

## **CoppaFeel! use ageing filter to demonstrate that breast cancer can affect young people too, in new campaign by adam&eveDDB.**

Breast cancer awareness charity, CoppaFeel! are seeking to drive behaviour change in younger audiences, by demonstrating that breast cancer can affect young people too, in a new social and DOOH campaign by adam&eveDDB titled, 'Changing The Face of Breast Cancer'.

The new campaign - adam&eveDDB's debut work for the charity - aims to challenge perceptions that breast cancer only affects older women, reinforcing the message that you're never too young to check your chest. With research showing that one in seven women in the UK will be diagnosed with breast cancer, some as young as 20, the campaign serves CoppaFeel!'s mission of encouraging early diagnosis which ultimately saves lives.

The campaign launches with a suite of 30" social films featuring real women from the CoppaFeel! community who have received breast cancer diagnoses. Despite looking aged at the start of each film, when an ageing filter is lifted, we see that these women are in fact younger than initially depicted, aged only 21, 22, and 24. The reveal demonstrates how women who have breast cancer can look just like them, and it is not a disease that only affects women over 30 driving relevancy in younger audiences

The social films break on the 12th June across TikTok, Instagram, and Snapchat and are supported by digital OOH and Spotify, with each campaign execution landing with the message: "You're never too young to check your chest". The campaign was produced by Rogue Films, with media handled by the7stars.

Martine O'Donnell, Coppafeel! Marketing Director said: "Our research highlights that only one third of young people view breast cancer as something that could affect them. With a need to drive the relevancy of chest checking behaviours amongst this age group, we worked with adam&eve to create 'Changing the Face of Breast Cancer'. Telling the stories of three young people diagnosed in their early twenties, we're shifting the perception of what someone with breast cancer looks like. CoppaFeel! are on a mission to drive behaviour change and get every young person to check their chest. This is important because early diagnosis means better outcomes to treatment and can be lifesaving."

Miranda Hipwell at adam&eveDDB said: “Our first campaign for Coppafeel! challenges the thinking among younger people that only older women get breast cancer. It’s a bold campaign that aims to both empower and educate young people, urging them to learn how to check for signs of the disease.”

**For further information, please contact:**

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### **ABOUT adam&eveDDB**

We are a creative agency based in London, Berlin and New York. We believe in the power of creativity to unlock business advantages for brands. We are an agency that feels welcoming and responsible. We work with a range of clients including Amazon, Lucozade, CALM, PlayStation, Eurostar, Marmite, Lloyds Bank, Savills, Volkswagen and Mars.

### **ABOUT CoppaFeel!**

CoppaFeel! are the UK’s only youth focused breast cancer awareness charity, and we’re on a mission to get every 18-24 year old checking their chest. We educate people on the signs and symptoms of breast cancer and encourage them to check their chests regularly, so that if they notice something unusual they are empowered to contact their GP and advocate for themselves. We do this because when diagnosed early, breast cancer treatments are more effective and survival rates are higher. Early detection can save lives. Visit [coppafeel.org](http://coppafeel.org), or [@coppafeel](https://www.instagram.com/coppafeel) on social channels to find out more.