Campaign for Melanoma Awareness in the Black Community



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The Big Idea

The goal of this campaign is to **increase skin cancer awareness among black communities while providing accessible resources** that help individuals find the information, support, and care they need. The reasoning behind this goal is that:

- White patients have a reported skin cancer survival rate of approximately 93%
- Black patients, have a reported survival rate of approximately 65–70%.

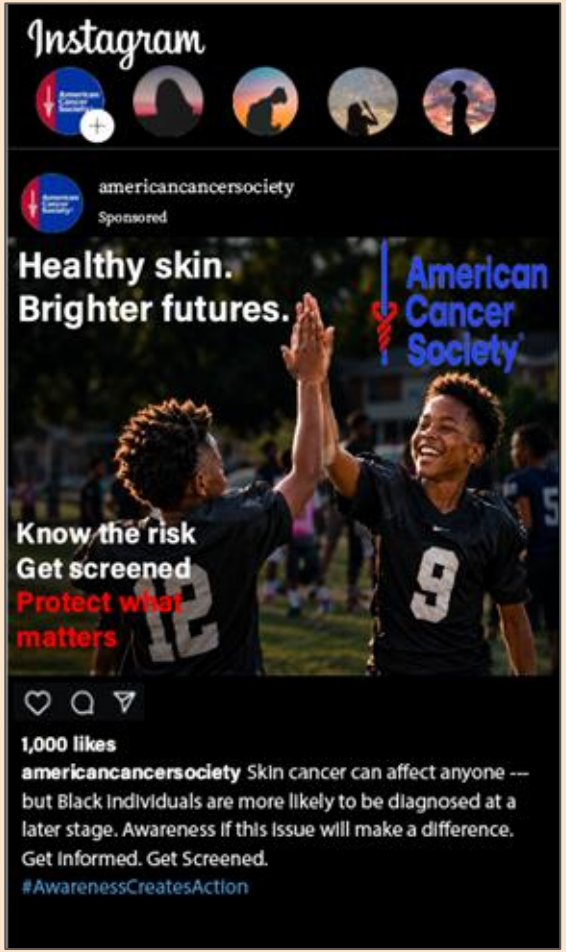
Why does this disparity exist?

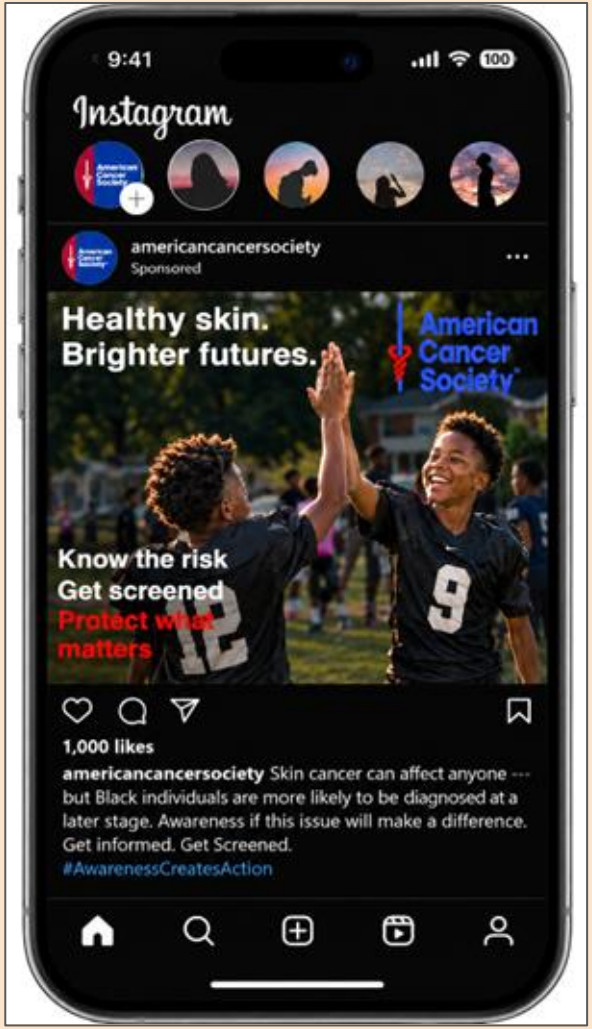
Skin cancer is often diagnosed at a later stage in Black patients, at that point, treatment becomes more difficult. Contributing factors include limited awareness of skin cancer risks, barriers to healthcare access, and racial disparities in medical care.

