

A repeatable, revenue-aligned branding activation

By: Curation Studios



The Challenge:

St. Bakhita wanted to increase community engagement and clinic visits without using traditional advertising — and without compromising its mission as a faith-based institution

Our Strategy Addressed:

- 🎯 The trust gap in healthcare communication (Direct touch)
- 🎯 Low visibility of hospital services outside their compound





 | **Branding Strategy**

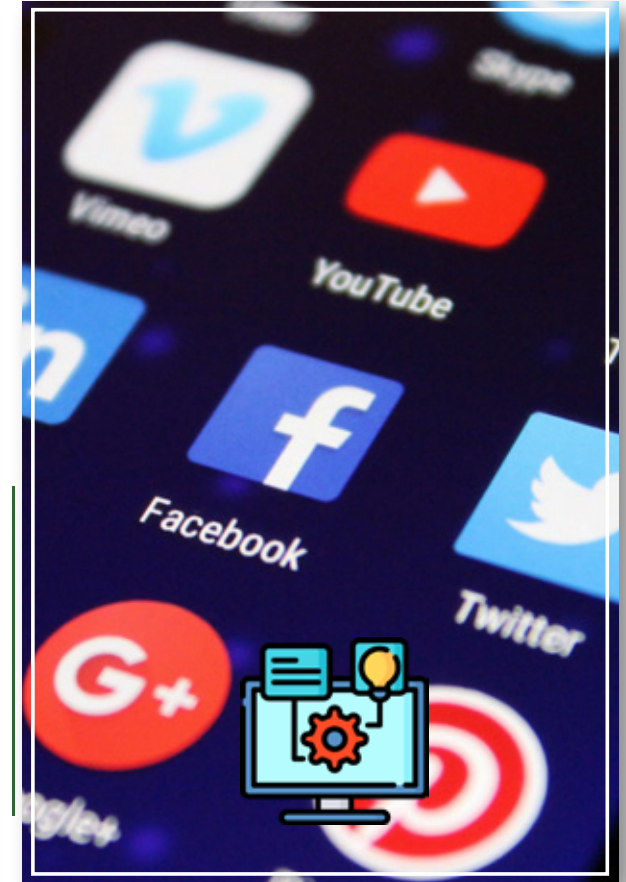
OUR APPROACH COMBINED



HYPERLOCAL INSIGHT



STRONG BRAND SYSTEMS



SIMPLE DIGITAL TOOLS

WHAT WE DID: Step-by-step execution

1. Identified faith-aligned churches with community ties

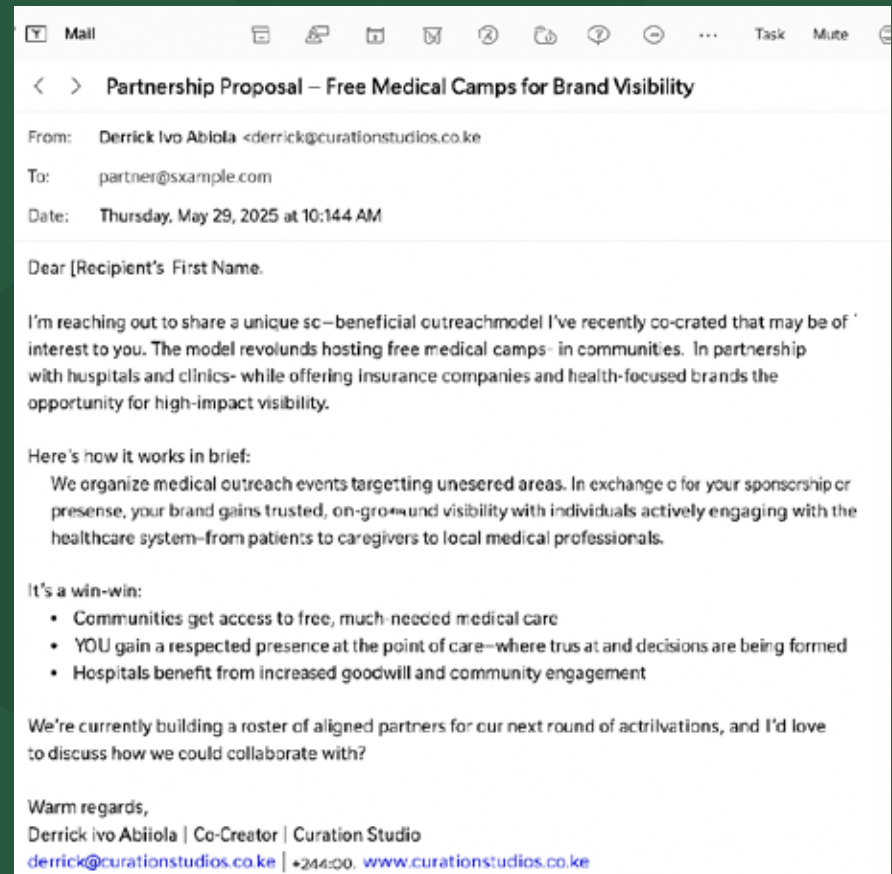


ST. Patricks Catholic Church
Mavoko, Utawalla



