

DON'T PASS IT ON

PENN MEDICINE / CANCER SCREENING

CHALLENGE:

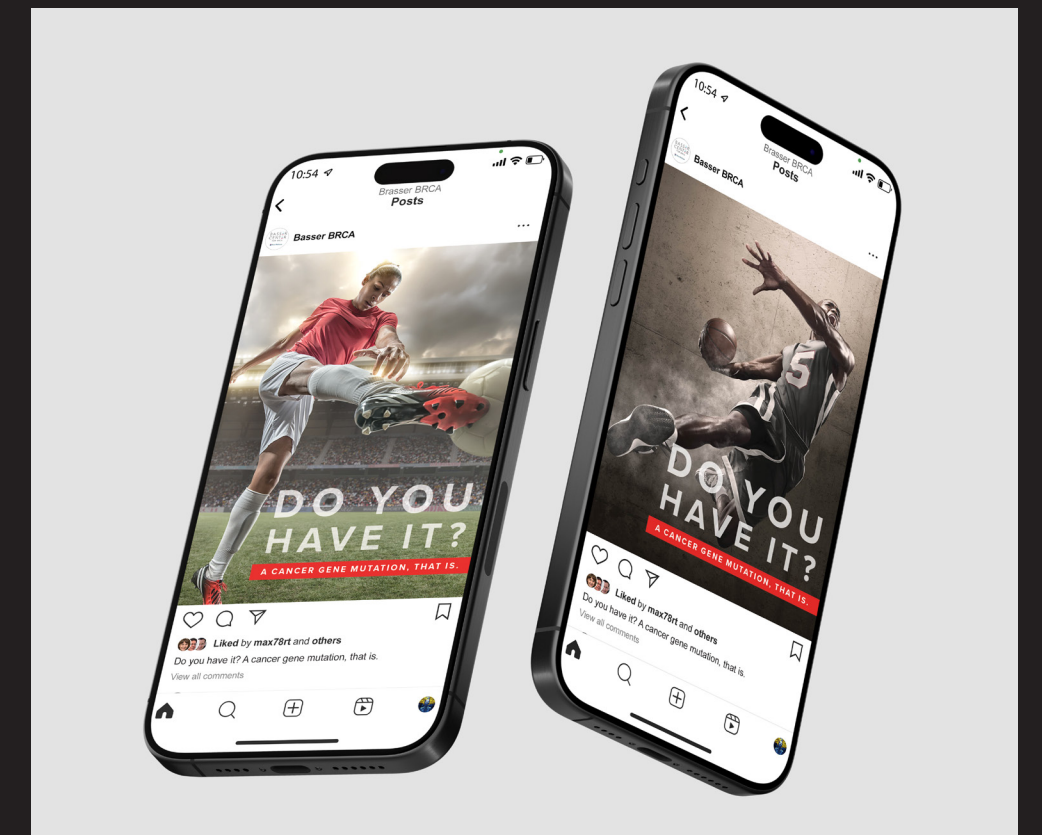
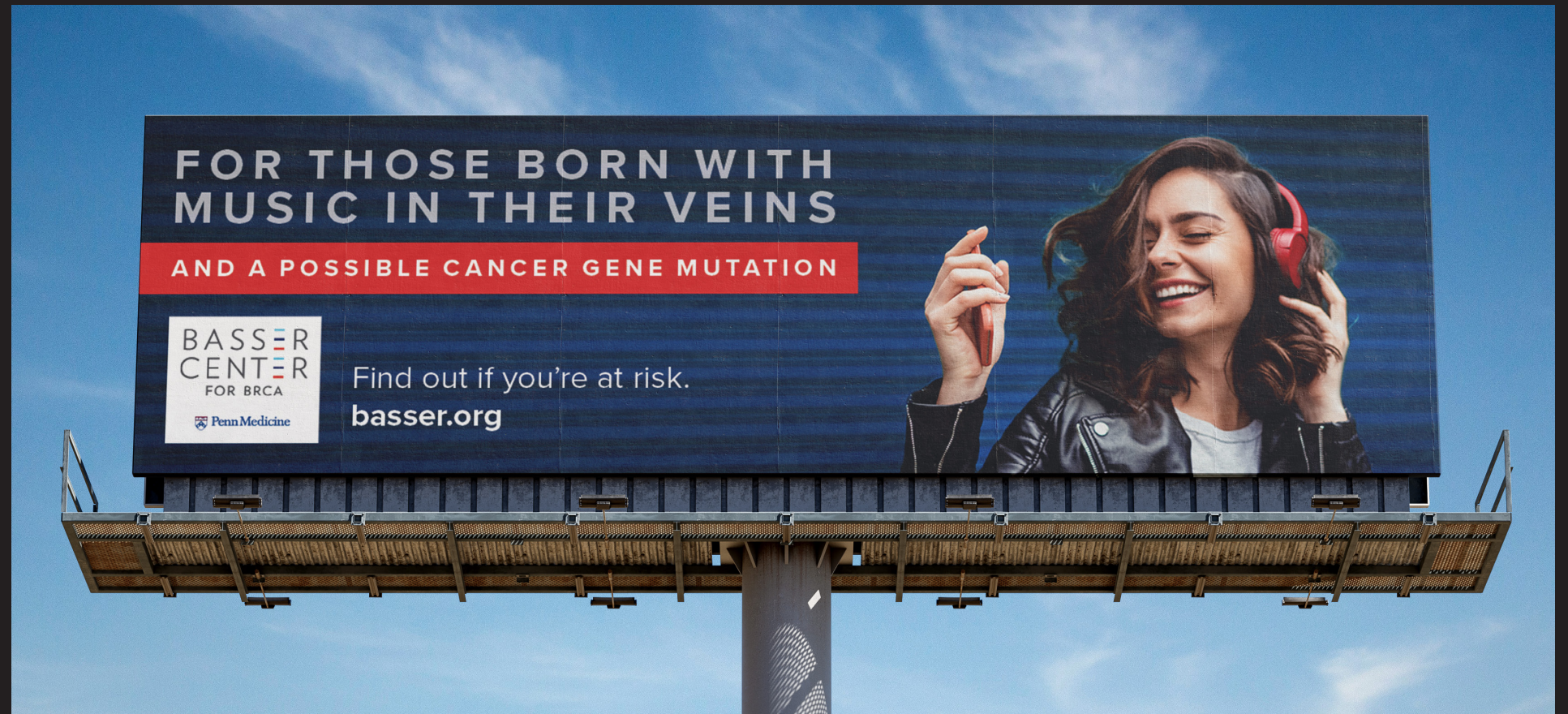
BRCA gene mutation is a precursor to cancer. Identifying the elusive mutation's existence early can reduce the risk of developing cancer. And so the Basser Center took to increasing awareness of their lifesaving BRCA screening. To cut through the clutter and make the most of a limited budget, the plan needed to be as sneaky as the gene mutation itself. So, we developed an integrated ad campaign that mimics popular consumer goods such as food, sports and technology. The work would draw the viewer in, only to take a sharp turn into a message about the importance of BRCA testing and prevention.

THE IMPACT:

- 1.8MM YouTube views
- 3.4MM display ad clicks
- 351K search impressions
- 100K+ total website users—a 225% increase
- 33K+ social media clicks
- 1264 total quiz completions

THE TAKEAWAY:

This may very well be the first time a "spaghetti sauce commercial" saved lives.



Penn Medicine

