Skin Cancer Awareness Campaign

By: Kendall Jackson and Cecilia Paulino

BRIEF OBJECTIVE

The objective of this brief was to capture a specific audience's attention to the harmful impacts of melanoma, particularly on people of color. By getting their attention via strong and compelling visuals displayed on various touchpoints, they should feel conveyed to get themselves checked out at their local doctor and may also take in other protective measures such as applying sunscreen daily.

BIG IDEA

Our big idea was to **spread awareness** of the **skin cancer melanoma** to **African Americans ages 18+** through compelling visuals **of melanoma spots in familiar situations to our audience** on various touchpoints. In addition, we also used the direct phrase **“Get checked out today”** and the hashtag **#protectyourskin** (a link that would lead to an Instagram page or website with more information) as our call to action.

Touchpoints

Billboards


A relationship is two imperfect people *refusing* to give up on each other
IT ISN'T OVER YET
GET CHECKED OUT TODAY
#protectyourskin
American Cancer Society


Stay
COMMITED
Stay
TOGETHER
GET CHECKED
OUT TODAY
#protectyourskin
American
Cancer
Society

Public Transportation

Trains and buses


LISTENING TO MUSIC?
WELL LISTEN CAREFULLY
GET CHECKED OUT TODAY
#protectyourskin
American Cunsar Society


LISTENING TO MUSIC?
WELL LISTEN CAREFULLY
GET CHECKED OUT TODAY
#protectyoursbin
American Cancer Society


LISTENING TO MUSIC?
WELL LISTEN CAREFULLY
GET CHECKED OUT TODAY
#protectyourskin
American Cancer Society


STAY COMMITED,
STAY TOGETHER
GET CHECKED OUT TODAY
#protectyourskin
American Cancer Society

Jumbotron







save 15%
on Sunscreen
at Wallgreens.



American Cancer Society

Prevent Melonoma from stopping your fun.

Get checked out today!

#protectyourskin

2026


TIME OUT
TIME OUT
TIME OUT
TIME OUT
TIME OUT
ARE YOU READY FOR THIS?
WIN AGAINST SKIN CANCER TOGETHER. GET CHECKED OUT TODAY!
#protect your skin
American Cancer Society

In Store


Milk
SEPHORA
SEPHORA
Feeling fresh. Protected. Free.
OLAY
Beauty CLASSES


SEPHORA
Beauty STUDIO
LIBRE
Feeling fresh. Protected. Free.
OLAY
#protectyourskin
American Cancer Society

Magazine Spread


#protect yourskin
Get checked out Today!
black people are most vulnerable to Melanoma.
American Cancer Society
2026


#Protectyourskin
2026
Black People are most Vulnerable to Melanoma
save 15% on sunscreen at Wallgreens
Protect your skin from UV rays!
American Cancer Society

Online Ads

Spotify, websites

22:18 44%

Advertisement
Spotify



LEARN MORE

0:07 0:30





Subscribe Now

SUMMARY

In conclusion, we wanted to spread awareness of melanoma skin cancer and its harmful impacts on the lives of African Americans ages 18+, especially if diagnosed at a later stage. In addition to convincing our audience members to get checked out for skin cancer, we also wanted to promote sunscreen in some ads as a way to protect their skin from grave situations. Overall, this campaign would greatly benefit its audience members because of its compelling visuals and message that could literally save their lives.

THANK YOU!