Not Me, Until It Is

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Brief Objectives

Clients Wants:

- Focused marketing to people of color
- Raise awareness
- Scheduled check ups for skin cancer
- Audience seeks out more information

Audience Description:

- young Black people in the US, who spend lots of time outdoors and might not realize that skin cancer can affect them
- college students who are active on social media and interested in beauty, skincare, and self-care.

Big Idea

Not me, Until It Is.

Many people think, *“it couldn’t happen to me”* (highlighting that cancer doesn’t discriminate)

Our campaign shows real examples that it can happen to anyone

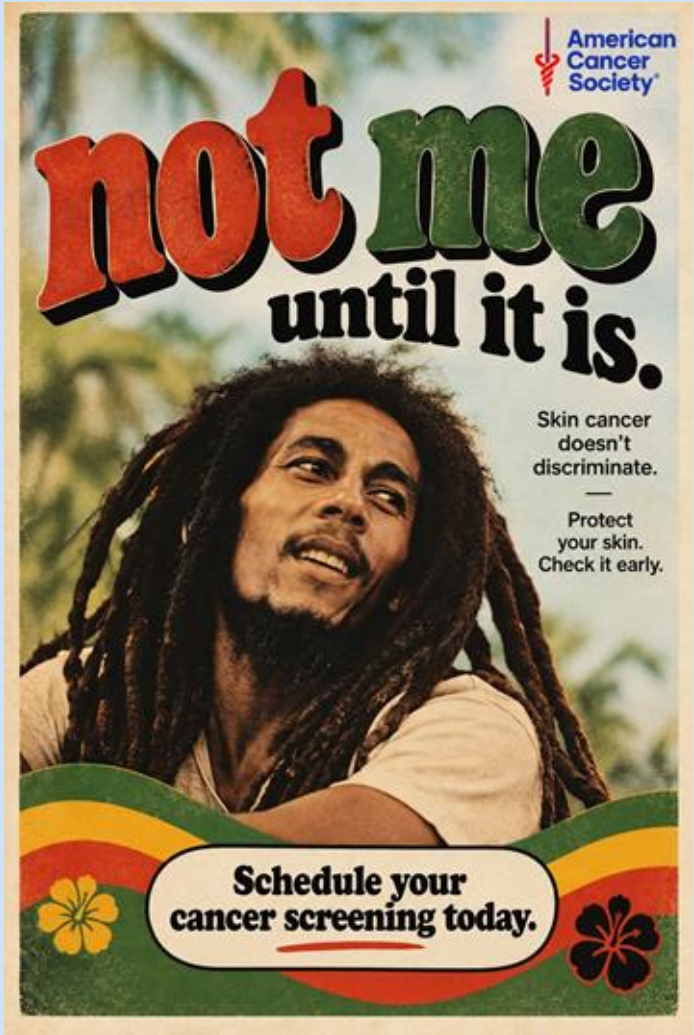
Skin cancer can happen on any color of skin

Encourage audience to check their skin

Bob Marley

- Flyers
- Social Media Post
  - Netflix ?
- Focusing on older african americans
  - Music festivals (Bracelets)
  - Using a celebrity who passed from the condition





Joshua Paschal





How it is tailored to audience

- Billboard → Detroit, MI
- Targets Football Fans (Lions)
- Detroit African American population: 75% (488,000)
- Flyers
- Social Media

Church Health Fair







- Pastor Announcements
- Brochure handout
- On-site dermatologist
- Bulletin postings

Hair Salon/ Barber Shop mirror

Mirror decals with the headline “Not Me, Until It Is.



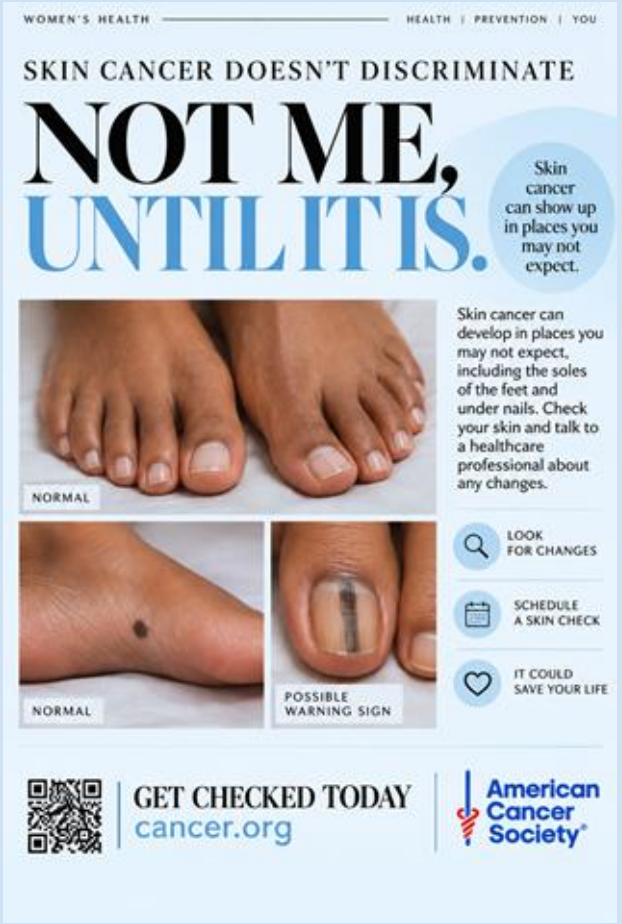
Celebrity Endorsement



Magazine / Nail Salon

Tailored towards women

- Magazine cover
- Nail salon
- Targets black women
- Flyer in nail salon



Typeface & Color

Typeface:

ABCDE- Permanent Marker

AbCDE- Anton

Color:

Vivid Blue (#0066CC)

White (#FFFFFF)

Conclusion

- Trying to turn awareness into action
- Challenges the misconception that people with darker skin cannot get skin cancer.
- Uses recognizable celebrities and athletes to make the message relatable.
- Reaches audiences where they already spend time, including football games, churches, social media, and nail salons.