



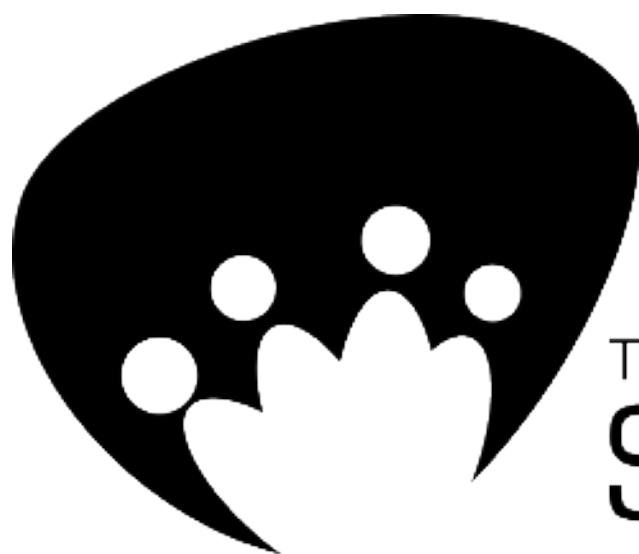
The
Social Path

Philippa

Barbara

Kathrin





The
Social Path

Pan-European Campaign
against Colorectal Cancer



Colorectal Cancer in Europe

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



second lethal cancer
takes long to develop
early detection - live longer



Test

Background

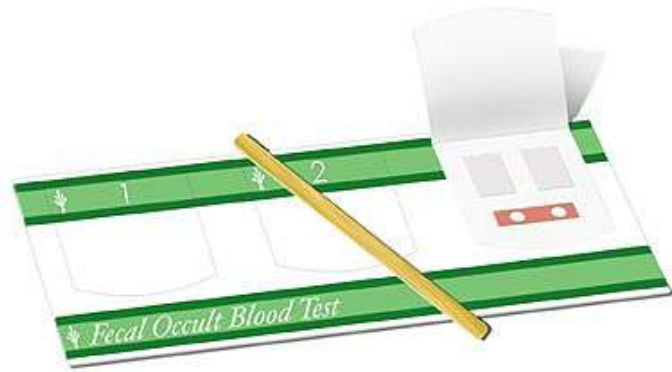
Objectives

Strategy

Creative Execution

Media Selection

Evaluation



prevention: FOBT

stool sample

~~colonoscopy~~



Problem

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



taboo topic

no symptoms - no test

fear and shame



Target Group

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation





Targets

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



dissolve the taboo topic
raise check-up rate
provide information
must not scare or shock



Concept

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Concept

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation

Peut-être

Een Dag

Alguna Vez

Someday



Concept

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation

Peut-être

Wellicht

Maybe

Alguna Vez

Een Dag

Un Jour

Someday

Tal Vez



Concept

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation

Tomorrow

Peut-être

Wellicht

Maybe

Más Tarde

Alguna Vez

Een Dag

Un Jour

Mañana

Someday

Demain

Tal Vez

Later



Concept

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation

Misschen

Tomorrow

Peut-être

Wellicht

Maybe

Más Tarde

Ooit

Alguna Vez

Een Dag

Un Jour

Plus Tard

Mañana

Perhaps

Someday

Später

Quizás

Tal Vez

Later

Demain

Irgendwann



Claim

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation

Don't make excuses.



Key Visual

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Mr. Excuse



Backlit Poster

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Don't make excuses.

Colorectal cancer is the second most common cancer, causing many deaths in Europe every year. People aged 55 years and older should take a FOBT test every second year to detect it early enough.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check up.

Don't make excuses.

Colorectal cancer is the second most common cancer, causing many deaths in Europe every year. People aged 55 years and older should take a FOBT test every second year to detect it early enough.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check up.



Don't make excuses.
Colorectal cancer is the second most common cancer, causing many deaths in Europe every year. People aged 55 years and older should take a FOBT test every second year to detect it early enough.
For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check up.

03 2630



Posters

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Don't make excuses.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check up.



Posters

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Don't make excuses.

For more information visit www.dont-make-excuses.eu or ask your physician to



Don't make excuses.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive



Don't make excuses.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check up.

ewista



Don't make excuses.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check up.

gewis

ÖSTERREICHPREMIERE **LIVE**
DIE SCHWARZLICHT-SHOW-SENSATION

GLOW!

