

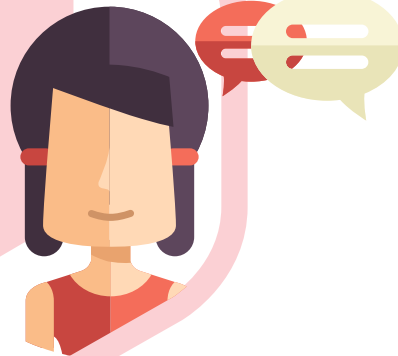
# MEDEOR CASE STUDY



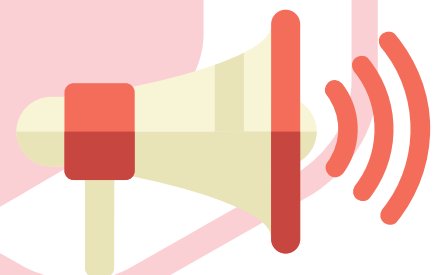
# Demand Generation for Cervical Cancer Awareness

## Objective:

Create awareness  
in women about  
**cervical cancer**



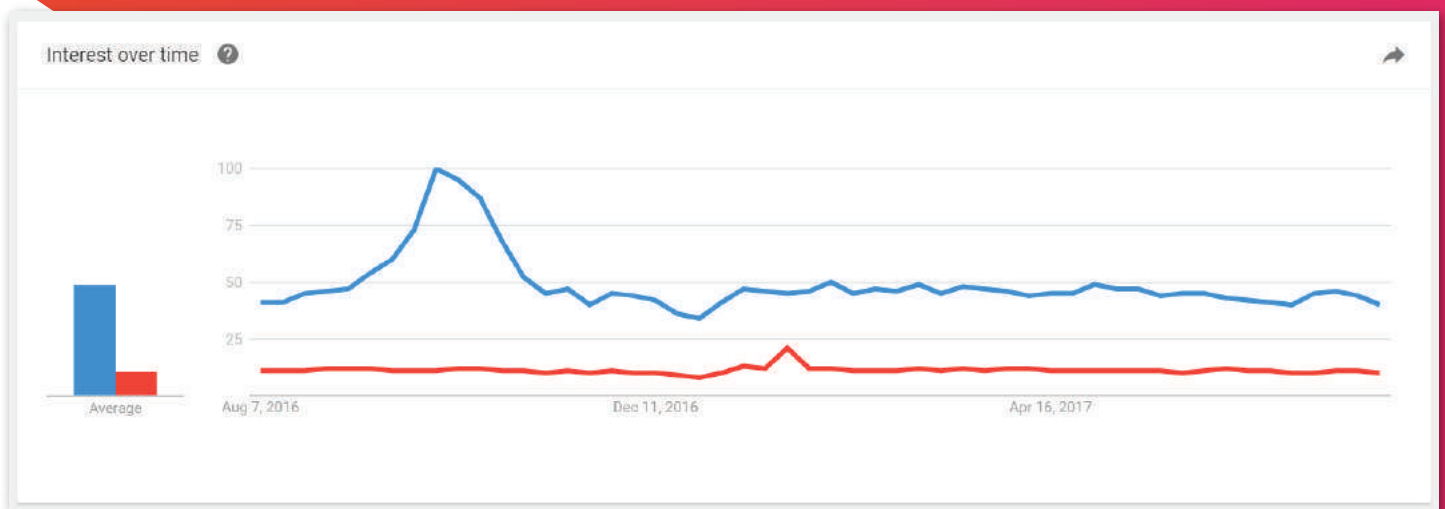
Spread the word  
about **PAP Smear  
Test**



