Don’t miss it because of colon cancer. As the second leading cause of cancer-related deaths, and one of the most often ignored, all men and women should begin screening at age 50 or over. With early testing, colon cancer is preventable, treatable and beatable. Don’t miss what’s important. Get screened.

Don’t Miss It* Campaign
WhyGetScreened.org
Campaign Overview

Colon Cancer Coalition presents a captivating, memorable and creative awareness campaign now available for your community. The Don’t Miss It* Campaign encourages a wide audience to raise awareness and ‘get screened’ for this deadly, yet highly preventable cancer.

With the help of OBI Creative, Colon Cancer Coalition takes a new, fresh route – unlike the typical awareness campaign – and showcases the true power of words as they translate into action.

Don’t Miss It* is a campaign that addresses the sobering truth that colon cancer can interrupt life as usual. By using a simple asterisk above important events, such as a wedding, graduation or retirement, it allows us to show in a brief, informative, yet emotionally impactful way, that some terms and conditions may apply to life unless you know your risks and get screened.
Key Message

Age is not a factor. Don’t miss what’s important in life; learn the signs and symptoms and get appropriate screening.

Audience

This campaign features three key phrases, each aimed at a different demographic: 20-35, 35-49, and 50+. Within this campaign, we feature life events that resonate with a specific demographic and follow up with an appropriate call-to-action regarding colorectal cancer awareness and screening. Presenting a personal, emotional appeal to our audience will encourage them to take notice of their screening options and the advertisement remains in their consideration set.

This campaign is fully customizable to the market of a Get Your Rear in Gear event and is built to accommodate partner logos or other promotions. All uses (except radio) can be customized to include the appropriate Get Your Rear in Gear event mark and/or partner information. Ad messaging can also be tweaked for geographic relevance.
The artistically simplistic approach of this campaign presents limitless options on how the campaign can be presented, customized and received by our audience. The following pages reflect different mediums that this campaign can be used with but it can be adapted for bus wraps, transit shelters, newspapers, magazines and digital ads. Be creative!

**Landing Page**

All campaign messages will feature the WhyGetScreened.org URL where Colon Cancer Coalition can track traffic and overall campaign effectiveness. This landing page features ad messaging and includes the Don’t Miss It* PSA video. From this landing page, educational information is just a click away.

*In other words, congrats on making a choice to learn more about colon cancer. Congrats on being proactive with your health. And above all, congrats for thinking of those who love you most.

Congrats. You made it.*

AGE IS NOT A FACTOR.

Colon cancer is the second leading cause of cancer deaths. Instead of being frustrated by your age, think of ways to prevent your loved ones from being diagnosed with colon cancer.
Print

Billboard
Utilizing billboards, we recommend a four-week campaign with all three demographic targeted messaging.

Sample – Indianapolis: four-week campaign, seven permanent billboards and enjoying nearly two million impressions.

Print
Print mediums include magazine, newspaper, newsletters and more. These can be enhanced with additional text or call-to-action messaging that further encourage education and screening messages that align with the targeted audience.

Subway
Utilizing more creative mediums, such as subway signage, we recommended a four-week campaign with all three demographic messages.

Sample – Boston: four-week campaign, included 250 subway posters along three lines of the Boston ‘T’ line and 16 million impressions.
Digital

Web
Digital ads in all sizes are available for use with media outlets, gastro clinics and other partners’ websites. Rotate between demographic messages, or choose one that best matches your audience. Web ads would click through to the WhyGetScreened.org landing page.

PSA Video
A :30 video is available for TV PSA campaigns or as pre-roll video on partner websites. The video contains designated time at the end to include sponsor information or partner logos.

Radio (:30, :15, :10 seconds)
With various lengths to choose from, these radio ads can be shared with existing radio partners or used to help develop new relationships. Awareness campaign purchases are typically inexpensive and highly negotiable when leveraging these small buys into larger partnerships with your local Get Your Rear in Gear events.

Radio Example (:15):
ANNCR:
Whether it’s your wedding, your 40th birthday party, or your retirement—don’t miss it because of colon cancer. Age is not a factor.

Colon cancer is the second leading cause of cancer death but it’s preventable through screening.

So get educated. And get screened.

Visit WhyGetScreened.org to learn more.
The Don’t Miss It* Campaign is an opportunity for us, together, to step up awareness of colon cancer, while providing our communities with a life-saving wakeup call. As we all know, colon cancer is highly preventable. So let’s keep pushing onward. Life doesn’t have to have limiting terms and conditions because of colon cancer.

“[This message] hit me SO hard, possibly because my family has been affected by colon cancer, but it hits a fear we all have as we age of not seeing our children’s futures. Even though I know I personally am not due for my next screening for another year, it made me want to make an appointment right now.”

~Karen, screening age, family history of colon cancer

“...quick and to the point, yet powerful.”

~Megan, 32, no family history

“...It really hits home to me.”

~J.J., local event director (Wichita), family history of colon cancer

“...your poster caught my heart.”

~Molly, Boston subway rider
The Colon Cancer Coalition has been working closely with the PVBLIC Foundation to maximize our awareness dollars. With a minimum investment of $10,000, the PVBLIC Foundation commits to at least doubling that investment to help us reach the maximum audience possible.

Investment amounts can be adjust based on your interest and needs; please contact Erin Peterson to discuss.

To get started in your community, call:

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