

Cancer Research UK and AMV BBDO encourage people to spot cancer sooner

As a nation we don't pay enough attention to our health. We live on autopilot, too preoccupied to stop and check if everything's ok. A huge problem when it comes to spotting signs of cancer.

AMV BBDO's new campaign for Cancer Research UK holds up a mirror to this very British behaviour. Exposing the reality that people ignore things right under their nose.

The TV, cinema and online film centres on a British high street. Over time, a mysterious lump grows out from the pavement. It gets bigger and bigger until finally it becomes impossible to ignore. Or so you'd imagine. In fact the hundreds of passers-by do nothing, carrying on with their day, ignoring the lump that has taken up home in their midst.

Abi Brown, head of health campaigns at Cancer Research UK said: "This campaign highlights a really important message about early diagnosis, which is one of the greatest weapons in the fight against cancer.

"We wanted to create a campaign that would make people stop and think. Would you ignore a cancer symptom, in the same way that many of the people ignored the lump in the film? Or would you act on it? By spotting the signs early, you give yourself the best possible chance of beating cancer. Cancer Research UK has a wealth of information available for anyone with any questions, including the website and nurse helpline."

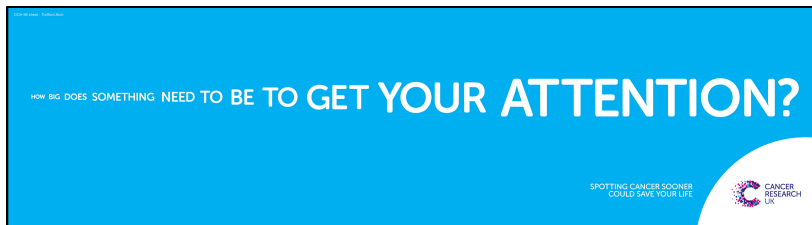
Success relied heavily on the believability of the lump. Multiple-sizes were made by award winning special FX company Artem. Each lump was 3d moulded and carved by a robotic multi-axis sculpting machine. Then painted and textured to exactly match the pavement and road surface of the high street. Each lump was placed in situ, so it appeared to grow over time. Six cameras were then trained on the lump to capture the reactions, or more importantly, non-reactions, of those who passed by.

An outdoor campaign supports the film and also sets out to test the publics' powers of observation. The posters encourage people to spot anything unusual within the copy and to look out for small changes in the layout, linking the tasks with the importance of spotting cancer early.

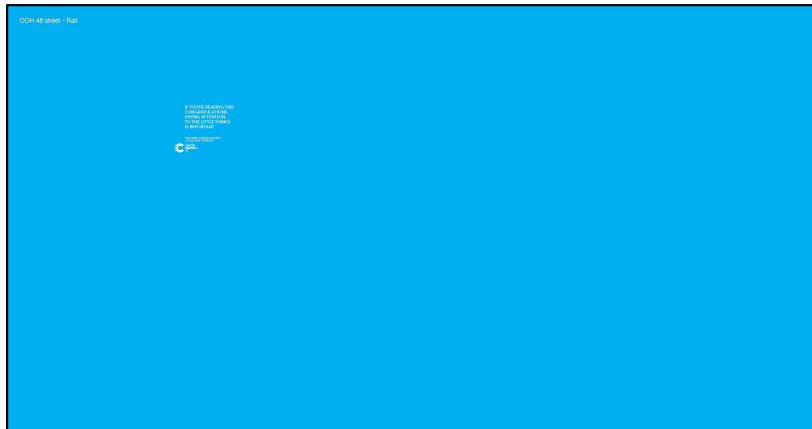
6 Sheets:



96 Sheet:



48 Sheet:



Digital Poster:



The campaign breaks w/c 2nd March, running on TV, online, in cinemas and in outdoor media.

If you notice any unusual changes in your body, speak to your GP. Spotting cancer early will help us beat cancer sooner.

To find out more about Cancer Research UK's work, visit cruk.org

CREDITS	
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-Ends-

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AMV BBDO is the UK's largest advertising agency and has been ranked number one agency by Nielsen for the last 18 consecutive years. AMV employs well over 400 people and works across 85 brands including Sainsbury's, Guinness, BT, Dixons Carphone, PepsiCo and Camelot and has one simple aim with all of them: to help solve their business challenge with creative ideas that change the competitive landscape. AMV works across all media producing award-winning work in TV, Print, Radio, Experiential and Online. AMV is part of the BBDO network, the third largest Agency network in the world, with 288 offices across 80 countries. AMV BBDO are currently the Most Awarded Agency at Marketing Society; Most Awarded Agency for Social Strategy at WARC and Creative Agency of the Year at Creative Circle and Creative Review. The agency was ranked 17 in Sunday Times Best 100 Companies to Work For in 2012.

For further information about Cancer Research UK, please contact:

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About Cancer Research UK

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research.
- Cancer Research UK's pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.
- Cancer Research UK receives no government funding for its life-saving research. Every step it makes towards beating cancer relies on every pound donated.
- Cancer Research UK has been at the heart of the progress that has already seen survival rates in the UK double in the last forty years.
- Today, 2 in 4 people survive cancer. Cancer Research UK's ambition is to accelerate progress so that 3 in 4 people will survive cancer within the next 20 years.

- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to bring forward the day when all cancers are cured.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1022 or visit www.cancerresearchuk.org. Follow us on [Twitter](#) and [Facebook](#).