By **raising awareness, increasing access to reliable information, and connecting individuals with screening resources**, this campaign aims to address these disparities and help improve outcomes for Black communities.

Instagram advertisement

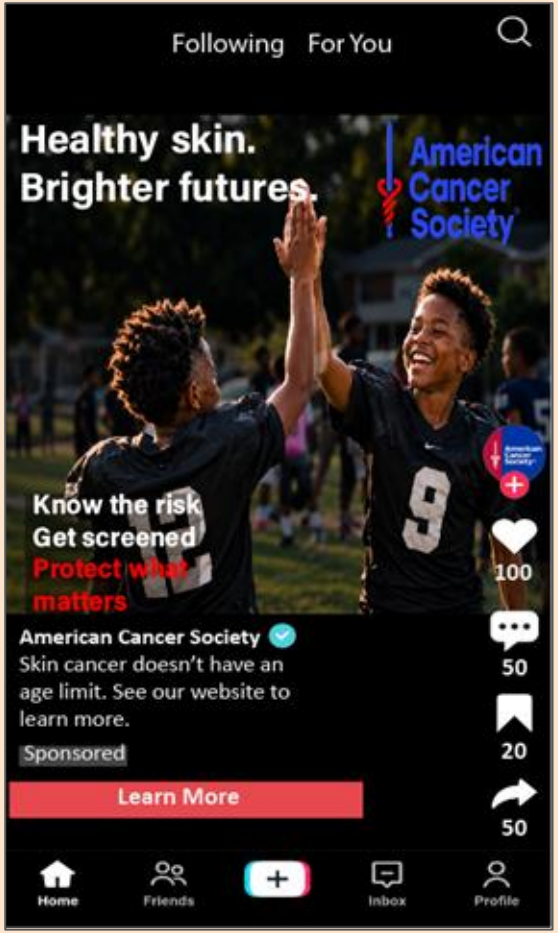
- Most popular social media app used by the young black audience.
- This ad can take the viewer straight to the website where they can get more information





TikTok advertisement

- Another popular social media app among the young, black audience
- “Learn more” brings the viewer straight to the website where they can get more information







Billboard Advertisement

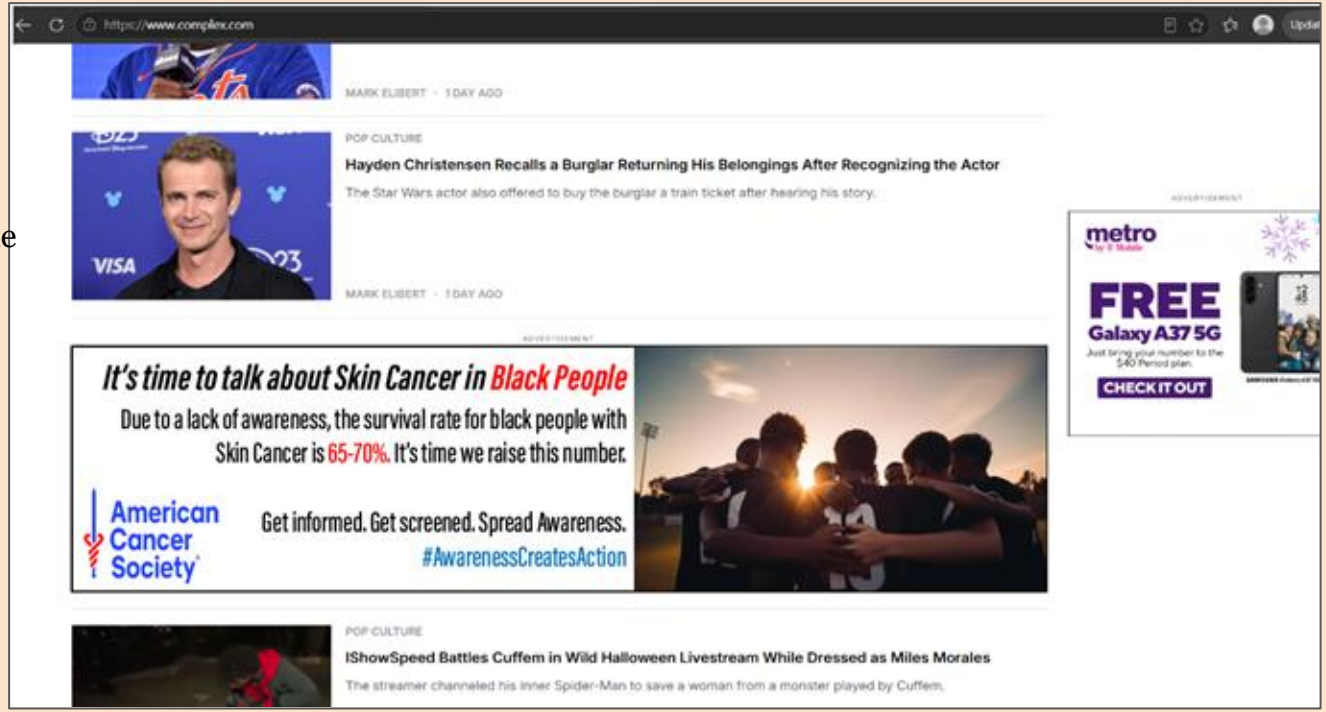
- High visibility throughout any community
- Will be seen numerous times throughout the day, week, month





