

What if men had *your* breasts?

Rethink Breast Cancer launches innovative public service announcement during Breast Cancer Awareness Month

Canada, October 2002

Rethink Breast Cancer has teamed up with the award winning ad agency ZiG to motivate young women and men to “learn the facts about breast cancer”. The public service announcement, which will appear on television throughout October and November shows a series of vignettes of a man in his 30’s doing various activities throughout his day. The catch is that the man has women’s breasts.

The humorous spot is summarized at the end with the idea that women shouldn’t take their breasts for granted. Viewers are then encouraged to learn the facts about breast cancer by visiting the charity’s website at rethinkbreastcancer.com.

“This PSA is intended to grab people’s attention by using humour rather than fear” said MJ DeCoteau, Executive Director for Rethink Breast Cancer. “Though the delivery is amusing, the PSA delivers a strong serious message by reminding women to make the health of their breasts a priority.” As a young woman who lost her mother to the disease, DeCoteau knows the importance of being informed about breast cancer. “Unfortunately, I meet far too many people who are aware of the cause but have misconceptions about the specific facts.”

“In this day and age, people are bombarded with messages of things to buy, do and see,” said Alison Gordon-Farber, Director of Marketing and Communications at Rethink Breast Cancer. “We want to break through all the clutter and present a positive upbeat message that motivates people to learn the facts about breast cancer.”

“As a part of the demographic we are targeting, we asked ourselves what would motivate us to get informed about breast cancer,” said Elspeth Lynn, principal of ad agency ZiG and co-creative director of the PSA.

“One of Rethink’s mandates is to take the fear out of breast cancer,” said Rose Graziano, art director at ZiG and one of the creative minds behind the spot. “We believe that by using humour, we could address the important messages of breast cancer in a way that is memorable, approachable and positive.”

The talented people contributing to the creation of the public service announcement comprise a creative team unparalleled in the advertising industry. From conception to crew, these highly esteemed professionals have generously donated their time and genius to creating Rethink Breast Cancer’s PSA:

Creative Directors: Elspeth Lynn and Lorraine Tao. Considered the best creative team in Canada. Both visionaries and perfectionists, the principals of ZiG are well known for witty and innovative ads for Kellogg and Fruit of the Loom.

Creative: Rosalinda Graziano (Art Director) and Jennifer Wilson (Copywriter) have worked together for four years. They came to ZiG in February of 2002 after having worked together at Ammirati Puris and before that at Publicis SMW. Their clients at Zig include W Network, Sheena's Place, Olly Shoes and Rethink Breast Cancer.

Director: Martin Granger (Avion Films). Worked with Graziano and Wilson to direct the television campaign for the relaunch of W Network. Granger's hilarious and insightful style of direction made him a natural choice to direct the Rethink Breast Cancer spot.

Director of Photography: Simon Mestel. One of the best in the business, it was a pleasure working with this talented DP.

Editor: Brian Noon (Third Floor Editing). Volunteering his editing expertise, Noon previously worked with the creative team and director on the W Network relaunch.

Music and Sound: Tom Westin and Dave Sorbara (Grayson Matthews). Wonderfully talented composers/producers, Westin and Sorbara have a knack for making spots better with their original and often conceptual tracks.

Rethink Breast Cancer is an innovative new charity dedicated to thinking differently about how to beat breast cancer. By taking a breakthrough approach to all aspects of breast cancer – medical research, public awareness and fundraising – Rethink will play an important role in expanding support for the cause.

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