

TO BE CRACKED

OVARIAN CANCER ACTION



THE AUDIENCE

UNAWARE • OVERSTIMULATED • SENSIBLE

Adult women

- At risk of having or currently having ovarian cancer
- Looking for initiatives to support the cause and share their story

The general public

- Diverse audience that requires **multiple touchpoints** to fully reach
- Must be encouraged to contribute to the solution by donating

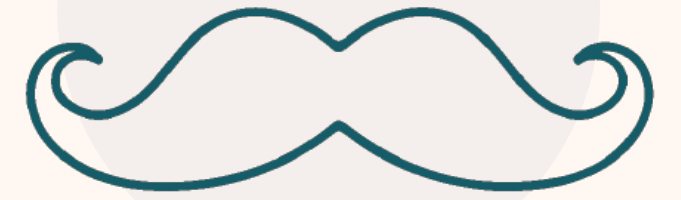
“Between 60 and 70% of principal grocery shoppers are women”

THE INSIGHT

Ovarian cancer is invisible and unknown to most people.

To achieve mainstream recognition, it needs a **symbol** that is the complete opposite: **visible** and **familiar**.

Prostate cancer



Breast cancer



Ovarian cancer



THE BIG IDEA

Turn **eggs** into the symbol
of ovarian cancer



We crack eggs
We aim to crack ovarian cancer



“Ovaries” etymology
comes from “egg”