Website Ad

- Targeted reach
- Takes audience to the website to learn more
- Complex.com →
- ESPN
- Essence.com
- Blavity.com
- Watchtheyard.com



Radio Ad

- Catchy audio ad that will stick
- Chatter, kids laughing, basketballs bouncing.
- Young woman: “You brought the food, the music, and the vibes. But did you bring your sunscreen?”
- Young man: “Of course! And I scheduled my skin cancer screening, because it’s never too early to get screened.”
- Narrator: “Get informed. Get screened. Spread Awareness.”





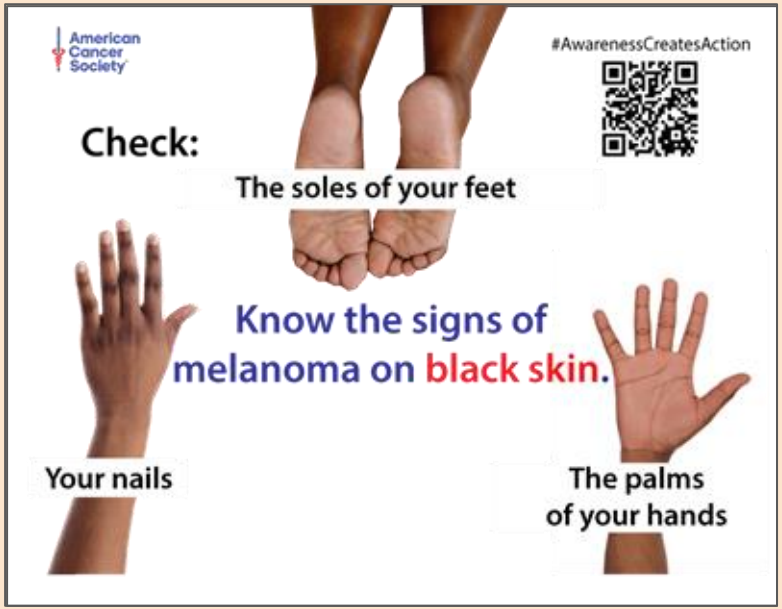
pandora



Can be seen in magazines such as:

- Ebony
- Essence
- Black Enterprise





Occupations/workplaces with high black representation:

- Postal Service
- Nursing Assistants (hospitals)
- Probation officers/Security Guards
- Airports
- Amazon



Grocery stores & everyday shopping locations:

- Pharmacy section/aisles
- Shopping cart advertisements
- Checkout displays





Facebook ad:
One of the top most used social media platforms amongst black adults aged 40-65.







Nail salons & barber shops
Locations with a large black presence and a majority of black customers.



Conclusion/Summary

Why is our campaign the best way to engage with our audience?

- Targeted different age groups within our audience.
  - However, we kept our message consistent.
- We are encouraging community education.
  - Because the campaign reaches multiple generations, this can create conversations and spread knowledge throughout the community.
- We are not only creating awareness, but also creating action.
  - Ads have QR codes and links that take our audience to pages where they can get reliable information regarding skin cancer.
  - #AwarenessCreatesAction