Theater war gestern, heute ist GLOW! - THE SHOW.



MIT KAREN SCHUBA

wiener städthalle
halle F

9. - 20. SEPT. WIEN HALLE F
WWW.GLOWTHESHOW.AT

Kinder ab 6 bis 10000 Progen Da sich unseren Familienplatz

ORF TV



For more information visit www.dont-make-excuses.eu



For more information visit www.dont-make-excuses.eu





"Perhaps"

For more information visit www.dont-make-excuses.eu





Newspaper Ad

Background

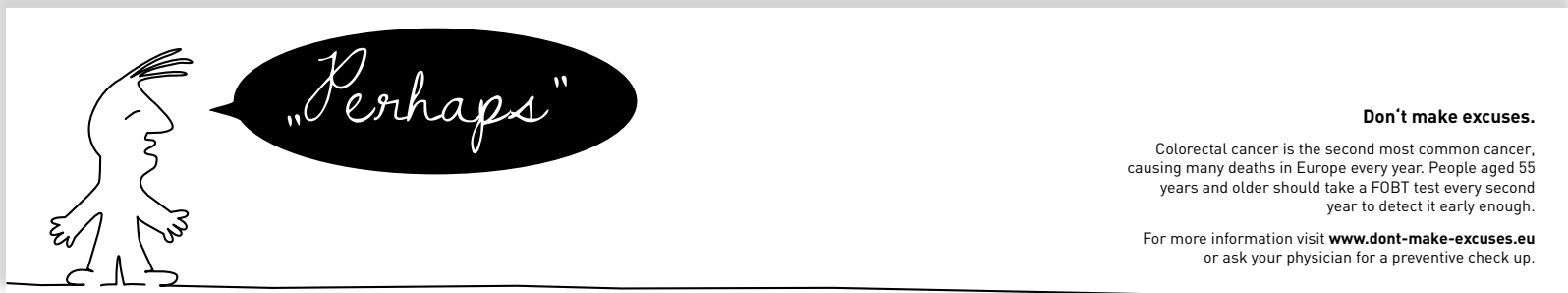
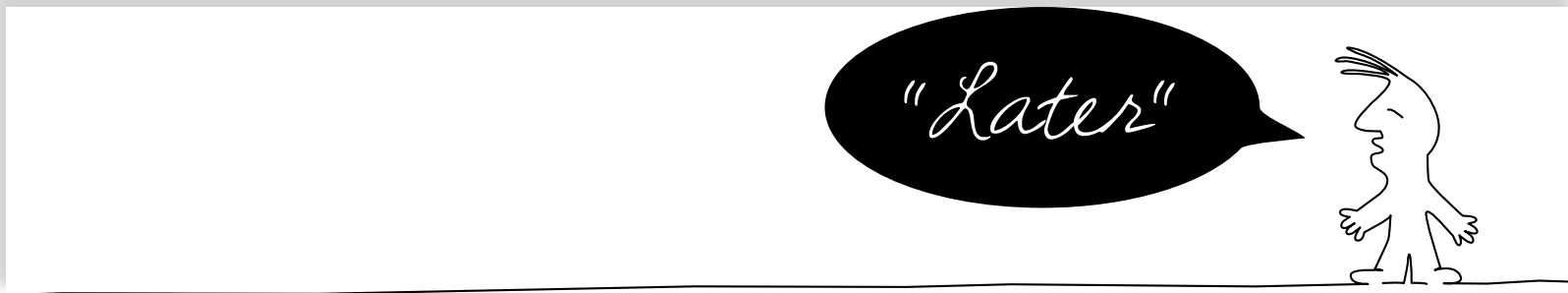
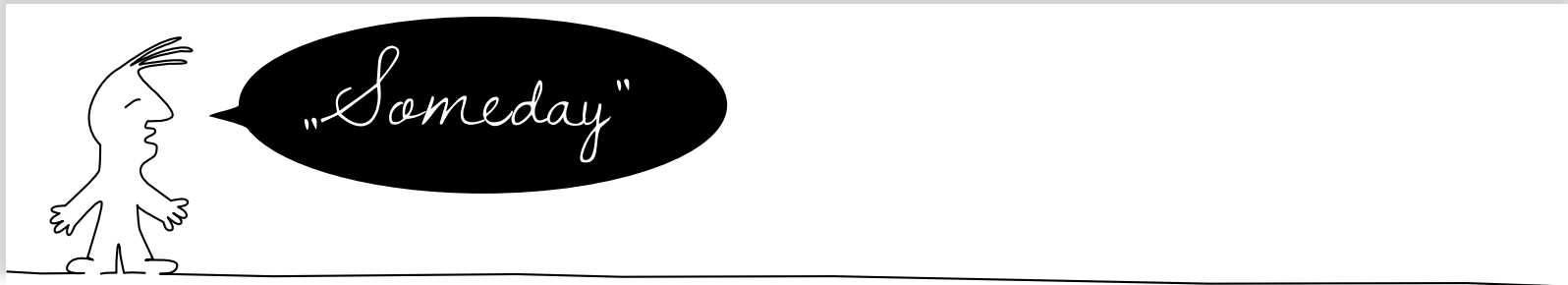
Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Don't make excuses.

