

LISTEN TO YOUR LUNGS

The challenge:

Even if you quit smoking, you may still be at risk for lung cancer. Most people are not aware of this fact, but a low dose CT cancer screening will help to detect it early when it's more curable. The American Lung Association needed to get this critical message out to the world, in a way that was not scary or serious because that had proven to fail in the past.

The idea:

We thought, who would someone really listen to about lung cancer? Our answer? Why their lungs of course. So, we created "listen to your lungs", producing kitschy films with giant inflatable lung costumes, using non-actors to deliver the straight talk in an unpolished way. We developed digital OOH that graphically depicted lungs made out of QR codes, where someone could scan those lungs to learn more about the scan. We crafted long copy print and social that told the unvarnished stories of how people came to the realization they needed the scan and translated those stories for the radio airwaves. Everything pointed in one direction, listen to your lungs and be saved by the scan.

The results:

People A Billboard Saved Me from Dying from Lung Cancer — Before I Even Had Symptoms (Exclusive)
Former public defender Denise Lee is spreading the word about a lung scan that saved her life — and she learned about it from a billboard

Advertising doesn't normally save lives but in this case it did. Denise Lee saw a saved by the scan billboard and realized she may still be at risk for lung cancer. She detected her cancer early and was able to get surgery, chemotherapy and qualify for a clinical trial. Denise is now cancer free and a powerful advocate for early scan detection.

6.6 M Donated media value

1.4 M On-Site Quiz Completions

167.8 M Visits to SavedByTheScan.org