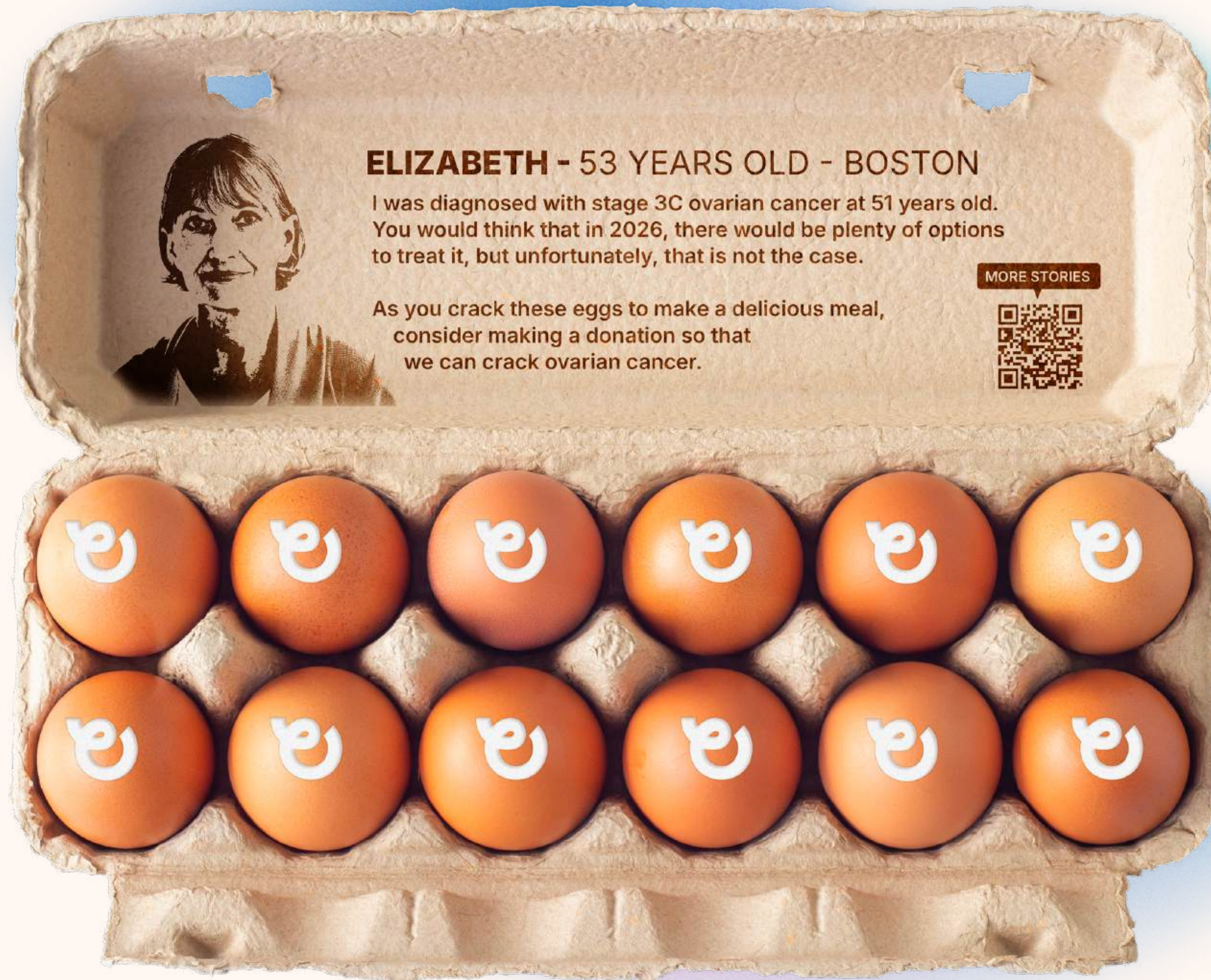


Both share some
symbolic similarities

“ 82% of Americans purchase dairy products or
eggs each time they go grocery shopping ”

DriveResearch, 2024

THE MEDIA STRATEGY



In collaboration with major egg producers and grocery stores around the world, we'll hijack egg cartons.

- Testimonies to give voice to the women living with ovarian cancer
- Engraved eggs

"Charities that include testimonies increase the likelihood of donations by 55%."



THE INNOVATIVE MEDIA

We didn't want to stop at the physical.

By using NFC technology, each egg cartons becomes a gateway to an interactive experience, leading directly to our donation page.

- Interactive **phygital** experience that makes it feel like your phone is scanning each egg in the box
- Data collection



THE DONATION MECHANIC

Real-time egg billboards in high traffic areas.

Displaying donations made through :

- QR code
- NFC experience
- Checkout at the grocery store

Each donation will crack the egg a bit more, turning the donation into a rewarding experience.

“The brain releases dopamine when we receive immediate positive feedback, creating a mental association between giving and feeling good. This dramatically increases the likelihood of repeat donations.”

