

Solution

Introducing Snapcheck.

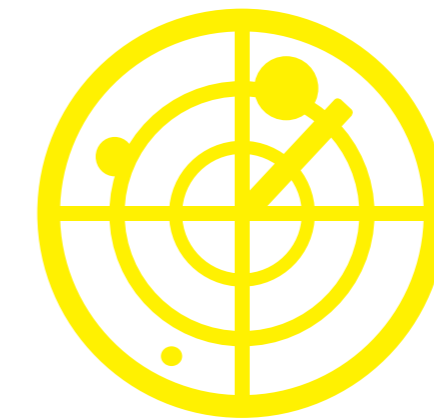
Snapcheck is a partnership with the Cancer Council offering a skin check service via Snapchat. It will run from November to January - the time when people are out enjoying the Australian sun, and also connecting with each other over the festive season.

Why Snapchat?

Even if they do notice a mole or freckle, Millennials and Gen Zs won't get it checked out or discuss it with friends, because they aren't comfortable talking about it. They're also not educated on what to look out for, which makes it easy for them to fall back on the assumption that 'I'd be too young to get cancer.'

So we need to bring the checkup to them, on a platform they're already using. Not just any platform though - one that facilitates the quick and easy exchange of visual information. In a word, Snapchat.

Using text to describe a mole or freckle will fall short, whereas sending a Snap will speak volumes. And potentially save lives.



Snapcheck