Colorectal cancer is the second most common cancer, causing many deaths in Europe every year. People aged 55 years and older should take a FOBT test every second year to detect it early enough.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check up.



Magazine Ad

Background

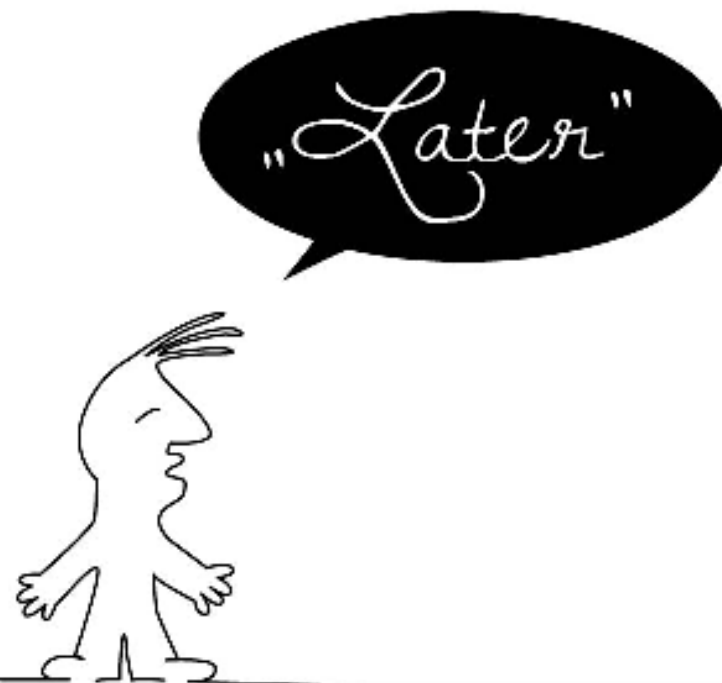
Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Don't make excuses.

Colorectal cancer is the second most common cancer, causing many deaths in Europe every year. People aged 50 years and older should take a FIT test every second year to detect it early enough.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check-up.

CUSTAV JACOBSON:

GEBOREN: 14.07.1956 Uppsala Schweden
AUSBILDUNG: 1976 Studium an der Filmhochschule Göteborg **WERKE:** 1968 Good Water; 1971 Was wäre wenn; 1975 Malasö Studies; 1977 Drei Fischer **PREISE:** 1971 Studienpreis Schweden; 1978 Grand Prix; 1982 Superfilm

Als ich es später unternahm, die von Breuer begonnenen Untersuchungen auf eigene Faust fortzusetzen?

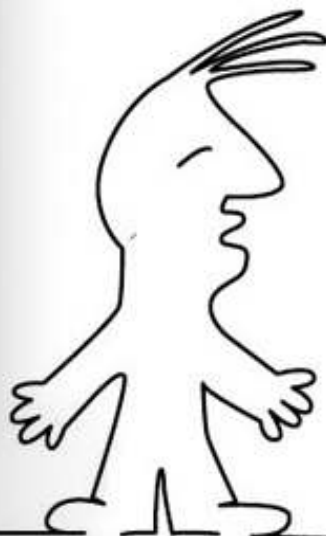
Mich trieb vor allem das praktische Bedürfnis. Die kathartische Behandlung, wie sie Breuer geübt hatte, setzte voraus, daß man den Kranken in tiefe Hypnose bringt, denn nur im hypnotischen Zustand fand er die Kenntnis jener pathogenen Zusammenhänge. Die ihm in seinem Normalzustand abging. Nun war mir die Hypnose als ein läunenhaftes und sozusagen mystisches Hilfsmittel bald unliebsam geworden; als ich aber die Erfahrung machte, nicht gelingen wollte, mehr als einen Bruchteil meiner Kranken in den hypnotischen Zustand zu versetzen, beschloß ich, die Hypnose aufzugeben und die kathartische Behandlung von ihr unabhängig zu machen.

