

**DEVELOPING CONTENT
FOR SOCIAL MEDIA
TO SPARK HEALTH BEHAVIOUR CHANGE**

@MARISACAPLE | VP | EVIDENTLY TORONTO



A PIECE OF WORK



8+ MILLION VIEWS

149 COUNTRIES

1.2M+ FACEBOOK SHARES

30K+ TWEETS

7/10 MOST SHARED ADS OF 2011

The first time someone tried to show me this, I was thinking "Oh God! It's 5 mins. long...I'm busy, don't they know how busy I am?!" But then, I realized how powerful the message was, and how well put together it was! And then, I did check my skin...and then I went to the doctor...and then I had the mole excised (removed) and biopsied, and then diagnosed...and guess what, I have melanoma...so glad someone forced "busy me!" to stop for 5 minutes and save my life!!!

[leahsk2003](#) 4 months ago 203 





evidently

The David Coxfield Melanoma Fund

http://www.dcof.org/tools

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A place for all those whose lives have been touched by melanoma

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OBJECTIVE

AUDIENCE

OBJECTIVE

THE GOOD STUFF

AUDIENCE

TELL A STORY

**LOWER
BARRIERS**

**EXCHANGE
VALUE**

CALL TO ACTION



**EXCHANGE
VALUE**



TELL A STORY

CALL TO ACTION



**LOWER
BARRIERS**

YouTube - Broadcast Yourself

http://www.youtube.com/ Google

Dear 15-year-old me
MELANOMA IS A YOUNG PERSON'S DISEASE.

Facebook Twitter Love

David Corfield Melanoma Fund
 2008 Canada's Channel

Uploads Average Uploads

Dear 15-year-old Me



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 Dear 15-year-old Me
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Dear sister you are all we
MELANOMA IS A YOUNG PERSON'S DISEASE.

David Campbell Memorial Fund

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Dear 18-year-old Me



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Dear 10-year-old me
MELANOMA IS A YOUNG PERSON'S DISEASE.

Facebook Twitter Love

Share This Link

Share On your own timeline

If you could give one piece of advice to your 10-year-old self, what would it be?

Dear 10-year-old Me
http://www.youtube.com/watch?v=...
FOR TOOLS & INFORMATION:
http://bit.ly/ka7ools This film was made possible thanks to the generosity of real Canadians and Americans who've been here before that...

1 of 3 Videos & Thumbnails
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Dear 10-year-old Me
Dear 10-year-old Me
Dear 10-year-old Me
Dear 10-year-old Me
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Dear 10-year-old Me

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**ENGAGE
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YACHT FUND

20

**“NEVER CRITICIZE A MAN
UNTIL YOU’VE WALKED A MILE
IN HIS MOCCASINS.”**





BEING HUMAN

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THANK YOU
@MARISACAPLE