Skin Cancer Awareness

Here is where your presentation begins

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I

Briefing

What do we hope to achieve?

American Cancer Society Brief

- Raise awareness of skin cancer/melanoma while addressing racial disparities in awareness & diagnosis of melanoma for people of color
- Educate our audience on the risk of melanoma & how to protect yourself
- Educate our audience on Acral Melanoma as its the most prevalent in POC
- Target Audience :
  - Black Americans in their young adulthood
  - Busy lifestyles and enjoy the outdoors



II

Style Guide

How we chose our color palette and typography

Style Guide

Primary

#FF7800	#D66500	#FFA352
700	800	600
Lucky Orange	Cinnamon	Exotic Flower
C: 0 M: 53 Y: 100 K: 0	C: 0 M: 53 Y: 100 K: 16	C: 0 M: 36 Y: 68 K: 0

Secondary

#010909	#4D5353	#FFFFFF
1000	900	100
Dark Side of the Moon	Mako	White
C: 89 M: 0 Y: 0 K: 96	C: 7 M: 0 Y: 0 K: 67	C: 0 M: 0 Y: 0 K: 0

Accent

#14E0E3	#0E989A	#AAF4F5
500	800	300
Fish Boy	Ocean Reef	Ice Citadel
C: 91 M: 1 Y: 0 K: 11	C: 91 M: 1 Y: 0 K: 40	C: 31 M: 0 Y: 0 K: 4

Heading

Unbounded Bold

Body

Bricolorage Grotesque Medium

III

Big Idea

What is our
△△△ campaigns message?

“Skin cancer doesn’t skip anyone. It hides.”

Big Idea

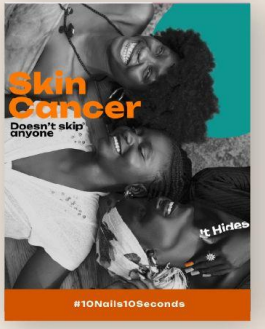
"Skin cancer doesn't skip anyone. **It hides.**"

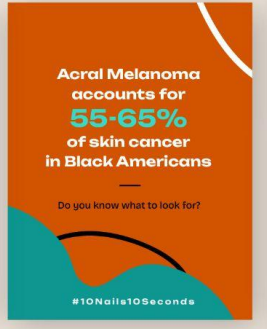
- Message focuses on **Acral Melanoma**, the most common form of melanoma among **Black Americans**.
- Highlights the diseases **hard detectability.**
- Focus on staying **mindful and aware** of bodily changes no matter how small.

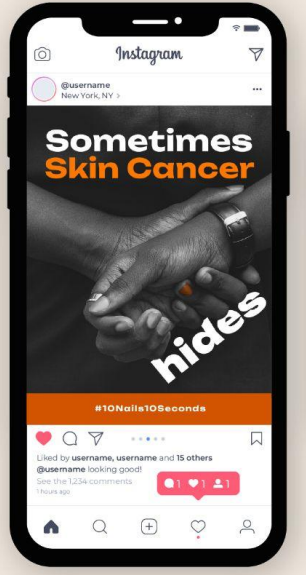
IV

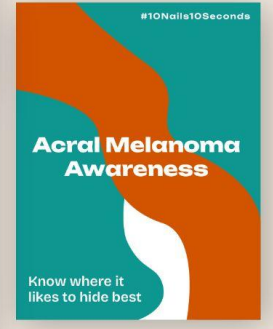
Touchpoints

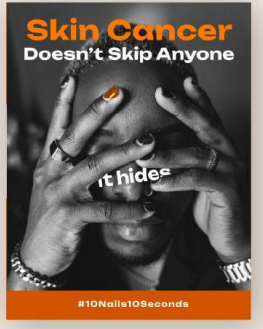
△△△ What will we use to share our message?











