

Entry: **Fred Hutch**

Fred Hutch brings brilliant science and clinical care together to collaborate like no other cancer center – with the inspiring goal of making a world without cancer a reality. We brought that message to life with a highly differentiated creative platform and a striking television commercial that looks utterly unique among healthcare ads. The work, which communicates the direct link between research and cancer care at Fred Hutch, has resulted in significant lift in key brand attributes.