Das schien allerdings vorerst ein sinn- und aussichtsloses Unternehmen zu sein. Es war die Aufgabe gestellt, etwas vom Kranken zu erfahren, was man nicht wollte und was er selbst nicht wollte; wie konnte man hoffen, dies doch in Erfahrung zu bringen.

Da kam mir die Erinnerung an einen sehr merkwürdigen und lebhaften Versuch zu Hilfe, den ich bei Bernheim in Nancy mitangesehen hatte?

Bernheim zeigte uns damals, daß die Personen, welche er in hypnotischen Somnambulismus versetzt und

Custav Jacobson hat die Kurzfilmreihe stark beworben. Er selbst meidet jedoch die Öffentlichkeit.



Don't make excuses.

Colorectal cancer is the second most common cancer, causing many deaths in Europe every year. People aged 55 years and older should take a FOBT test every second year to detect it early enough.

For more information visit www.dont-make-excuses.eu or ask your physician for a preventive check up.



Online Banner

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation





Montag, 22. Dezember 2008, 13:33 | update vor 11min

RSS

SOZIALMINISTERIUM PRÜFT

Mindestsicherung kann Kärnten "nicht aufgezwungen" werden

53 Postings

Grüne für Umsetzung ohne Kärnten - Verfassungsrechtler Funk sieht aber Gleichbehandlungsproblem

BUNDESHEER

Darabos für Verlängerung des Tschad-Einsatzes

33 Postings

Verteidigungsminister: Es sei ein Erfolg, dass 40.000 Binnenflüchtlinge in ihre Dörfer zurückkehren konnten

Liebe Userinnen, liebe User!



Wir erscheinen in einem neuen Layout und nutzen durchgängig eine Breite von 1024 Pixel für unsere Inhalte



GUSENBAUERS NEUER JOB

Ex-Kanzler wird Europareferent der AK

vor 1h | 66 Postings

Gusenbauer soll 4.000 Euro brutto monatlich verdienen - Lehrt ab dem Frühjahr an zwei US-Universitäten

SIMBABWE

US-Diplomatin: Mugabe hat den Verstand verloren

14 Postings

US-Außenministerin Rice will Nachbarländer zu härterer Gangart gegenüber Simbabwe bewegen
Mugabe: "Simbabwe gehört mir"

Inflation: Das 100-Millionen-Busticket



FS-Misik: Sind die Ausländer schuld?
Robert Misik über die dunklen Seiten von Multikulti - und die besten Schuhe zum Werfen