Social Media

Selah & Christian



Semitruck

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Elevator

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Stickers

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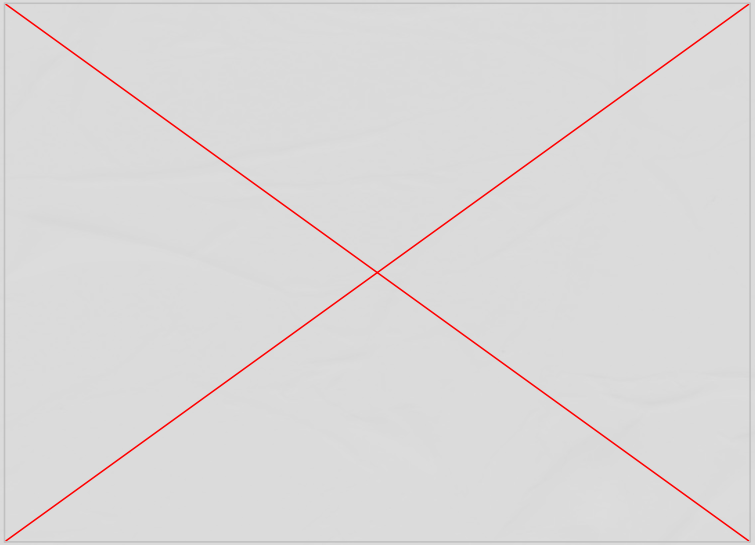




