

We creates 'Pink Bra' for Fleury Medicine and Health

Agency and Client launch innovative social project for breast cancer and women health prevention with earnings benefiting social organizations from 2017 on.

After gaining Group Fleury's account at the beginning of the year and repositioning the brand with a great institutional campaign for it's 90 years of history, the agency We has just launched an educational campaign for Fleury Medicine and Health, named "Pink Bra", an initiative of assistance for breast cancer prevention, which is part of the project Women's Season, expressed by the hashtag #saudeepoder /#healthispower.

The action that has the tagline "Breast cancer awareness is preventing all generations", has as an icon a bra which print was created from the ribbon that symbolizes the worldwide breast cancer fighting and shows the areas where women should have the self-exam. "For us it's a great pleasure to be involved in something like this and build up an action like Pink Bra for Fleury. It exceeds forms and formats; it's not only a campaign, an event or a product. It's all together and it has a very special cause as its main goal. In the year that Fleury turns 90 years of history it's really important to help them build their next 90 years and the Pink Bra is aligned with all the wishes they have" – says José Borall, partner and customer service and business VP.

It aims primarily, motivating healthcare, promoting body self-awareness still in early life, as well as encouraging mothers, aunts and grandmothers on the importance of breast cancer prevention at any age.

Three hundred bras have been developed to be distributed and tested by doctors, patients and opinion makers, such as journalists and influencers.

In spite of only being available in 2017, after the testing stage that starts now, the Pink Bra intends to become a healthcare icon for youngsters aged between 16-25 years old right now. The campaign has a national reach and counts with an exclusive hotsite (www.sutiarosa.com.br) about the project and a direct line to solve doubts. It also has the support of UN Women - the United Nations Entity for Gender Equality and the Empowerment of Women - for the choice of organizations that will be benefited from the project, which will donate part of the achieved resources for NGOs.

CREDITS

Original Title: **Sutiã Rosa**

Product: **Institutional**

Client: **Fleury**

Agency: **WE**

Creative VP: **Guy Costa**

Creative Direction: **Guy Costa, João Paulo Magalhães and Ricardo Sarno**

Art Directors: **Cristiano Rodrigues and Ricardo Sarno**

Copywriters: **Fernando Silva and Vitor Medrado**

Designer: **Luciana Varella**

Planning: **Daniel Rios and Lorena Tomassini**

Agency Accounts: **José Boralli, Bruno Luiz and Vanessa Raio**

Media: **Fabio Rosinholi, Daniel Spinelli, Almir Pereira and Carlos Chagas**

Agency Production: **Juliana Emeric and Laís Leleu**

Print Producer: **Alexandre Borges**

Digital: **Guilherme Pettine and Luis Constantino**
Client Approval: **Mariana Tolovi, William Malfatti and Thais Arruda**
Production Company: **Corazon**

Direction: **Raphael Gasparini**
Sound and Music Production: **Lucha Libre**

Studio 3D: **Paulo Dias**