

BREAST CANCER RISK EDUCATION. AD COUNCIL PARTNERS WITH SHE MEDIA TO MOTIVATE AND ENGAGE THE TARGET AUDIENCE.



#BLOGHER

SPONSOR: SUSAN G. KOMEN®



Ad Council's participation in BlogHer18 was crucial in educating our audience about the risk of breast cancer. With approximately 40% of our attendees being women of color, the Komen campaign was a slam dunk and a welcome addition to the BlogHer community.

- Samantha Skey, CEO, SHE Media

FACTS:

There are more than **3.5 million breast cancer survivors** in the U.S. today, more than any other group of cancer survivors.

Breast cancer is the **most common** cancer among black women.

Black women are dying of breast cancer at unacceptable rates, **more than 40% higher** than white women.

OUR CHALLENGE

Black women are more likely than white women to be diagnosed at a younger age, at later stages, and with more aggressive forms of the disease.

To promote early detection, the Ad Council partnered with Susan G. Komen to launch the "#KnowYourGirls" campaign. The goal is to have women take charge of their breast health by understanding their breast cancer risk, engaging with information and tools that can ultimately lead to early detection and, with effective treatment, save lives. The #KnowYourGirls creative platform empowers women to treat their "girls"—their breasts—with the same love and care they do their closest girlfriends.

OUR SOLUTION

The Ad Council partnered with leading women's lifestyle media company SHE Media and activated on site at the #BlogHer18 Creators Summit in NYC. We interacted with an audience of 2,000+ social media influencers, bloggers, entrepreneurs and activists, and encouraged them to visit KnowYourGirls.org to take charge of their breast health.

At the #KnowYourGirls booth, attendees were personally invited to wear #KnowYourGirls t-shirts and post pictures on social media using the campaign hashtag. The conference was flooded with women wearing the shirts.

SHE Media also donated stage time for a Spotlight Talk which gave the Ad Council and #KnowYourGirls ambassadors, themselves breast cancer survivors, a platform to amplify the campaign message in front of a live audience. 42% of conference attendees (average Instagram following: 31K) were women of color, which correlated perfectly with the campaign's target.

PARTNERSHIP ELEMENTS

- Main stage sponsorship with dedicated exhibition booth in main exhibitor hall
- Dedicated email newsletter sent to 54K subscribers (8% open rate)
- Run of network media and logo placement
- Social media snapshot: 365K reach
- 20.5 million ad impressions on SHE Media sites

For more info contact: Dana Borne | dborne@AdCouncil.org



AT A GLANCE:

54K

newsletter subscribers

0.25%

clickthrough rate

365K

social media reach for #BlogHer