

# #knowyourlemons campaign

## BRIEF:

Build awareness for the knowyourlemons.com website as a means of saving lives from breast cancer through a viral web video campaign in October 2014.

Brand personality:  
quirky but knowledgeable, friendly but ambitious

Message:  
Fight breast cancer, starting with you.  
(educate yourself, then be the one that educates others)

Education and screening could reduce deaths from breast cancer by up to a third (33%), but until now there hasn't been a campaign capable of reaching everyone. Why?

Breasts are taboo.  
Cancer is a difficult subject to engage with.  
Some people don't see the relevance and often information about disease is communicated in dry, clinical terms.  
Literacy issues prevent people from learning.  
The basic messages are often lost in awareness campaigns as the focus is on gathering supporters/money.

3 key messages are:

- 1) what to look for
- 2) feel for
- 3) how to find it

Complimentary to that is understanding how breast cancer is personally relevant.

CHALLENGE: create a #knowyourlemons video, track it, analyse and report the results.  
Research the best ways to invite people to participate and donate.  
Investigate the best tools to support these goals.  
Apply this understanding to your future business marketing plans.

Three methods of participation:

- donate
- spread education (create video, share links)
- host a lemon party
- organize a 0.5K