

WE GAVE OUR AIRTIME TO THE CHILDREN IN ORDER TO SAVE THEIR FATHERS ON FATHER'S DAY

BACKGROUND

Every day, 22 Danish men are killed by cancer. For years, the Danish Cancer Society has been trying to get men to see the doctor when discovering symptoms, but they haven't been listening. So we turned to the ones we knew they would listen to: their kids.

SOLUTION

On Father's Day, the Danish Cancer Society invited all of Denmark's children to be their messenger.

'Save Your Father's Day' was an initiative, where children could customize their own personal Father's Day ads that lovingly reminded their fathers to check themselves for the signs of early stage cancer.

The Father's Day ads were then individually placed where the fathers were sure not to miss them: right by their own homes.

560% INCREASE IN VISITS TO WEBSITE EXPLAINING THE SIGNS OF EARLY STAGE CANCER

CONVERSATIONS BETWEEN FATHER AND KID ABOUT EARLY SIGNS OF CANCER

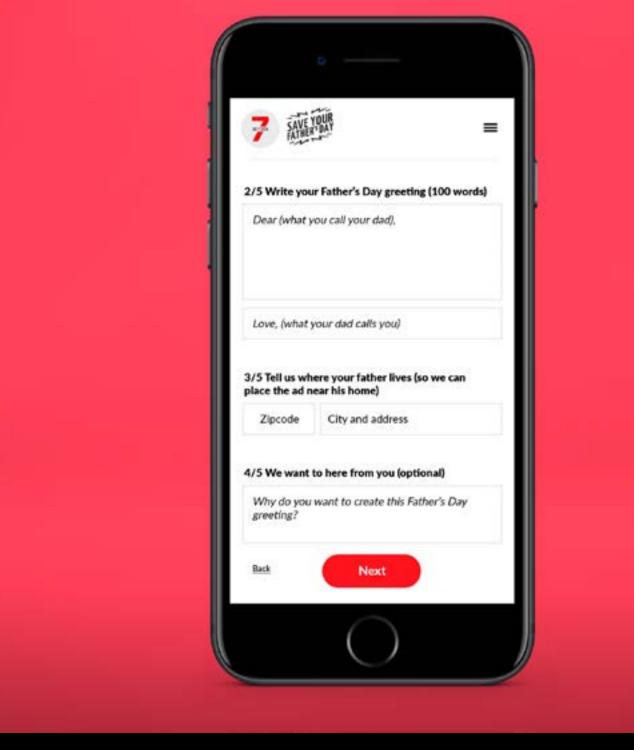
TRIPLED THE AMOUNT OF PEOPLE, WHO HAVE SPOKEN TO THEIR FATHER ABOUT CANCER SYMPTOMS OR CHECK-UPS



