

## The New Pap

Our client Roche Diagnostics approached us with a challenge: While many women around the world are now being offered an HPV DNA test as part of routine cervical cancer screening, Canadian women are still being offered the Pap test. The Pap test has been used in Canada for over 70 years, and has greatly reduced the number of women who die from cervical cancer. However, for a variety of reasons, there is still a risk of a “false negative.”

The HPV DNA test is available to women in Canada, but it is not being offered in primary screening — women need to ask for it.

That was our goal with this campaign: Get Canadian women interested enough in their cervical health to ask their physician about new tests available.

Our research showed us that, while women know they should get a regular Pap test to screen for cervical cancer, they often don't know that cervical cancer is almost always caused by HPV. Plus, young women in Canada have been offered the HPV vaccine since 2007, so many think they are immune, which is not the case.

Education was the way to go!

With lines telling women “There's a New Pap in town” or “Do your homework” we made it clear for them that new options existed and were available to them. The “New Pap” terminology allowed us to capitalize on women's familiarity with the Pap test and make it clear how this test fits into their personal care.

Then we chose Instagram and Facebook stories as the main media to disseminate our message. We also decided to do a companion message on dating apps to make our campaign as hard to miss as HPV. (It's really common: up to 75% of sexually active Canadians will have at least one HPV infection in their life.)

We launched the campaign with a series of “teaser” stories on Instagram, aimed at getting women to question their knowledge about HPV, the Pap test, and cervical cancer.

We followed the teasers with a campaign announcing “The New Pap” to the world. The retro-inspired stories captured users' attention and sent them to an educational website. Both the website and the social accounts offered education about HPV, cervical cancer, and the differences between a standard Pap test and the HPV DNA test. The bottom-line CTA pushed women to talk to their doctor about getting an HPV DNA test.

The teaser campaign got women's attention: 12,776 Canadian women answered our polls (spoiler alert: it turns out they really don't love the Pap test.)

The awareness campaign got women talking (and researching): After just one week, the social media campaign reached 998,019 impressions, surpassing the campaign KPI with a month left to run. We also saw a click-through rate of 4% on Google, beating industry benchmarks.

You can view this [story in a video format following this link](#).

Please check out the campaign website: <https://usinfo.roche.com/thenewpap.html>

Also, you can access the [Facebook page](#) and [Instagram page](#), if desired, to see the video ads.

