



American Cancer Society Case Study

Situation Analysis / Background

Similar to the general market, the American Cancer Society was facing challenges with developing an educational campaign on the importance of prostate cancer screening that sensitively addressed the Hispanic population who viewed prostate cancer as a threat to masculinity and had limited knowledge of the condition. As such, while prostate cancer among men is the second leading cause of cancer death in the United States, SJG felt it was important to assume that the majority of Hispanic men were unaware of the devastating and serious effects of this disease.

Objectives

- Motivate Hispanic males, 50 to 70 years old, to call the American Cancer Society's toll-free phone number in order to get more information on the prevention of prostate cancer and prostate exams.

Strategy

- SJG utilized research provided by the Illinois Chapter of the American Cancer Society to illustrate key facts, statistics and findings associated with prostate cancer and its life-threatening effects.
- The campaign consisted of 4 executions, one of which was "Doctorcita", a :30 TV commercial in which a daughter educates her father on the importance of the exam, while the voiceover highlights important cancer-related facts. The spot leveraged the important relationship between a Hispanic father and his children to help underscore the importance of getting screened.
- The combination of strong imaging and visuals were used to create executions that would attract the attention of Hispanic males, while helping tie together both the rational and emotional motivation needed to drive Hispanic males to seek more information about prostate cancer from ACS's toll-free phone number.

Measurable Effectiveness / Results

Year 1 Results in Illinois:

- **15.6 MM** gross impressions
- Over **\$170,000** in media value
- Extensive placement of billboards, TV spot and print ads
- Print PSAs featured in (5) leading Spanish-language publications (26 insertions)
- Interview with ACS spokesperson, Dr. Barrera on 560 AM's leading talk-show, "Chicago Al Dia"
- Greeting cards distributed at community events / health fairs

