

TBWA and MSD launch Day 3: a brilliantly simple reminder to check your breasts every month

Every year we see breast cancer campaigns that always repeat the same thing: "check your breasts". Yet 69% of Belgian women don't do this regularly, according to a recent survey by iVox. That's why MSD Belgium and TBWA launch a very simple trick to make self-examination a routine, so no one won't ever forget it. If you look closely at the number 3, there is a pair of breasts hidden in it. You just have to give the 3 a quarter turn. And once you get the hang of that, you'll never unsee it.

Therefore, every 3rd day of the month becomes Day 3, the regular day to check your breasts. A simple routine with a big impact. Because the better you know your breasts, the easier it is to notice changes that could indicate a tumour, for example. An Cloet, External Affairs Director at MSD: "We work daily on new cancer-fighting methods, but they're most effective when doctors can start treatment early. That's why prevention and early detection remain indispensable. Day 3 can really save lives."

That's what makes Day 3 different from all previous campaigns. Thomas Driesen, Creative Director at TBWA explains: "Day 3 is not just another campaign that disappears after a few weeks. It's here to stay. We rethought the whole approach. We spread the media budget and the media plan so that from now on, women will be reminded of the self-check every 3rd day of the month through different channels." Influencers, such as Ruth Van Soom, who recovered from breast cancer herself, will from now on remind their followers of the importance of Day 3 every 3rd day of the month.

For those who want to make sure to remember it, an online reminder has been designed to make Day 3 appear in your Google, Apple or Outlook calendar every month, via one simple click. For the rest of your life. Major Belgian companies like Brussels Airlines have picked up on this and have since added Day 3 to the calendars of all their female employees, and are calling on other companies to do the same. <line about other women on LinkedIn> Countless women are also sharing Day 3 on WhatsApp by forwarding messages to their friends, sisters, mothers and colleagues.

Do you want Day 3 in your agency calendar every month as well? Or do you want to know more about early detection of breast cancer? Then surf to www.msdbelgium.info/Day3.

Credits

Client: MSD Belgium - Kelly Cumps, Simina Mazureac, Allan Matthys

Creative Director: Thomas Driesen

Art Director: Anke Verhaegen

Copywriter: Sofie Gilliams

PR: Anneleen Coppens

Strategy: Jolien Van Heyste, Marco Bellusci, Sofie De Maertelaere

Account Director: Aubry Crock