

# COPPAFEEL

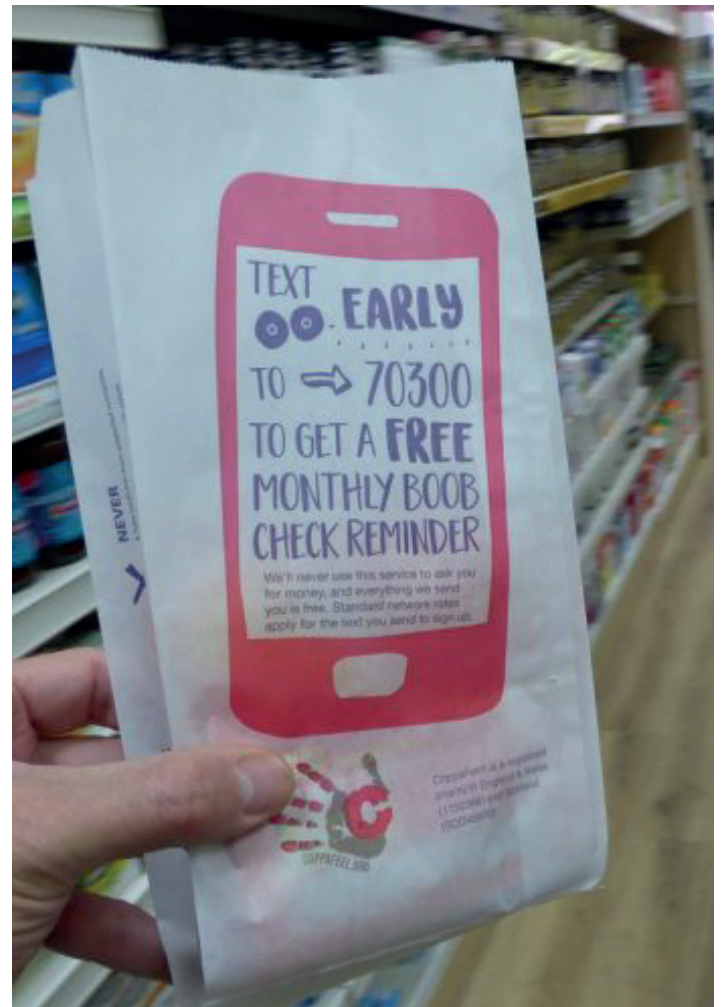
CoppaFeel is a charity that raises awareness around breast cancer, with campaigns designed to educate young women to get a free monthly breast check. The light-hearted message was advertised on their paper bag making it feel more trusting and reliable. The message also removed the awkwardness to engage in conversation.

## OBJECTIVE

According to Cancer Research UK, breast cancer is the second most caused death in females (15% of all female cancer deaths). CoppaFeel developed a campaign with the objective to encourage 'young people' to get to know their breasts, by branding the pharmacy bags with a light-hearted message. The aim was to break down the barriers and start a conversation about a sensitive topic. CoppaFeel's aim was to raise awareness around breast cancer with campaigns designed to educate and remind young women in the UK to have a little fun getting to know their breasts as one check could literally save their life.

## METHOD

Having already run a campaign on branded pharmacy bags spreading the word about cancer awareness in Pharmacies – CoppaFeel! came back with a second burst of activity. This time targeted in Manchester with branded pharmacy bags distributed in 250 Pharmacies throughout the Greater Manchester area over a period of four (4) weeks.







## RESULTS

With a sample of 80 randomly selected pharmacies, pharmacists were sent a questionnaire to fill out with all 80 pharmacists agreeing to take part. 62% of pharmacists saw the branded paper bags as a 'great idea' and a further 80% said it made it easier to engage in a conversation without the stigma of talking about a difficult conversation. The branding allowed pharmacists to spread awareness of breast cancer and 45% believed that it was successful in encouraging young women to perform a check and potentially save their lives.

## CONCLUSION

The effectiveness of the campaign shows in the results. In branding paper bags with a fun-filled message it took away the potential embarrassment of the issue. The advertising was trustworthy and fit for perfect to reach and engage the audience. The light-hearted approach also provided a comfortable angle for the pharmacist to make an approach and talk about breast cancer awareness – a life critical issue.

Image Sourced: TableTalk Media