

WPPED CREAM 2008

DIRECT | HIGHLY COMMENDED | WUNDERMAN LONDON
KAREN CLIFFORD SKIN CANCER | FULL STOPS

SYNOPSIS

The Karen Clifford Skin Cancer Charity (SKCIN) is a leading source of information on the causes, symptoms and treatment of skin cancer.

FHP is a popular lifestyle magazine, aimed at 18 - 25 year olds who think skin cancer won't happen to them.

Our press execution told them that early signs of skin cancer could be as small as a full stop. We then made the full stops grow steadily bigger and darker to illustrate just how fast skin cancer can grow.

In the following month traffic to the website increased by an unprecedented 112%.