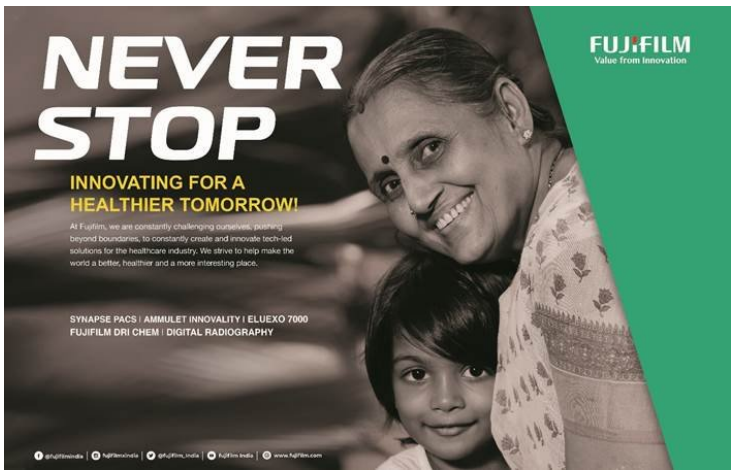
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Fujifilm India's acclaimed â??NEVER STOPâ?? series enters India

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The campaign articulates the thought on â??preventive healthcare with a mantra of innovating for a healthier world.â??



Fujifilm India has recently unveiled its globally proclaimed ‘NEVER STOP’ series in India. The new film titled, ‘Never Stop Innovating for a Healthier World’ highlights how life-changing technologies can enable people to move beyond their health challenges to pursue all that inspires them.

The campaign articulates the thought on ‘preventive healthcare with a mantra of innovating for a healthier world.’ While serious diseases may seem to limit an individual’s capabilities and begin to define them, innovative new medical technologies from Fujifilm India can help empower people with the high-functioning imaging solutions and knowledge they need to lead a longer life.

The new digital film is a reflection of how the brand reflects its values and ethos through the concept of ‘Never Stop’. It begins with an Indian family outside their house, with smiles on their face as the doctor give them hope.

Commenting on the campaign, Haruto Iwata, Managing Director, Fujifilm India Pvt Ltd, said, “Fujifilm India has always been at the forefront of healthcare innovation. For us, it has been about celebrating the ‘Never Stop’ spirit of people and inspiring them to learn the possibilities that good care can bring.”

Additionally, Tribhuwan Joshi, Lead, Brand Communication, PR & CSR Fujifilm India stated, “We are following a 360-degree approach and the campaign will be promoted across all print and digital mediums like metro stations, airports and hospitals.”

The digital film, conceptualised and created in collaboration with Cheil India will be premiered across key digital media platforms and leading OTT platform-Zee5.

Jaibeer Ahmad, Sr Vice President, Cheil India adds, “In line with Fujifilm’s global series - Never Stop, we are happy to associate with them for driving the movement of a healthier world.”