NACHRICHTENVIDEOS
FARC-Rebellen lassen sechs Geiseln frei



TV Spot

Background

Objectives

Strategy

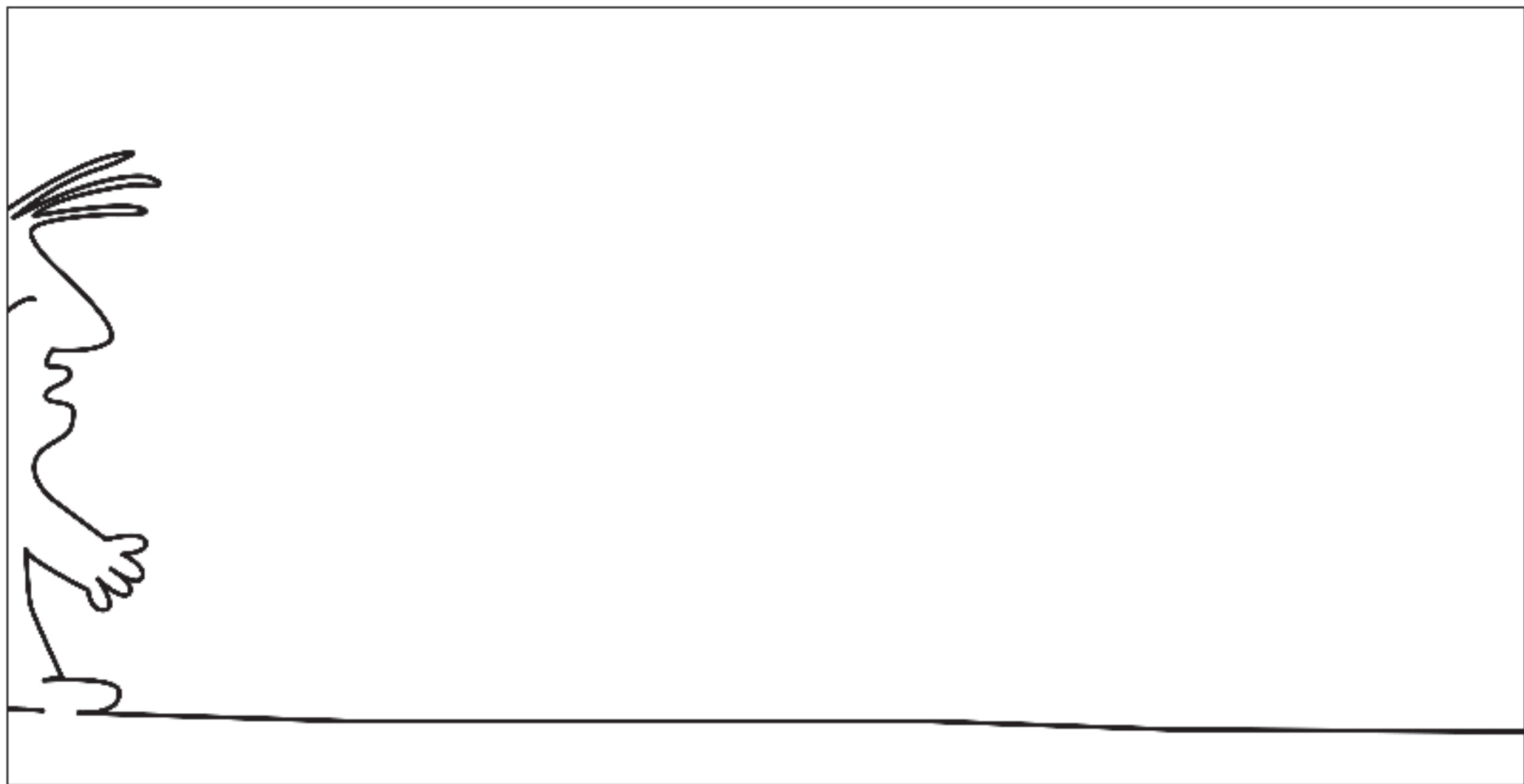
Creative Execution

Media Selection

Evaluation

Storyboard

„Don't make excuses.“
Fight colorectal cancer



Scene 1:

Camera focuses on a hand-drawn line on the floor. An also line-drawn person appears on the side of the screen and walks along the line into the picture. He's talking to himself, you can see his mouth moving and hear murmuring, can't understand what is said though...



