

Breast Cancer Awareness

Hologic Empowers Patients to Demand Early Detection

SUCCESS STORY:

Global healthcare and diagnostics company Hologic partnered with Brand Networks, the leading provider of relevance-driven native social marketing software and services, to raise awareness about new technology in the fight against breast cancer. Hologic launched a campaign around the Genius™ 3D MAMMOGRAPHY™ exam to inform consumers, in turn influencing insurers to cover 3D™ breast exams.

13.6M
impressions



250K+
engagements

MEET HOLOGIC AND THE GENIUS™ 3D MAMMOGRAPHY™ EXAM:

Hologic is a leading developer, manufacturer, and supplier of premium diagnostic products, medical imaging systems, and more. For more than 30 years, Hologic has pushed the boundaries of science to develop life-changing solutions, including the technology behind the Genius™ 3D MAMMOGRAPHY™ exam.



The Genius™ 3D MAMMOGRAPHY™ exam is advancing breast cancer detection, the first breast tomosynthesis exam approved by the FDA as clinically superior to traditional mammography. Healthcare is known for its relatively slow adoption of new technology, and even after over 100 successful clinical studies, many insurance companies still do not cover Genius 3D™ exams. The marketing team at Hologic is out to change that.

"The team at Brand Networks and their software allowed us to inform millions of Facebook users about our cutting-edge technology and the research behind it. This patient awareness is helping Hologic move our whole industry forward."



-Dmitriy Kuzin
Director, Integrated Brand Marketing
HOLOGIC

ABOUT BRAND NETWORKS



Brand Networks delivers relevance-driven native social advertising and content marketing to 650 enterprise customers, including half of the Fortune 100 and 17 of AdAge's 25 Most Advertised Brands. Contact us at: newbusiness@bn.co

THE GOAL:

Women around the world are monitoring their breast health through cancer screenings, but what about screening accuracy? Hologic partnered with Brand Networks to expand patient awareness of its Genius™ 3D MAMMOGRAPHY™ exams, which are available in all 50 states and can detect 41% more invasive breast cancers than 2D mammograms. By communicating the value of 3D™ screenings to consumers, Hologic hoped to inform physicians and insurance companies, with the ultimate goal of increasing coverage and adoption.

THE STRATEGY:

Hologic and Brand Networks agreed on the importance of consumer advocacy to champion the company's Genius 3D™ technology. By incorporating real voices, the teams hoped to create a sense of urgency that the healthcare industry would not be able to ignore. To foster that urgency, Brand Networks collaborated with the company to create a 3-phase campaign, designed to drive consumer advocacy to create mass awareness and action:

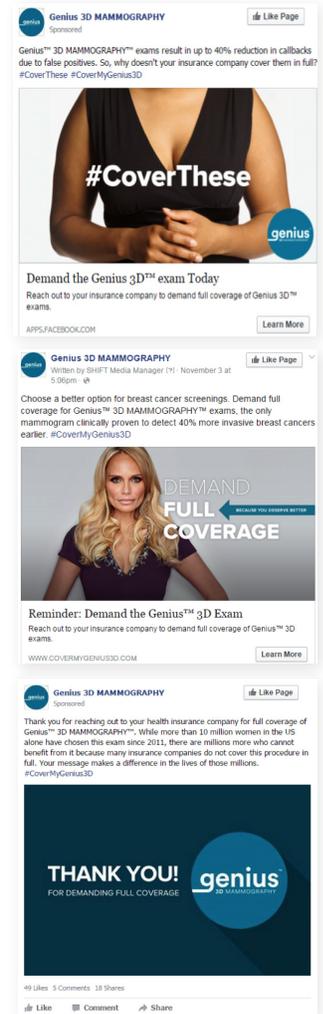
Phase 1) Testing: Brand Networks leveraged **Smart Content**, a digital equivalent of in-market focus group testing, to evaluate multiple creative concepts. This established that the “#CoverThese” concept, which incorporated scroll-stopping images and relatable content, was statistically proven to perform best.

Phase 2) Execution: The “#CoverThese” Facebook ad campaign kicked off, driving users to a Brand Networks-built web app that allowed users to post demands for coverage of 3D MAMMOGRAPHY™ exams on the Facebook Pages of leading insurance companies. Those who clicked on the ads without completing the process were retargeted with special “Reminder” ads on Facebook, which boosted conversions.

Phase 3) Follow-Up: Later, users who completed the posting process were retargeted with special “Thank You” ads to let them know they were an important part of the movement. This boosted positive sentiment around the campaign and increased word-of-mouth awareness.

THE RESULTS:

In three months, the Hologic campaign resulted in **13,600,000 impressions**, nearly **60,000 link clicks** to the web app, over **255,000 engagements** (including likes, comments, and shares), and **6,081 total conversions** (defined as posts on insurance company Pages). The campaign also outperformed click-through rates by up to **3X the objective**. Furthermore, the “Reminder” and “Thank You” ads saw the highest engagement rates, indicating that participants felt acknowledged and appreciated for their involvement in the fight against breast cancer.



Disclaimer: Genius 3D MAMMOGRAPHY(TM) exams are available only on the Hologic Selenia(R) Dimensions(R) system. Please consult your physician for a full list of benefits and risks associated with mammography. Hologic, 3D, 3D Mammography, Dimensions, Genius, and Selenia and associated logos are trademarks and/or registered trademarks of Hologic, Inc. and/or its subsidiaries in the United States and/or other countries.

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