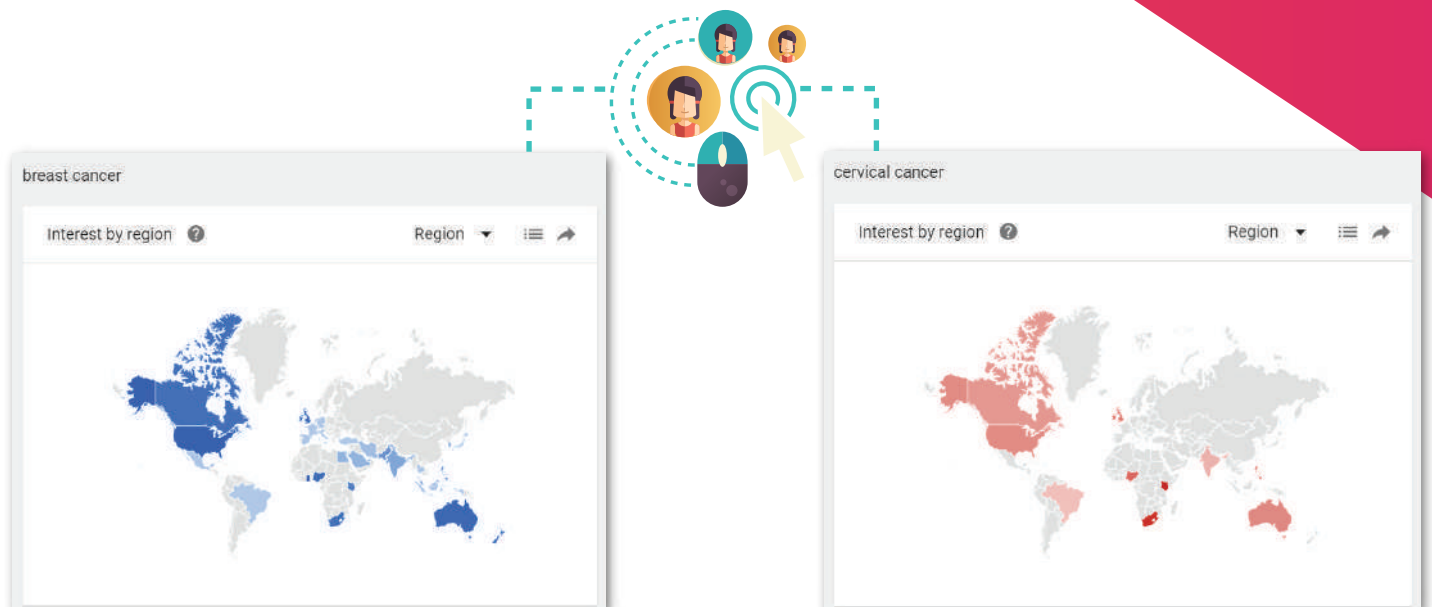
# Challenge

Medeor Hospital, a multi-speciality hospital in Dubai wanted to run a campaign for Cervical Cancer awareness and get users to come to their clinic for the PAP Smear test.

Awareness on cervical cancer is quite low and most women above the age of 35 have not heard about the disease. However, they are aware of breast cancer and the health check up that is required for early detection.



In the Middle East, Cervical Cancer was virtually unknown and most people didn't think it was necessary to get a checkup for the same.



# Insight

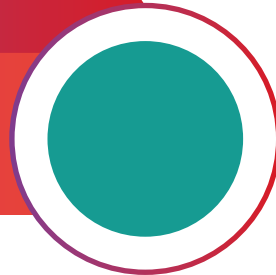
We decided to incorporate a campaign using familiar identities in a market which had absolutely no demand for this test.



Breast Cancer Awareness Logo



Cervical Cancer Awareness Colour



This led us to the concept of the  
**"Think Beyond Pink"**  
Campaign.



Media vehicles used .....





# Creatives



# Campaign Results

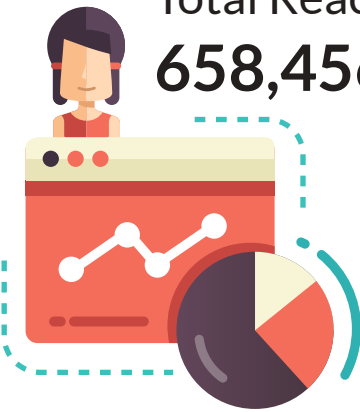
Campaign Duration  
**30 days**



Engagement with Campaign  
**190,000 interactions**  
(views, clicks, likes)



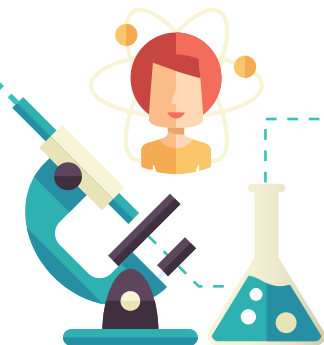
Total Reach  
**658,456 users**



Traffic to the website  
**50,800**(up 500%)



Walk-in for  
PAP Smear Test Consultation  
**150+ women**



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