



Mansirat Bajwa <mansirat2.fuzionpr@gmail.com>

Activity Review | Sputnik V Vaccination Induces Robust Immunity Against Omicron SARS-CoV-2 Variant

1 message

Megha <megha2.fuzionpr@gmail.com>

Thu, Feb 10, 2022 at 6:22 PM

To: Supriya.Bhoite@genesis-bcw.com, Naina.Siwach@genesis-bcw.com, Sarah.Rajan@genesis-bcw.com,

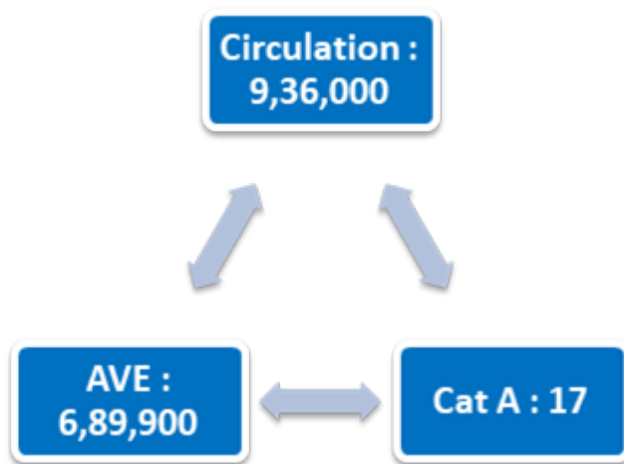
Perna.Tiwary@genesis-bcw.com

Cc: mansirat2.fuzionpr@gmail.com

Hi team,

Basis the dissemination of Sputnik article "***Sputnik V Vaccination Induces Robust Immunity Against Omicron SARS-CoV-2 Variant***" in **17 cities**, we have received coverage in **17 publications**. With the total coverage, we have reached out to over **0.28 million readers** across the target cities.

Quick snapshot of the activity for your reference:



Appended are the highlights of the activity :

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- **09 publications** covered **03 – 04 column** story
- 100% brand name mention
- Spokesperson name carried in all the publications
- **06 publications** gave us a picture story

- **Raj Express** gave us a two column story and reached out to over 06 lakh readers in Bhopal alone

Please find below the key coverage garnered for this :



Please find attached the coverage grid and news clip for your reference. The activity is closed from our end, kindly let us know if any further information/document is required from our end.

Regards,



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Total Coverage.zip

7251K



Coverage Grid - Sputnik.xlsx

11K