C Com Digital and FRAT Launch Collaborative Campaign to Promote Early Autism Diagnosis

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Mumbai, 20/5/25: C Com Digital a techno digital agency from India, delivered an impactful campaign for Religen Inc., a USA-based company, and its product, the Folate Receptor Antibody Test (FRAT®). This campaign combines science, strategy, and storytelling and has successfully impacted the conversation around autism in the USA and reached over a million people with the appropriate messaging.

With more than 15,000 individuals tested and over 52% showing the presence of Folate Receptor Autoantibodies—a condition often linked to cerebral folate deficiency—FRAT® offers a new lens in the early diagnosis of autism. C Com Digital understood the client's needs and created a campaign that could amplify the insights through viral social content, high-performing infographics, animated explainers, and physician-targeted blogs. This campaign reached over 1 million users while cutting cost-per-click by half and driving a 754% surge in new users.

What set this effort apart was its ability to humanise complex science without compromising its credibility. A single user testimonial on TikTok, detailing a child's transformation post-diagnosis, went viral, garnering 800 K+ views and tens of thousands of shares.

Speaking about this, Chandan Bagwe, Founder/Director of C Com Digital, said, "This was more than just a campaign; it was a mission. 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."

Furthermore, Bhushan Sawant, Founder of Religen Inc., said, "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."

Beyond digital traction, the campaign engaged autism support groups, offline advocacy platforms like the National TACA Conference, and initiatives like the #BlueBucketPledge to build collective momentum. From community pledges to professional forums, the message was consistent: early diagnosis changes outcomes.

With over 1 million individuals reached, the FRAT® awareness campaign has set a benchmark for how collaborative healthcare communications can promote preventive diagnostics in the public sphere.

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