

CAMPAIGN REPORT

Brazil

EU
SOU E
EU VOU



Dia
Mundial
do Câncer

Junte-se a nós em 4 de fevereiro



FEMAMA

Actions Overview

Website

Portuguese special hot site dedicated to the campaign, with access to UICC documents, FEMAMA content and all call to actions

Digital Media

Facebook, Instagram, Youtube and WhatsApp FEMAMA profiles involved | Informative content | Facebook avatar and WCD Hero Facebook Filter | Social Media covers | Posts to be used by partners and associated NGOs | Direct e-mails to our contacts base | Support of digital influencers

Press

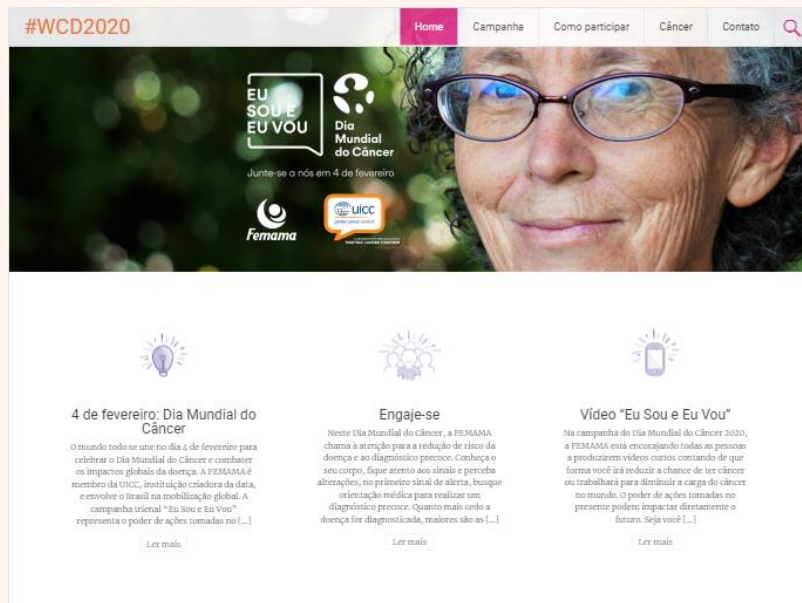
Press releases | Opinion article | Interviews

Local Actions

Enlightenment of Landmarks | Activities supported by local NGOs

Special Hotsite

World Cancer Day 2020



To connect Brazil with the global campaign, FEMAMA prepared a hot site made for WCD 2020, presenting information in Portuguese.

There, people could find how to reduce the impact of cancer in the world, as well as downloadable materials such as social networking covers, posters, etc.

People were also directed to the UICC website in Brazilian Portuguese, and had access to the importance of early diagnosis and different ways to participate in the campaign's actions.

The special hot site had more than **3.800 pageviews** during the campaign.

[Access here](#)

Call to Actions

We invited everyone to accomplish three **call to actions on social networks**. Our followers were encouraged by the questions: Who are you? How can you reduce the impact of Cancer in Brazil? The actions were:



Record a video telling what you are going to do to reduce your risk of cancer

"I'm Dra. Maira Caleffi and I'll fight for the cancer diagnostics in 30 days"



Create or customize an image for social media

"I'm a survivor and I'll inspire others"



Use the campaign frame in the Facebook profile photo

"I am and I Will, Join us on February 4th."

Social Media

FEMAMA took the key messages of the 2020 campaign to their fans and followers on **Facebook**, **Instagram** and **Twitter** in the period: January 20th to February 04th

All posts were accompanied by the hashtags:

#DiaMundialdoCâncer,
#EuSouEEuVou e #FEMAMA

[#WorldCancerDay #IamAndIwill
#FEMAMA]



Simple Post

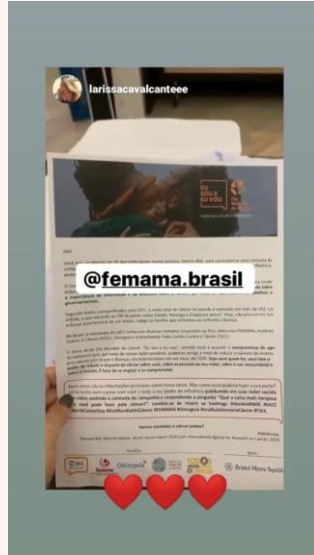


Carousel post

Social Media Digital Influencers

Digital influencers in the areas of health, fashion and politics were also part of the campaign's visibility and engagement strategies on social networks, especially on **Instagram Stories**.

In partnership with BMS (Bristol-Myers Squibb), a World Cancer Day KIT was created and sent by post, containing a T-shirt and a letter on how to engage in the campaign.



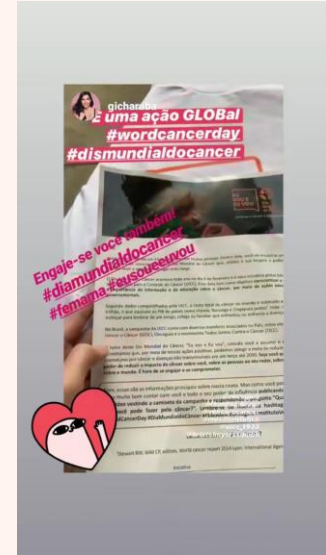
Larissa Cavalcante
54k followers
Presenter



Fernanda Pessoa
12,4k followers
Federal Deputy



Valéria Pacheco Coelho
14.1k followers
Image Consultant



Gi Charaba
34,4k followers
Fashion / Health Segment

NGOs Local Actions



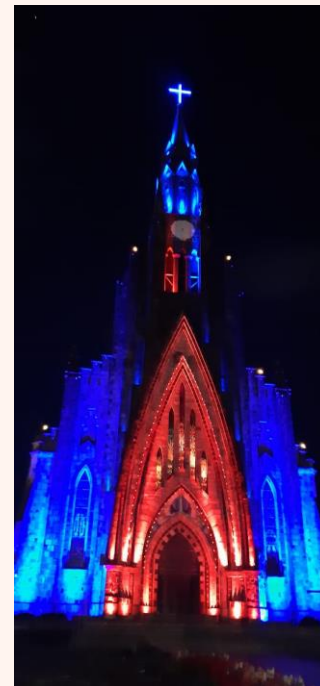
Maracana Stadium
Rio de Janeiro, RJ
(FEMAMA)



Grêmio Arena
Porto Alegre, RS (IMAMA-RS)



Beira Rio Stadium
Porto Alegre, RS
(IMAMA-RS)



Stone Cathedral
Canela, RS
(IMAMA-RS)

World Cancer Day 2020

Summary of Results

Reach - FEMAMA's Facebook page: 82,0648 people;

Website: over 3,700 pageviews to the website

Direct E-mail: Over 80,000 contacts activated via email

Press: 81 mentions in the press related to FEMAMA and World Cancer Day;

Thank You!



Femama

Federação Brasileira de Instituições Filantrópicas
de Apoio à Saúde da Mama

FEMAMA

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