

For Immediate Release

HKBCF Breast Health Centre's Marketing Campaign won Marketing Awards

(HONG KONG – 24 Oct 2012) The Hong Kong Breast Cancer Foundation(HKBCF)'s "Three Steps to Breast Health " campaign for the launch of its Breast Health Centre won Silver Award and Citations for Outstanding Small Budget Campaign in the HKMA/TVB Award for Marketing Excellence 2012. It is the first-ever non-profit making organisation winning the top prizes.

Mrs Eliza Fok, Chairman, HKBCF thanked the panel of judges for the recognition and compliment. "The award is an endorsement of our approach to promoting breast health awareness as well as breast cancer screening. With limited budget and resources, we optimise the impact of our efforts with creativity. "

Funded by the Hong Kong Jockey Club Charities Trust, the HKBCF Breast Health Centre was set up in May last year as the first community based, not-for-profit breast health clinic in Hong Kong. It aims to promote breast cancer screening practice among women aged above 40. The marketing and publicity campaign staged between May and August last year connected the breast health educational message with mahjong game, a popular pastime for our target groups. The two circle tile was made icon of the campaign, resembling the breasts. The mahjong-related slogans such as "To win you can't just rely on self-feeling (i.e. What we call "自摸" in Chinese); "none of the three (steps) can be missed" (i.e. three players are insufficient for a proper mahjong game) underlining our key message in a fun and memorable way.

The campaign was proved to be a success. In the first month after the launch, the BHC received 1,600 calls and more than 500 service users. To date, more than 7,000 people got screened at the Centre; 117 of them were diagnosed with breast cancer. Detection rate is 1.6%.

The judges commended, "the campaign is a shining example demonstrating the power of effective marketing in promoting social ideas. With limited budget and resources, the



campaign has successfully changed the mindset and behavior of its target audience towards breast health through exceptional promotional tactics, with creative, easy to understand and impactful promotional tactics. The use of celebrity, Ms Teresa Mo for three roles in the TV commercial added fun to the advertisement.”

View the TV ad: www.youtube.com/hkbcf