Bus Stop

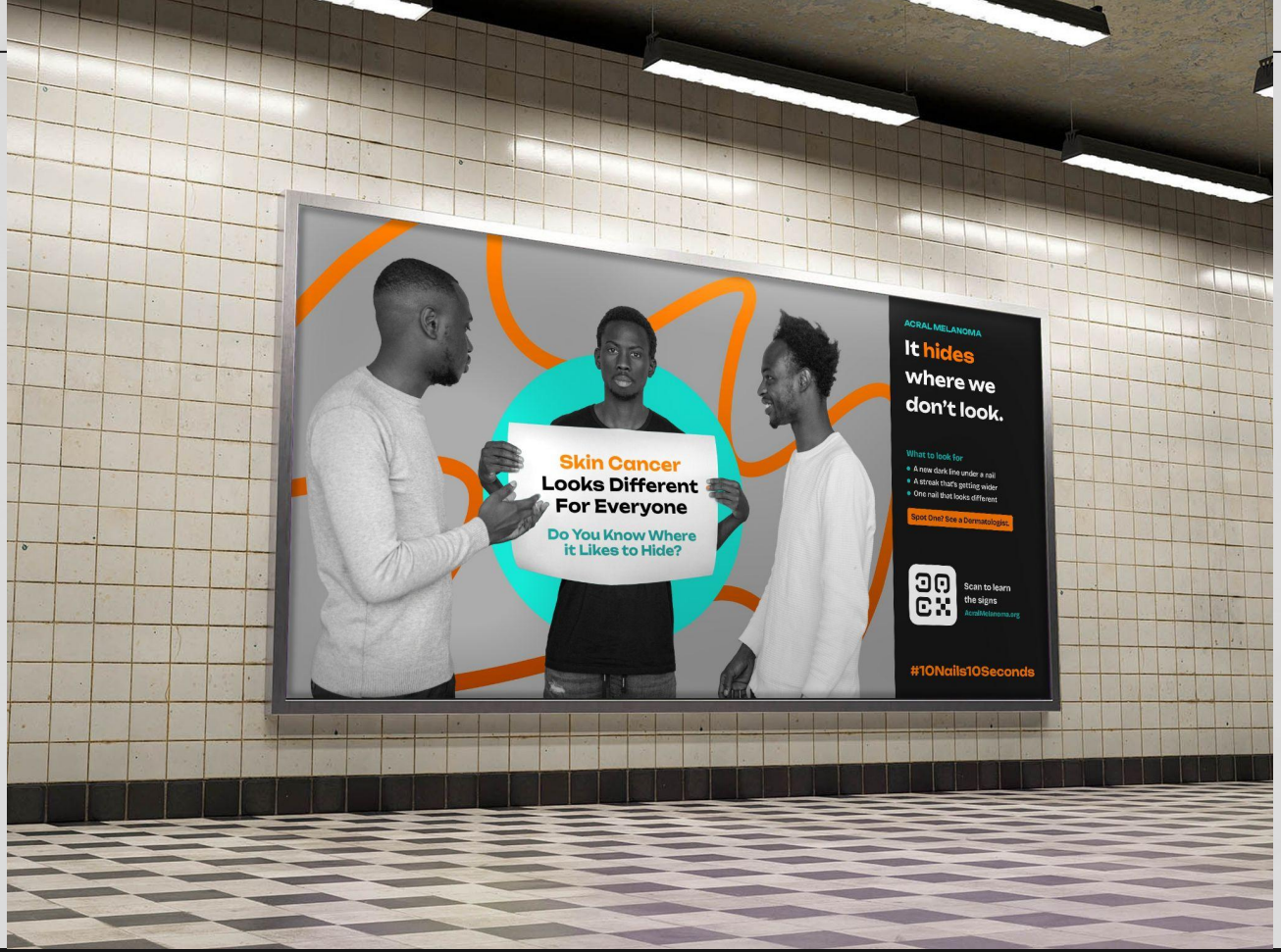
Selah & Christian





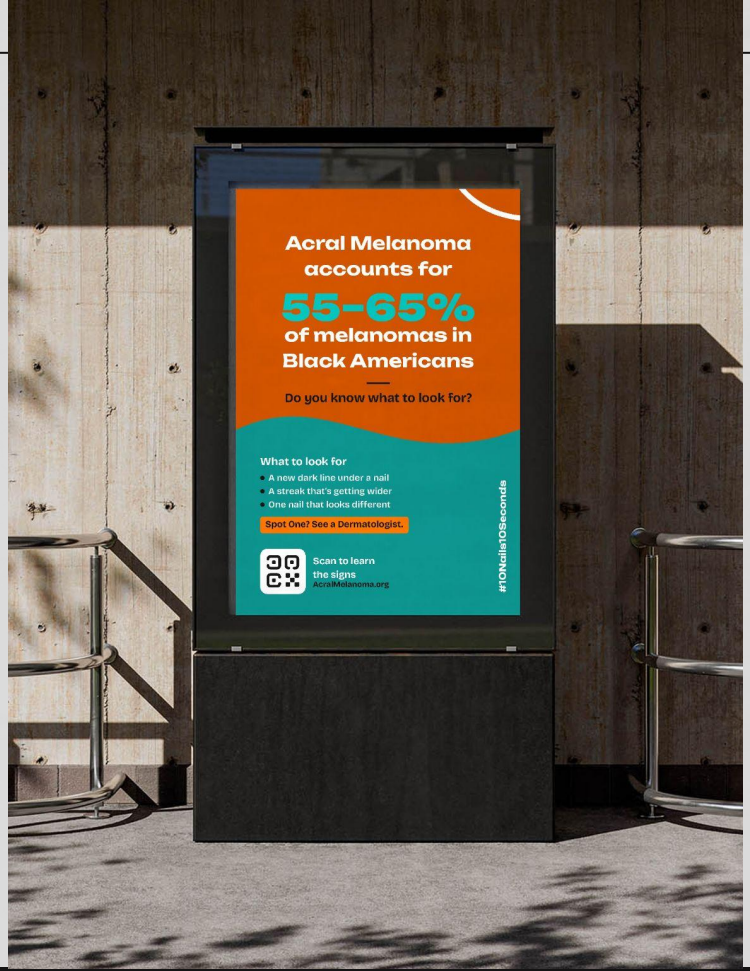
Radio Ad

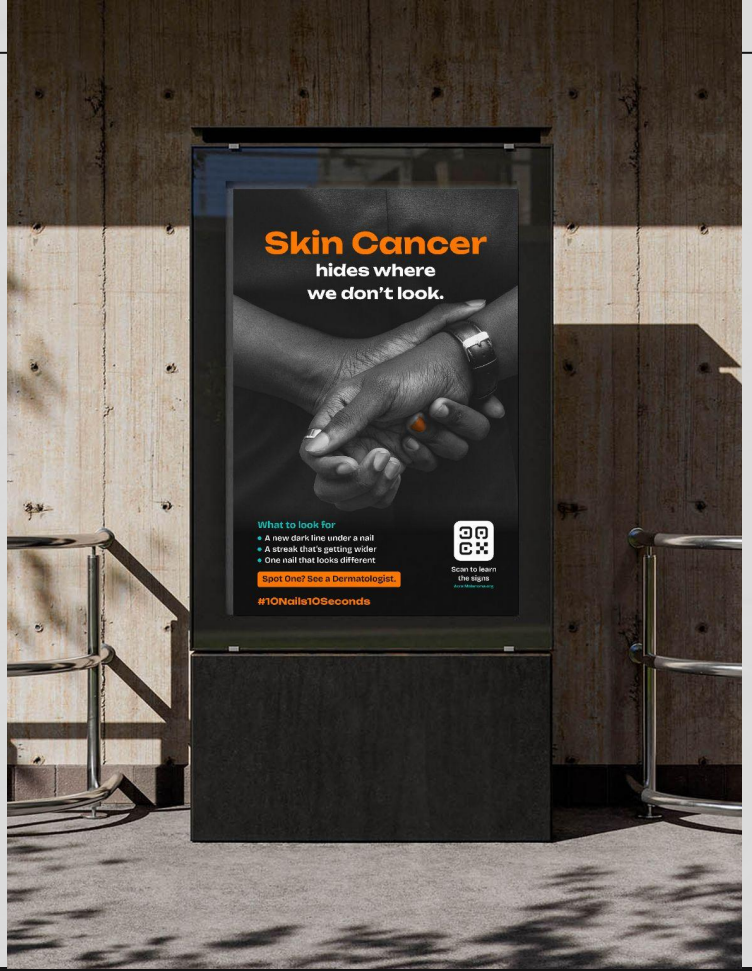
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Subway Billboard

