



Fueling a Positive Movement in Women's Health

A high-impact message targets a preventable disease

CHALLENGE

- Every two hours, a woman dies of cervical cancer – a disease that is largely preventable by getting screened per accepted medical industry guidelines.
- 1 in 2 sexually active people in the United States will get an STI by age 25.

Despite these staggering statistics, nearly 50% of women in the United States in the relevant age demographic for screening have not had their annual exams in more than a year. Our client, a leader in women's health and diagnostics, wanted to change that.

STRATEGY

With our primary objective simply to get more women tested, we developed a cohesive media plan designed to educate and empower women to take charge of their cervical health.

- Knowing that women faced unique barriers to getting tested, we worked with Verdant Brand Communications, our in-house creative agency, to develop messaging tailored to each barrier – whether it be time, money, or a perceived low-risk attitude.
- We paired custom messaging with segmented targeting strategies to reach the right women with the right message across a variety of the mediums they used most.

RESULTS

86% of those who saw the campaign and clicked through to learn more on our website indicated that they intended to get tested (over a 30% bump-up from the national average). In addition, our media plan:

- Reached 50% of the target audience within a three-month flight
- Drove 6 million video views of campaign messaging within the three test markets
- Saw a 6% lift in message association between our tagline and the importance of getting tested
- Drove above-benchmark engagement with social channels, spurring an organic conversation around getting tested