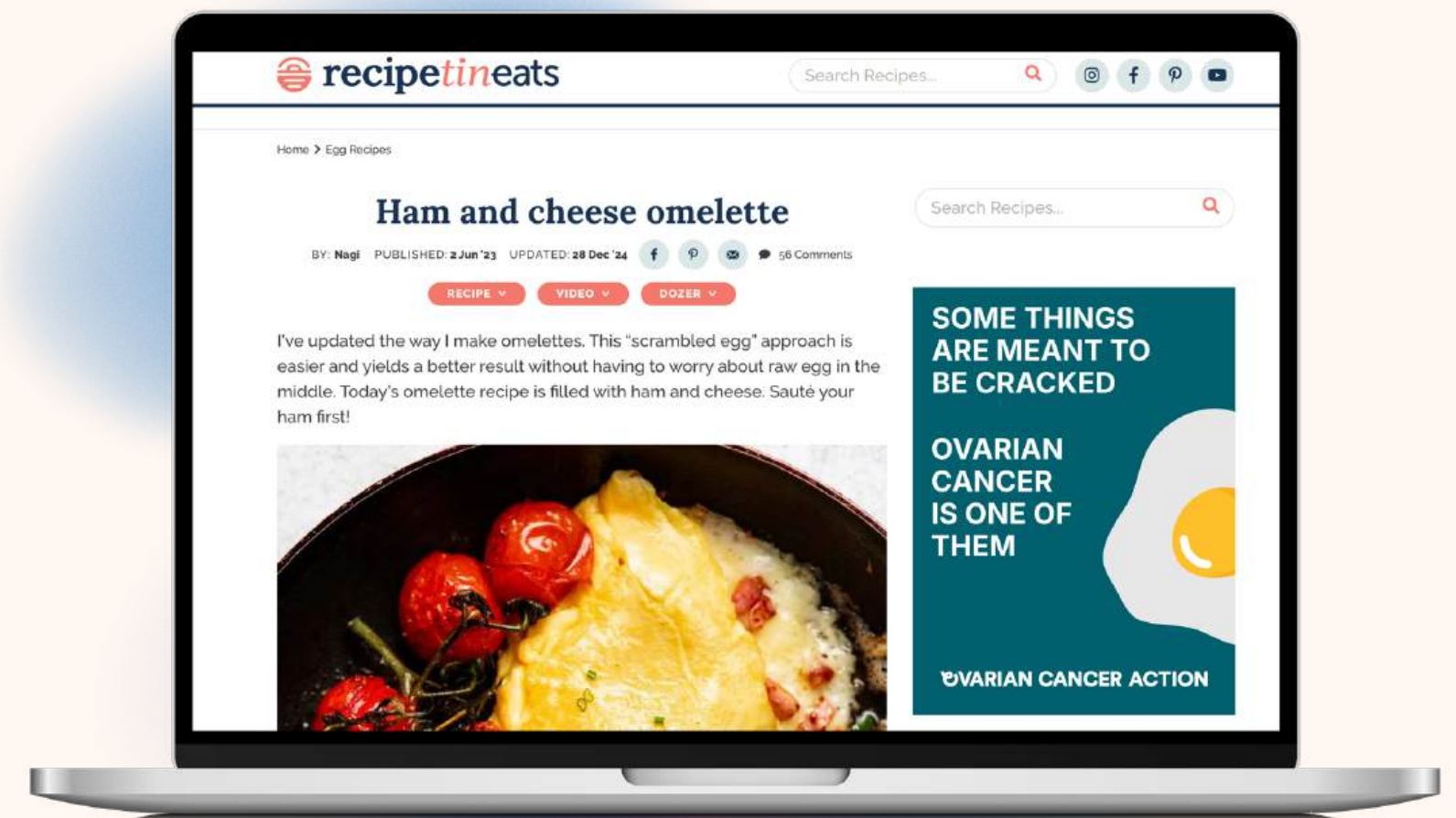
LEVERAGING CONTEXTUAL STREAMING

Banners will be placed in popular TV shows featuring eggs, resulting in playful interactions between the content and the Ovarian Cancer Action foundation.



LEVERAGING CONTEXTUAL BANNERS

Contextual banners will appear on recipe websites featuring eggs. Using NFC data, we will retarget egg buyers to reinforce the message.

