



DECKER x AD CLUB CT AWARDS ENTRY
Integrated Campaign | Integrated Consumer Campaign

"For Every Tomorrow" - CT Department of Public Health - Lung Cancer Screening Campaign



INTEGRATED CAMPAIGN | INTEGRATED CONSUMER CAMPAIGN
CT Department of Public Health - Lung Cancer Screening Campaign

“FOR EVERY TOMORROW”

A lifetime is made up of beautiful moments. Filled with ups and downs. We remember the laughter around a bonfire, the anticipation before a family vacation, taking your kids to the park, and the smile exchanged between friends. We’ve come so far, together. Which is why it’s important to get screened for cancer, so we can keep making more yesterdays by being there for every tomorrow.





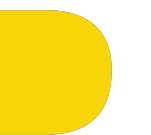
INTEGRATED CAMPAIGN | INTEGRATED CONSUMER CAMPAIGN
CT Department of Public Health - Lung Cancer Screening Campaign

“FOR EVERY TOMORROW”

CTV & Online Video :30s

[CLICK TO PLAY](#) English

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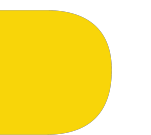


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“FOR EVERY TOMORROW”

AMP Radio

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INTEGRATED CAMPAIGN | INTEGRATED CONSUMER CAMPAIGN
CT Department of Public Health - Lung Cancer Screening Campaign

Bus Kings

Ever smoked? Live healthy.
Get screened for lung cancer.




(860) 509-7804



Posters

Ever smoked?
Live healthy.
Get screened
for lung cancer.

(860) 509-7804
ct.gov/dph/screening



“FOR EVERY TOMORROW”


ANIMATED DISPLAY BANNERS

Preview Link: Version 1 Animated Banners


<https://preview.adpiller.com/VNHVOBOJQQ>

Preview Link: Version 2 Animated Banners

<https://preview.adpiller.com/GJFIZAUESM>




Find free or low cost cancer screenings.




[Learn More](#)

Live healthy, for every tomorrow.




Find free or low cost cancer screenings.




[Learn More](#)

Ever smoked?




Find free or low cost cancer screenings.




[Learn More](#)



Live healthy, for every tomorrow.



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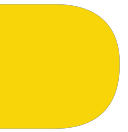

Talk to your doctor about lung cancer.

[Learn More](#)



Encuentra exámenes de cáncer de pulmón, gratis o de bajo costo.

[Aprende Más](#)



“FOR EVERY TOMORROW”

Social Media: FB/IG Newsfeed & Story Videos

English

[CLICK TO PLAY :15](#)

Spanish

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THANK YOU.