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Street Posters

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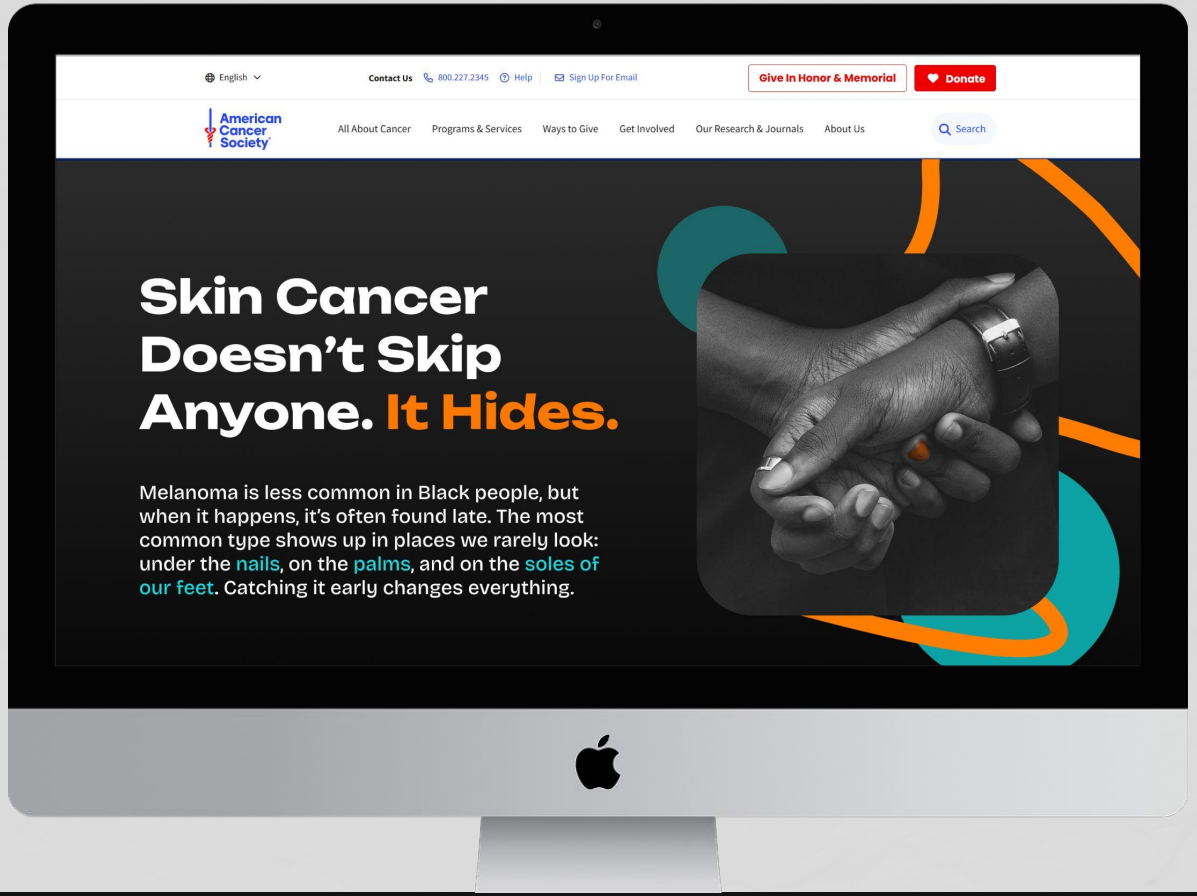
Billboard

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Benches

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Website

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Conclusion

“Skin cancer doesn’t skip anyone. **It hides.**”

This message will help engage members of our target audience by using bold imagery, clear messaging, and precise and thoughtful placement.

It’s message will help bring individual and community awareness to Acral Melanoma and it’s dangers nationwide. Helping members of the black population recognize the signs and get diagnosed earlier.

Thanks!

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