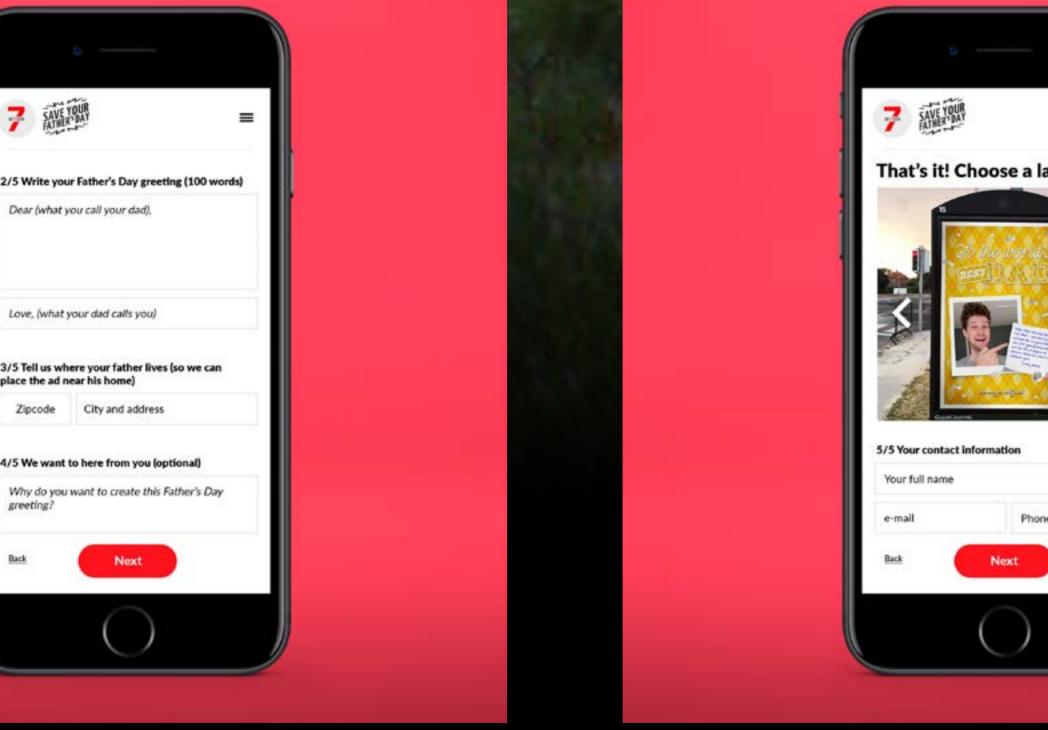
HOW IT WORKED



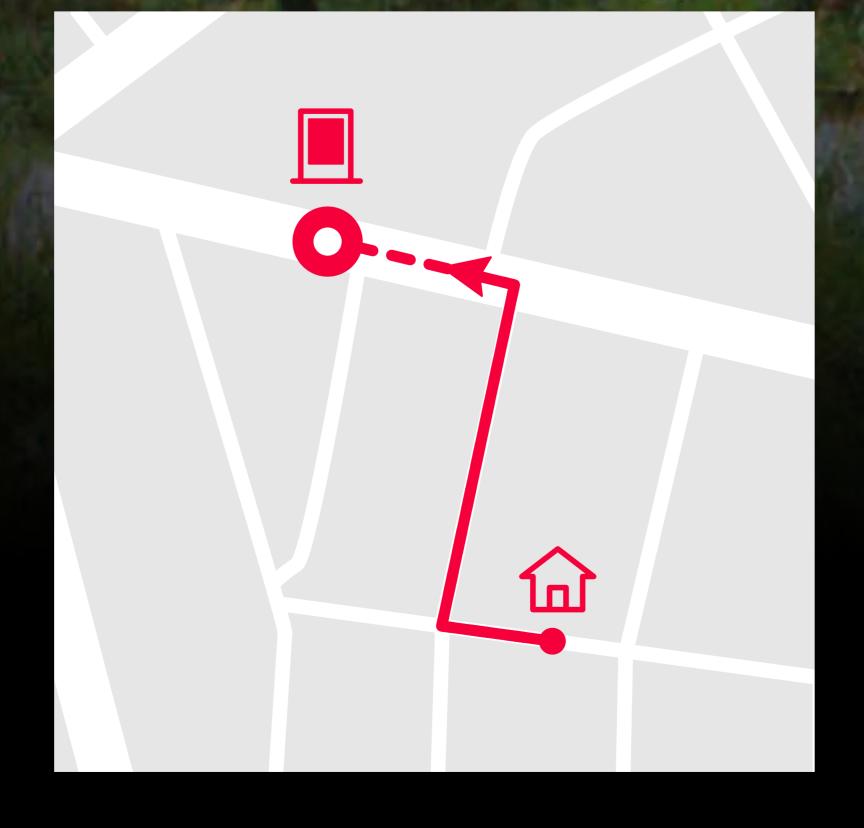
1. First go to the campaign 2. Then, write your site to take a picture of yourself.



greeting to your father and enter his address.



3. Choose between layouts.



4. We then placed the ad right by his home.



+ 28,000 GREETINGS









