

# GENETIC TESTING



## Patient Awareness (Unbranded DTC)

### Indication

- Hereditary prostate cancer

### Brand Situation

- Minimal consumer awareness of hereditary cancer and genetic testing
- Non-optimal *BRCA* testing rates

### Brand Strategy

- Increase awareness and drive demand for *BRCA* testing in prostate cancer for earlier detection

### Campaign Objectives

- Drive patients to ask their doctor about genetic testing following mCRPC diagnosis
- Reignite low website traffic

### Target

- Men (60+) diagnosed with mCRPC, Caregivers

## Creative Approach



You might share more than your smile

- While physical family traits are easy to see, hidden genetic risks with implications are passed down as well
- Knowing *BRCA* status can guide treatment decisions and identify hereditary risk in others

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Year

- 2025

Location

- Canada National ENG/FR

Length

- 6 months

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Team Size

- 8-10

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Platforms

- Google Responsive Search Ads
- Facebook/Instagram (Video/Image)
- Google HTML5 Banner Ads
- Google DV360 Ads (Native)



You might share more than your eyes.

**1 in 5** men with advanced prostate cancer have a gene mutation

Now is the time to talk to your doctor about a genetic test.

[testingprostatecancer.ca](http://testingprostatecancer.ca)

Do it for yourself. Do it for your loved ones.

You might share more than your smile.

**A prostate cancer diagnosis can tell you a lot.**

**A genetic test can tell you a lot more.**

Talk to your doctor about a genetic test.

[testingprostatecancer.ca](http://testingprostatecancer.ca)

Do it for yourself. Do it for your loved ones.

You might share more than your style.

**If you have been diagnosed with prostate cancer.**

**A genetic test can tell you more.**

A genetic test can guide your care plan and assess familial risk.

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BANNER ADS

Sponsored

[www.testingprostatecancer.ca/](http://www.testingprostatecancer.ca/)

**Prostate cancer diagnosis? - Prostate cancer on your mind?**

Genetic testing can tell you a lot more. Genetic testing after a prostate cancer diagnosis can guide critical medical decisions. Get Resources.

[Our Resources](#) · [Types of Tests](#) · [Gene Mutations](#) · [Resources](#)

GOOGLE SEARCH AD



Facebook Feeds

Merck Canada Sponsored

If you have been diagnosed with prostate cancer, a genetic test can tell you more.

You might share more than your smile.

Ask your doctor. Do it for yourself. Do it for...

Learn more

Instagram Feed

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You might share more than your smile.

Learn more

STATIC ADS

You might share more than your smile.

PAAB

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DV360 AD

Facebook Feeds

Merck Canada Sponsored

A prostate cancer diagnosis can tell you a lot. A genetic test can tell you a lot more.

You might share more than your eyes.

Ask your doctor. Do it for yourself. Do it for your loved ones.

Learn more

Stories and Reels

Instagram Stories

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You might share more than your eyes.

Learn more

Facebook Stories

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A genetic test can tell you a lot more.

Learn more

Messenger Stories

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You might share more than your style.

Learn more

Instagram Reels

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Talk to your doctor about a genetic test.

[testingprostatecancer.ca](http://testingprostatecancer.ca)

Do it for yourself. Do it for your loved ones.

Instagram Profile reels

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Talk to your doctor about a genetic test.

[testingprostatecancer.ca](http://testingprostatecancer.ca)

Do it for yourself. Do it for your loved ones.

VIDEO ADS

## Services Offered

- Talk to your doctor
  - Visit website to learn more ([testingprostatecancer.ca](http://testingprostatecancer.ca))
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## Challenges

- Targeting very small % of population (<5,000)
  - New media choice for Client, low budget
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## KPIs and Results

- **7.746** MM Impressions
- **55,887** Website visits
- **77,885** Clicks registered
- **61,569** Page views
- Projected increase: *BRCA* testing rates (>**80%**)