

## Case Study

**Roche campaign warning Asians of the risks from an unhealthy diet, produced in 5 INDIAN LANGUAGES, as well as English.**



### Stop! Don't eat this food...

Because of their diet, Asians are more likely than many other sections of the community to suffer from diseases associated with excess fat and sugar, such as diabetes and heart disease.

This is part of a campaign we produced for Roche, warning Asians of the risks from an unhealthy diet.

We produced it in 5 Indian languages, as well as English, so that it could be targeted at specific ethnic groups.