



Digital, Social Media, Website | Media Ad Series (3-5)  
Client | CT Department of Public Health

## “Cervical Screen Time”

A cervical cancer screening isn't exactly how most people want to spend any part of their day. But, it's important to make the awareness and topic more approachable for the Gen-Zers.

### RESULTS:

On Instagram, click through rates for these videos exceeded benchmark goals by 5X-6X.

Disco Cat Video - [CLICK TO PLAY](#)

Cat Video - [CLICK TO PLAY](#)

LoFi Bonfire - [CLICK TO PLAY](#)

### CREDITS:

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