

# cinemarketing case study



## SKIN CANCER- THE LIGHT'S ON NOW

### Background

The objective of the campaign was to change perceptions and behaviour of young Australians regarding the dangers of sun exposure in a fresh and engaging way.

Previous research showed that young 'Aussies' were disengaged from the skin cancer message. As a group they are generally less responsive to 'Government' advertising and the danger of sun exposure is not something they think about day to day.

The campaign set about to bring the message home in a novel and unexpected way.

### Execution – the 'sun-safety' break

Young Australians are avid moviegoers, particularly during the Summer months, with Summer being a peak time at the box-office.

Working with Val Morgan, Universal McCann interrupted the cinema experience bringing the sun into cinemas, in doing so creating an Australian and possibly worldwide media first.

The Skin Cancer commercial ran during the cinema ad reel, then after the trailers played and just before the movie began, the lights unexpectedly came up, the screen went blank and a man's voice rang out:

"Hey, that ad to do with skin cancer and protecting yourself in five ways was pretty nasty. Did he say 400,000 Australians are diagnosed each year with skin cancer? That's like 2,000 cinemas like this full of people. They reckon that even short periods of time in the sun unprotected – like the length of the movie we're about to show – could cause irreversible damage to your skin. So I guess that doctor is right and we should remember to protect ourselves in five ways whenever we go outdoors."



In 1,000+ cinemas over summer...

The ads ran...

Including the Skin Cancer ad...

The film trailers ran...

Followed by the Sun Safe break...

Reminder messages ran in foyers...

### Effectiveness

The campaign was a shining success, it ran in over a 1000 sessions across the summer and created real talk-ability when the audience left the cinemas and stepped out into the sun.

Tracking showed the initiative increased recognition and branding recall by 34%\*, but most importantly over a third of young Australians were impacted in a captive environment, potentially helping to save thousands of young lives.

\*Source: Millward Brown 2010 – Val Morgan awareness tracking data

For more information contact your Val Morgan Cinema Network representative