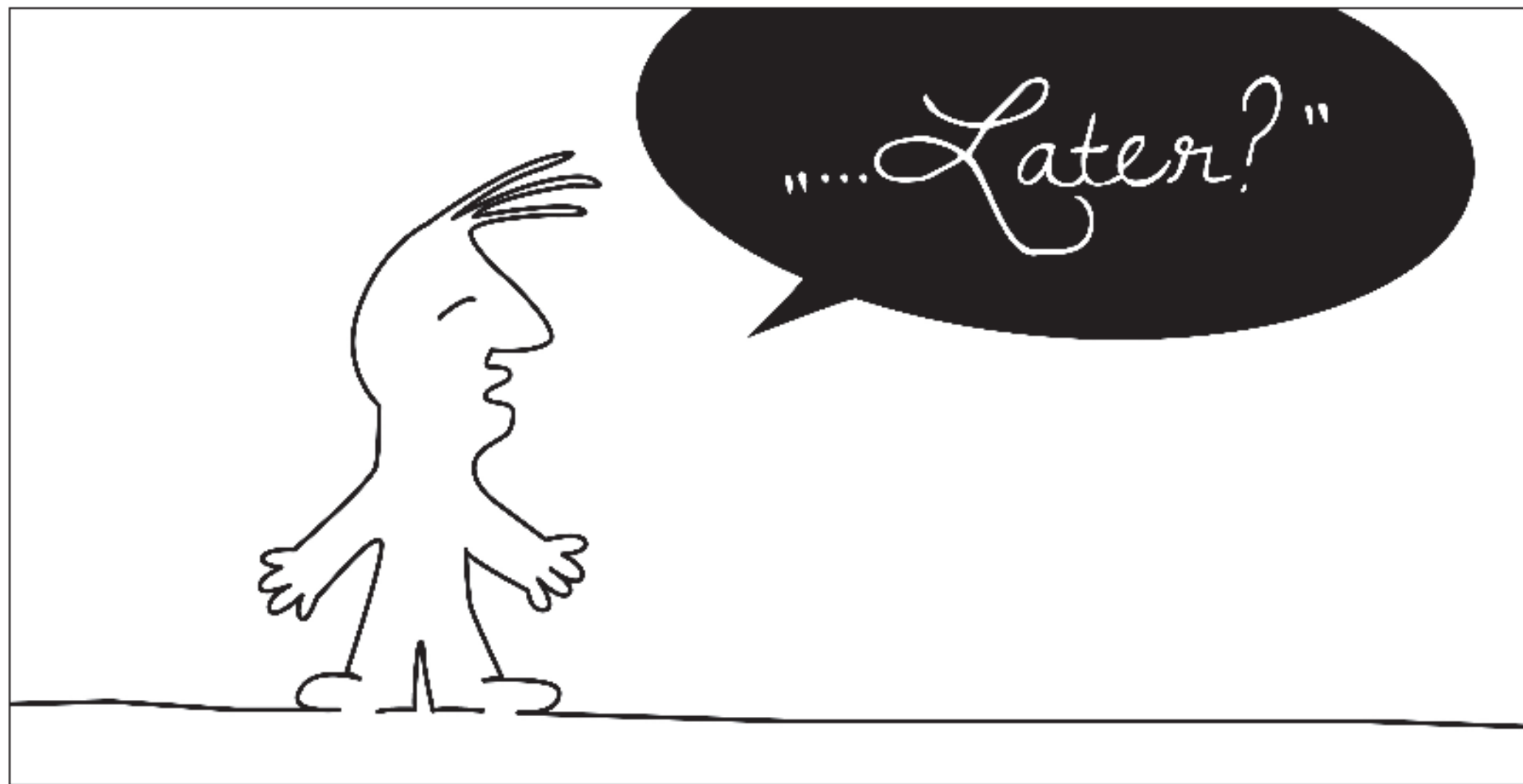
Scene 2:

The person stops somewhere in the room and says a huge „Someday“, which appears to come from his mouth and lands in the middle of the screen. You also hear him say „Someday“, then the murmuring and walking around continues...



Scene 3:

The same happens again: the person stops and utters a clear „Maybe“ which can be read on the screen and is said out loud as well. Then again the murmuring continues...



Scene 4:

The person stops for a last time, opens his eyes and asks „Later?“. The question fades out and the person fades to a very light grey.



Don't make excuses.

Fight colorectal cancer.

For more information visit www.dont-make-excuses.eu or ask your physician.

Scene 5:

The Off-Speaker says: „Colorectal cancer is the second most common cancer, causing many deaths in Europe every year. People aged 55 years and older should take a FOBT test every second year to detect it early enough. Don't make excuses, fight colorectal cancer. For more information visit www.dont-make-excuses.eu or ask your physician.“ At the same time the writing and the logo appear one-by-one on the screen.



Ambient Media

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Escalators
Promotions
Merchandise



Homepage

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation

www.dont-make-excuses.eu



colour scale

Key Visual



Don't make excuses.

Fight colorectal cancer.

Got Questions?
Call 0800 - 6524 2547
for EU wide support.

Prevention

Symptoms

Treatment

Services

Aa Aa Aa


Never forget a
doctors appointment


Test your risk of
having colon cancer



Self-Help Forum

Choose your country



- Test Your CC Risk
- Appointment Reminder
- Self-Help Forum
- Doctors in your region
- International Helpline





Don't make excuses.

Fight colorectal cancer.

Got Questions?
Call 0800 - 6524 2547
for EU wide support.

Prevention Symptoms Treatment Services

Aa Aa Aa



Never forget a doctors appointment



Test your risk of having colon cancer



Self-Help Forum

A Healthy Diet
Reducing Risk Factors
Annual Check Ups
Know your family
Don't take it lightly

Cancer - Prevention before Treatment

...od quia acerro comnit occusam, conecum
...sunt asita que volendam, sandi doluptus di-
caae eatur solendit aliqua cuptus is aut alitae ipsandae pro
et volorro conseres eture vit odiatum aliquo dollestio essim
quo to beat voloriatio eliquidestia peribus ipsust molup-
taepero dit ratectur, quas explicit, consequae evenimi nci-
enisi nonseque nonsequam lam et vellabo. Andit, asimpos
doluptatquo to inctur?

