Skin Cancer Ad campaign

Erica Papillon, Ava Kaplan, Harvey Newcomb

What does the client want?

- Reaches an audience
- Tailored to folks with darker skin tones
- Warn then about skin cancer
- Emphasize prevention

What are we going to say

- Skin cancer is harder to spot on darker skin
- There are different types of skin cancer



How are we going to say it

- We want to go the funny route and make something that is engaging but also funny to the audience and the hard thing with that is we need to make sure that the message at least gets across

Big Idea

- Our idea is to create a ad that is funny but also gets the message across about sunscreen and using it so not as many people get skin cancer
- Our call to action is **skin cancer is preventable.wear sunscreen. Check your skin regularly.** It’s simple and gets to the point.
- Our ad has the tagline “Don’t run from the sun” on the bottom and then to draw them in we have the skin cancer is preventable


DON'T RUN
FROM THE SUN
American
Cancer
Society®

Touchpoints

Social media – Facebook posts and instagram post

Partnerships – CeraVe & Fenty Beauty

Streaming Channels – Youtube, News, BET (Black entertainment television

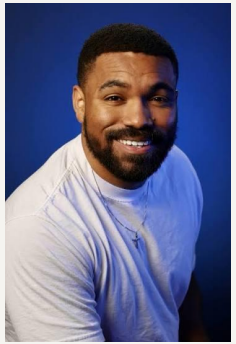
Influencers
– Keith Lee, Jordan Howlett, Toni Bravo, Olandria Carthen

Traditional celebrities:













Podcasters

Keke Palmer



Ziwe



Jemele Hill



Publications

- The root
- New York Times
- Ebony Magazine

Radio Stations

- Kiss FM radio 103.5
- Steve harvey morning show 102.7
- Breakfast club 105.1



Where would we put it? Near an HBCU



We would put this billboard in a large city, specifically downtown area

Social media



