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September 15 2008

Sean Kimerling Testicular Cancer Foundation

Humor puts the viral in nonprofit's videos

Situation

The Sean Kimerling Testicular Cancer Foundation wanted to encourage self-testing for testicular cancer in men age 15 to 45. Creating awareness of the disease was also a focus.

"Many other cancers get much more press, and yet, testicular cancer is a very real concern," says Nick Driggs, writer and video editor for Struck, a creative and design firm that worked pro bono for the nonprofit. "A lot of people don't realize how many men get it every year."

Approach

Struck developed an online campaign, "Carpe testes," and launched a microsite for it at www.carpetestes.org in December. The site features five humorous videos reminding men to examine themselves. One shows a man removing and examining two large blue stones from a safety deposit box, with the message, "Don't forget to check the family jewels." The site also provides facts on testicular cancer and the importance of self-testing.

"We wanted to create videos these men could really laugh at while still getting the message across," says Driggs.

The site was promoted solely through viral marketing. "We didn't have a marketing firm plugging it, so it was authentically viral and grassroots," Driggs explains.

The videos were housed on YouTube.com and, on June 24, one of the videos was featured on that site's homepage.

Results

Since its launch, the microsite has received more than 26,000 hits from 114 countries. On YouTube, the videos have garnered more than 1.83 million views. "We got thousands of comments on YouTube," says Driggs. -Mary

Hurn

Widmer Brothers Brewing Company

Brothers, beer and online marketing

Approach When August 11 was officially named Brothers Day in Oregon, Widmer Brothers Brewing Co. founders Kurt and Rob Widmer, created a campaign to support the event. Beer lovers were invited to celebrate their own brothers and raise money for Big Brothers Big Sisters Columbia Northwest by sending a humorous e-card from the Widmer Brother's Day Web site. The brewery donated \$1 for every card sent.

Results A total of 2,550 e-cards were sent and \$5,000 was raised. -*Chantal Todé*

Arby's

Discount card program is tested

Approach Looking to cut through the clutter of paper fast food coupons, Arby's and Bright Ideas in Broad Ripple created a discount keychain card similar to the loyalty cards used by grocery stores. Targeting college students, the cards were distributed in stores and through direct mail around Fort Wayne, IN from July 2007 to July 2008.

Results The average Arby's ticket in the area increased by 20 cents, and the chain is considering a national rollout of the tags. -*Nathan Golia*

Privateview

Joel Markquart, creative director, Merkle

Trying to get men to pay attention? Humor, if done correctly, always does well — especially if you're talking about... well... your family jewels. You get the idea. This campaign from the Sean Kimerling Testicular Cancer Foundation, with its five very viral videos, speaks to men in a way that only men can understand. I laughed until I cried watching “check your balls,” giggled with my 7-year-old son on the sing-along and then sent the video to all my male friends. And — as I'm sure you are wondering — my own Thompson Twins checked out just dandy, too. Thank you Sean Kimerling Testicular Cancer Foundation.

Maybe because I live in the great Northwest, I'm partial to the Widmer Brothers Brewing Co. Much like their beer, the brothers have crafted a wonderfully rich and satisfying brand experience that flows so well into their Web site like a tall cool pint of amber ale. Sadly, I was disappointed in the “Brother's Day” e-cards that, while trying to be jib-jabesque, fell short of their purpose — to raise money for the charity. Not even an ask at the end.

Ever have one of those moments when you ask yourself, “Why didn't I think of that?” I can see all the fast food chains lining up to follow Arby's simple, yet brilliant idea for its key card campaign. What better way to keep your brand top of mind than to give your customers something to carry in their pocket that literally tells them what to think (“I'm thinking Arby's”).