



“CHOOSE TO KNOW” AND PREVENT CERVICAL CANCER

CLIENT: DIGENE HPV TEST

CHALLENGE: Each year, nearly 300,000 women are diagnosed with cervical cancer – a preventable disease caused by the human papillomavirus (HPV). For women ages 30+, the HPV Test is a critical routine screening tool for cervical cancer, but some doctors believe that the HPV Test should only be given to women if their Pap test results are unclear. Others are simply unfamiliar with data supporting the value of the HPV Test. Many women who are diagnosed with HPV become embarrassed because the virus is transmitted sexually and they wait for an extended period before seeking medical attention. Lippe Taylor was charged with de-stigmatizing HPV and encouraging women to talk to their doctor or nurse about receiving an HPV Test.

INSIGHT: Educating women about HPV as well as the importance of early detection and treatment can help prevent cervical cancer and save lives.

BRAND EXPERIENCE: To help educate women about the importance of having regular HPV screenings, Lippe Taylor created the “Choose to Know” campaign which included a baby shower for Marissa Jaret Winokur – cervical cancer survivor and star of Broadway’s hit production “Hairspray.”

During the shower, which celebrated the birth of Marissa’s first baby via surrogate, Marissa spoke to health and lifestyle media about her personal story of discovering that she could no longer bear children after being diagnosed with cervical cancer. Good Morning America (GMA) medical correspondent Dr. Marie Savard also attended the event and joined Marissa to encourage women to ask their doctors for the HPV Test.

SUCCESS:

- The “Choose to Know” campaign generated more than 1 billion media impressions and placements on outlets including The Oprah Winfrey Show, People, Parade, The View, The Today Show, The Insider, Inside Edition and The New York Times
- Video highlights from Marissa’s baby shower that were posted on YouTube, Rever, MetaCafe, Viddler and TauMed received more than 2,500 views
- More than 600 women pledged to ask their doctors for the HPV Test on HPVTest.com/pledge
- In recognition of the campaign strategy and results, Digene and Lippe Taylor were awarded with a SABRE award; the campaign was also named a finalist for PR Week’s Healthcare Campaign of the Year.



We have a way with Women...