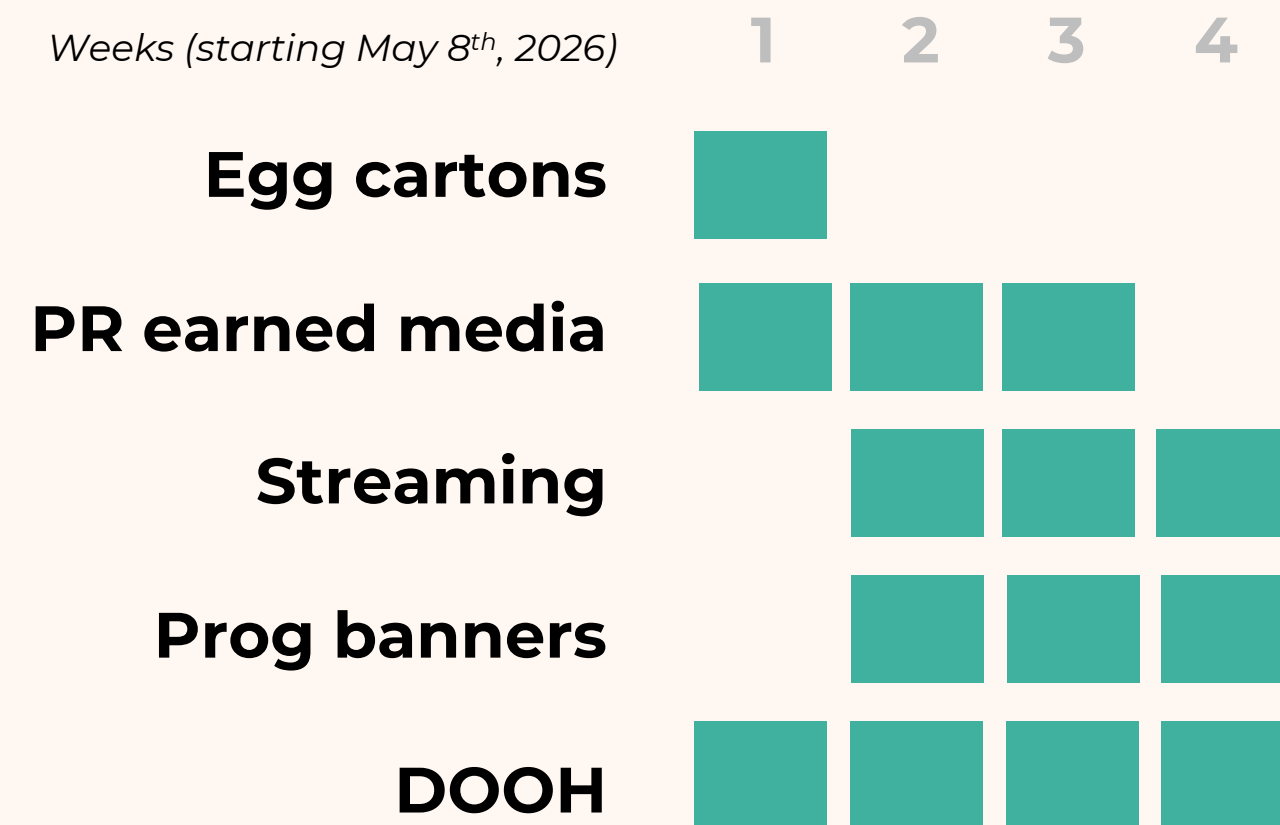


Putting the right ad creative in the right context can double viewer attention

THE DEPLOYMENT

TIMELINE

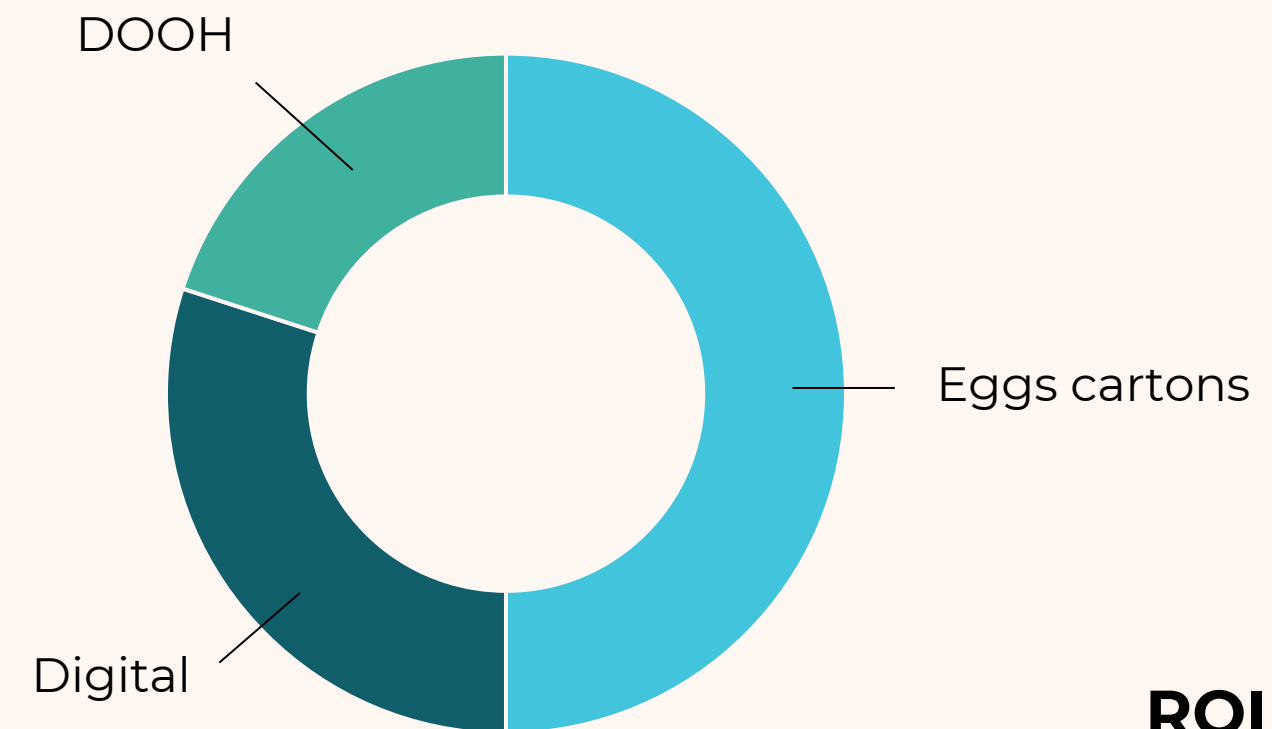
Weeks (starting May 8th, 2026)



BUDGET

Total budget : £ 200 000

Average donation : £ 24



ROI : 157%

THE RESULTS & MEASURING

We will conduct brand lift studies to measure the increased awareness of the Ovarian Cancer Action foundation and the earned media from the various stunts.

Egg cartons

- 10M+ impressions

Survey and foot traffic analysis
+ online mentions & picture sharing
+ NFC tracking

PR earned media

- 100M+ reach

Press monitoring

Digital

- 18M+ impressions

Engagement rate, VCR & CTR

DOOH

- 90M+ reach

Survey and foot traffic analysis
+ online mentions & picture sharing

For OCA :

- +30% awareness about ovarian cancer
- Simple, playful & clever campaign

Bonus : Added value from media vendors