Acimus milis des ium ex exernates si doluptvoluptatur?
Tamusam anditatum et que iumquidelest esedipsunt, odit
aut et enistinto blatibusam quiam excessi taturitis eost do-
luptam, sin resequi dita quundam que evellut provit derem
soluptur as mos aut la quiatem. Ic torrovite ium qui quam,
sam ist preiur?





Mr. Excuse on Facebook

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation



Media Recommendation

Background

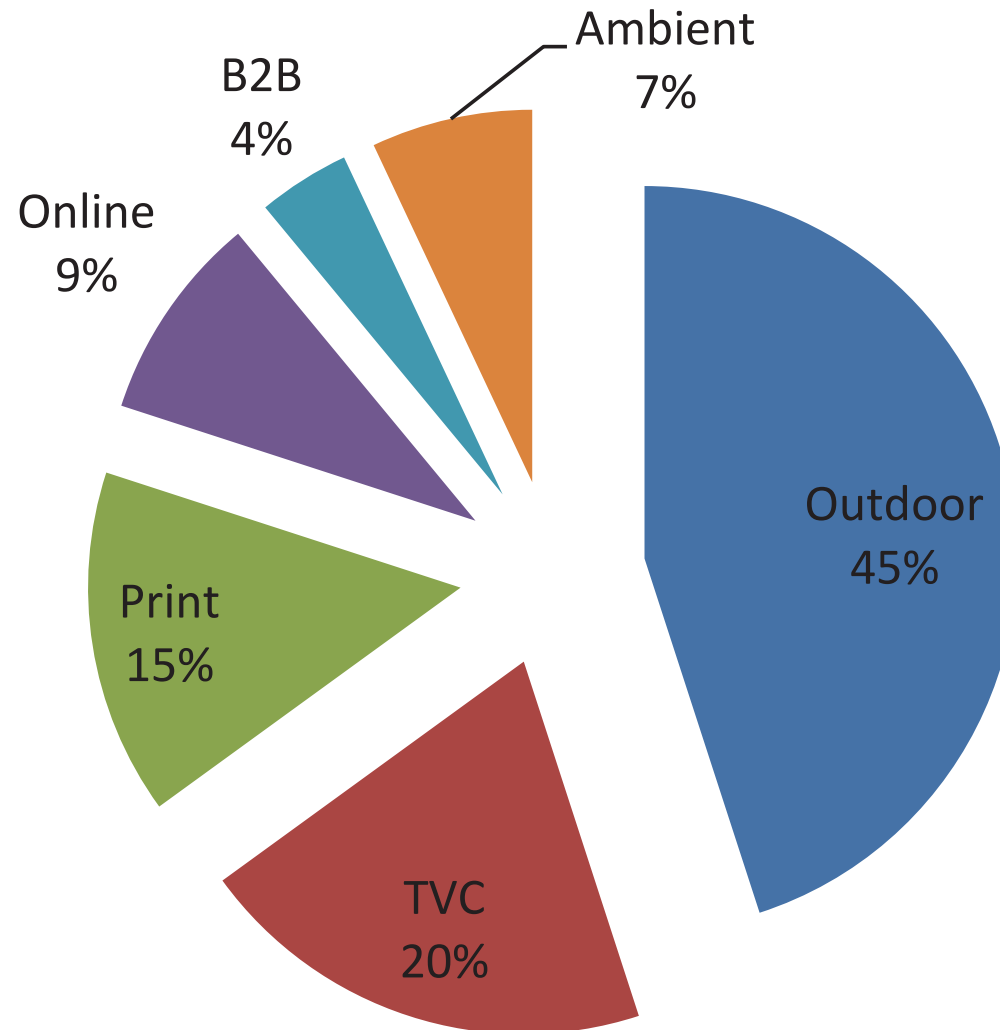
Objectives

Strategy

Creative Execution

Media Selection

Evaluation





Why our idea is awesome...

Background

Objectives

Strategy

Creative Execution

Media Selection

Evaluation

simplicity

clear message

identification

high recognition

based on true insight

easy to produce





The
Social Path

Don't make excuses.