Holy Family Catholic Church
Utawalla

2. Created a co-beneficial outreach model (free camps in exchange for visibility)



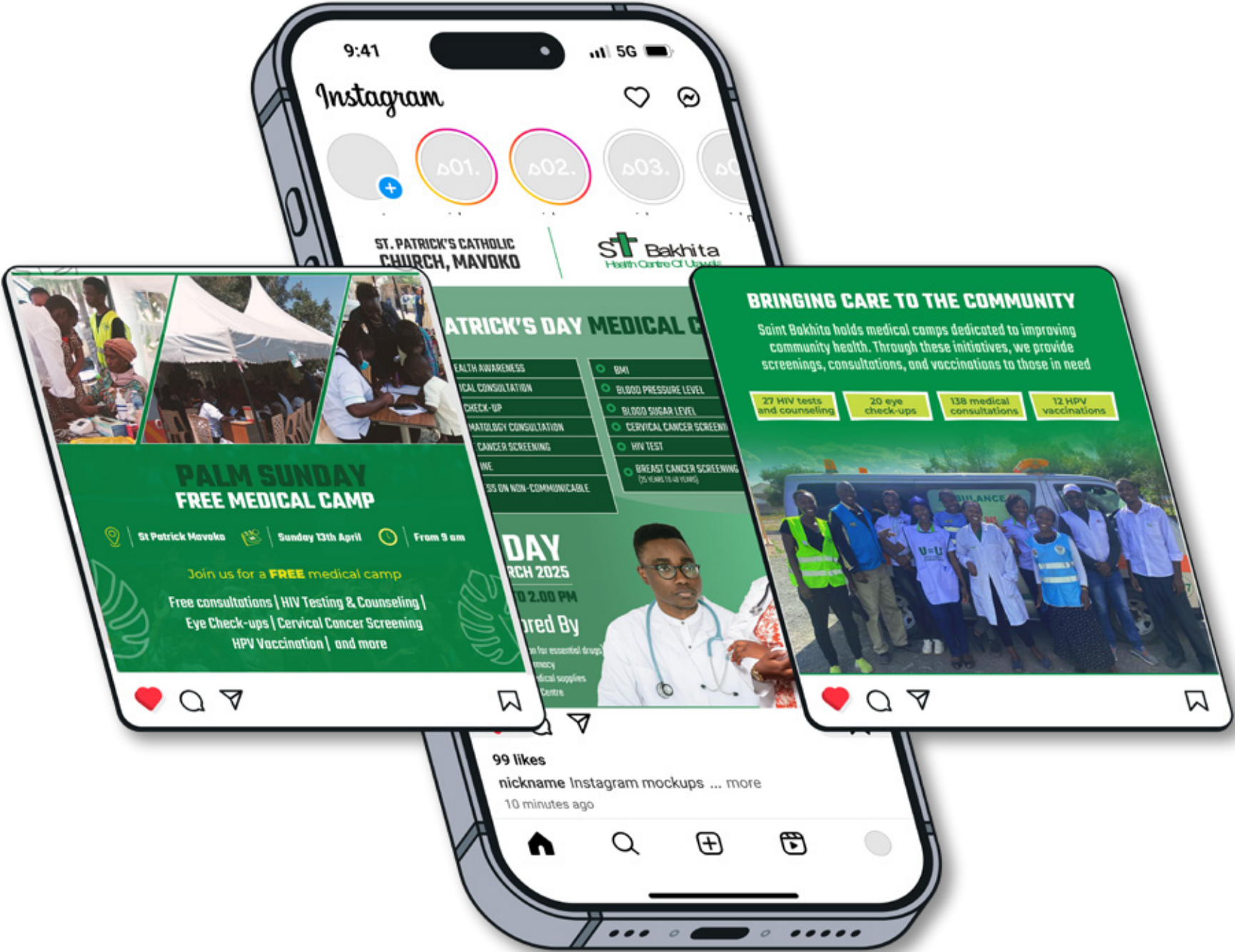
WHAT WE DID: Step-by-step execution

3. Mobilized community health promoters for door-to-door awareness



4. Designed branded banners, flyers, and WhatsApp messages





ST. PATRICK'S CATHOLIC
CHURCH, MAVOKO



ST. PATRICK'S DAY MEDICAL CAMP

- MENTAL HEALTH SCREENINGS
- FREE MEDICAL CONSULTATION
- FREE EYE CHECK-UP
- FREE Gynaecology CONSULTATION
- PREVENTIVE CANCER SCREENING
- HPV VACCINE
- ADVISORIES ON HIV COMMUNICATIONS

- BMI
- BLOOD PRESSURE LEVEL
- BLOOD SUGAR LEVEL
- CEREBRAL CANCER SCREENING
- HIV TEST
- BREAST CANCER SCREENING (women only)



SUNDAY
16TH MARCH 2025

9.30 AM TO 2.00 PM

Sponsored By

1. SACCO (provision for recruited group)
2. Insurance pharmacy
3. Generalist medical supplies
4. Caritas House Lovers

Print Fliers

5. Invited insurance and optical partners to enhance service reach

From: Derrick Ivo Abiola derrick@curationstudios.co.ke



Subject: Partnership Proposal—Free Medical Camps for Brand Visibility

Dear [Recipient's First Name,

I hope you're doing well.

I'm reaching out to share a unique co-beneficial outreach model I've recently co-created that may be of interest to you. The model revolves around hosting free medical camps in communities. In partnership with hospitals and clinics—while offering insurance companies and health-focused brands the opportunity for high-impact visibility.

Here's how it works in brief:

