

SEAN KIMERLING TESTICULAR CANCER FOUNDATION

Creative campaigns from Sean Kimerling Testicular Cancer Foundation, Widmer Brothers Brewing Co. and Arby's



Sean Kimerling Testicular Cancer Foundation

Humor puts the viral in nonprofit's videos

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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*