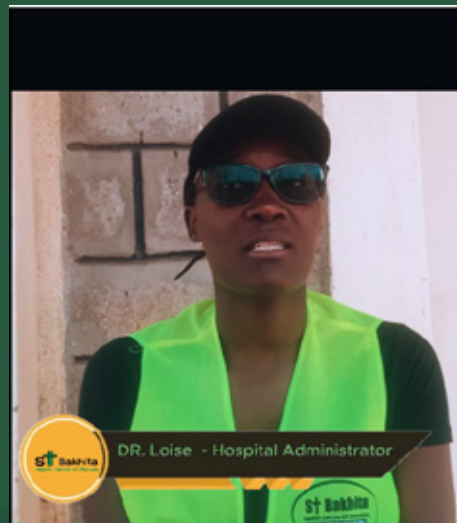
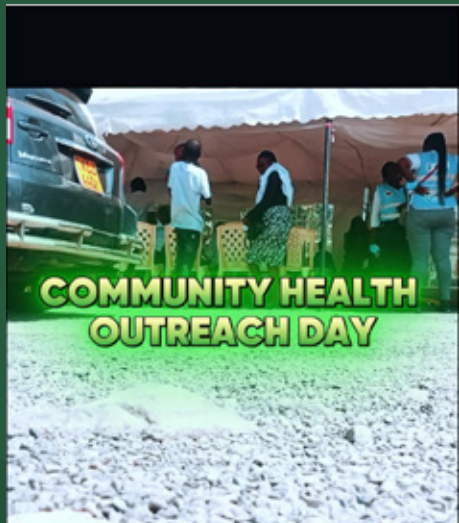
- We organize medical outreach events targeting underserved areas. In exchange for your sponsorship or presence, your brand gains trusted, on-the-ground visibility with individuals actively engaging with the healthcare system—from patients to caregivers to local medical professionals.
- it's a win-win:
 - Communities get access to free, much-needed medical care
 - You gain a respected presence at the point of care—where *trust* and decisions are being formed"
 - Hospitals benefit from increased goodwill and community engagement

We're currently building a roster of aligned partners for our next round of activations, and i'd love to discuss how we could collaborate with [Company Name].

Would you be open to a short call next week to explore this?

6. Captured visual content and community interviews on event day





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visual
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Outcomes



Results

320+
attendees

Positive
donor attention
via landing page

3 new church
relationships

Revenue
from
new out
patient
signups

24%
increase
in patient
foot traffic



Average Medical Camp Numbers

15 HPV Vaccination
138 Medical Consultations

20 Eye checkups
27 HIV Tests

What Made our Branding successful?

Branding isn't just design. It's systems that communicate trust, action, and value. This is how we executed to ensure success



Strategy:

Every brand decision aligned with patient behavior



Local Insight:

Cultural alignment through church and language



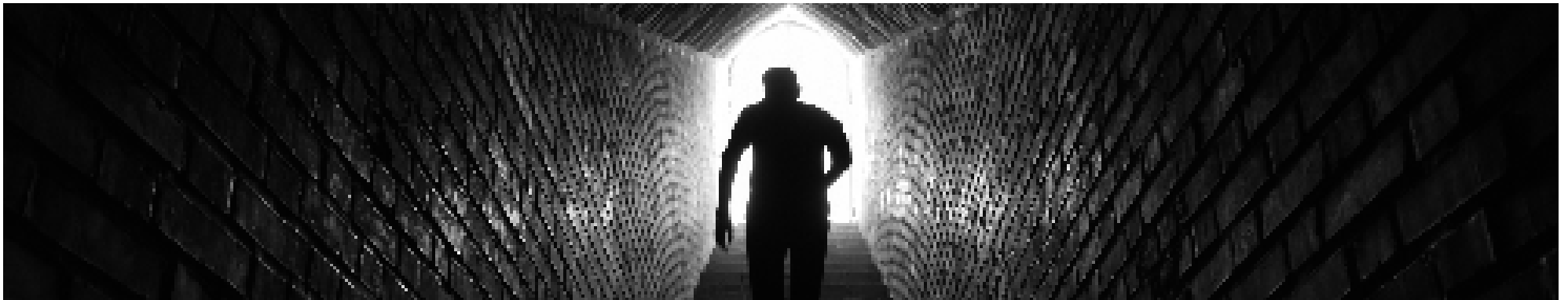
Channels:

Strategic use of WhatsApp, in-person health promoters, and local groups



Revenue Link:

Ensuring visibility led to trust, which translated to clinic visits and signups



LET'S TALK

Ready to build community-driven branding that actually drives revenue? We'd love to propose a simple roadmap for your Brand.

Curation
Studios

 info@curationstudios.co.ke

 +254735085441

 curationstudios.co.ke