

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 





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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

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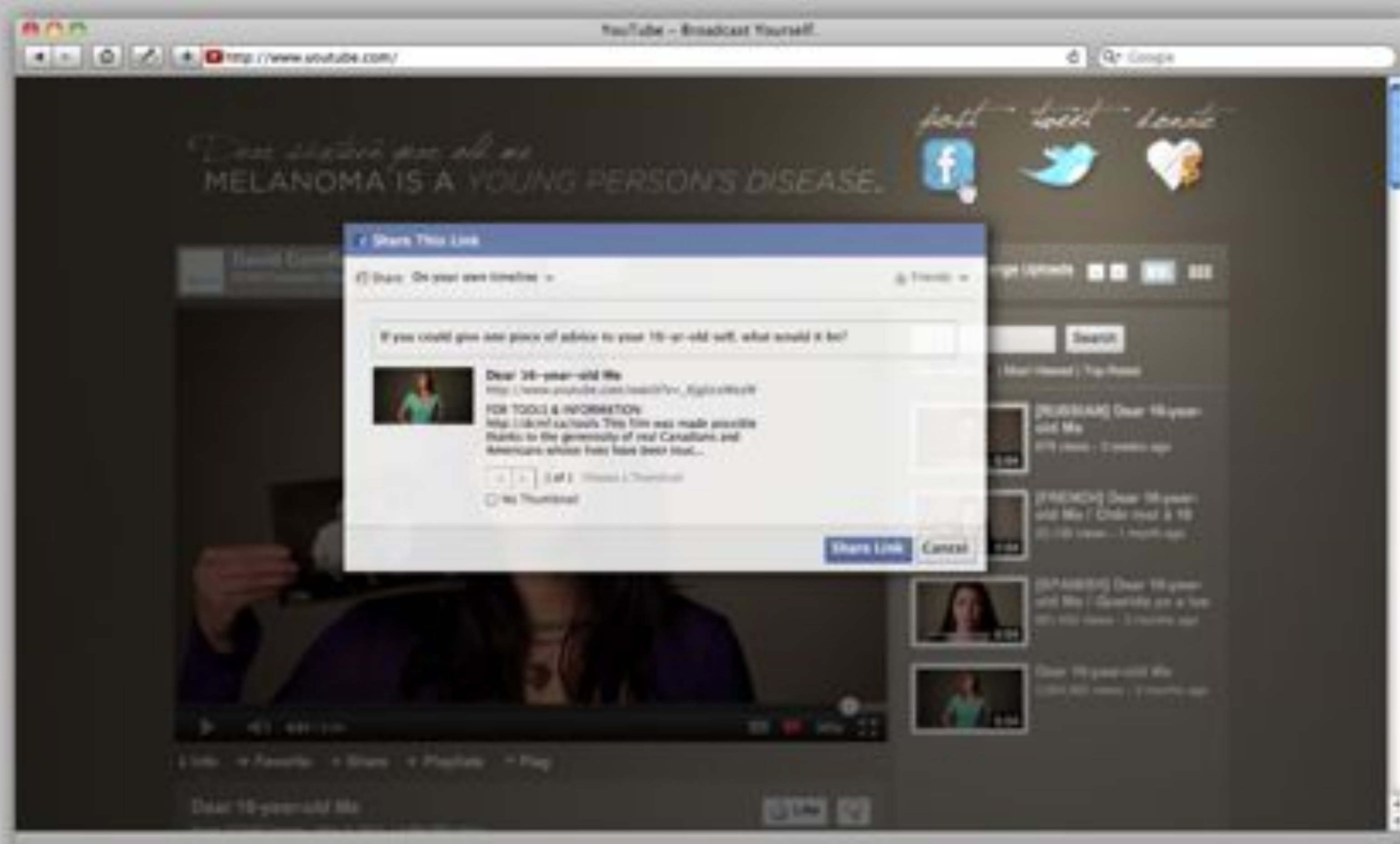


**LOWER
BARRIERS**













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CALL TO ACTION

**ENGAGE
EMPATHY**

TELL A STORY

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





BEING HUMAN

**EXCHANGE
VALUE**

CALL TO ACTION

**ENGAGE
EMPATHY**

TELL A STORY

**LOWER
BARRIERS**



**ENGAGE
EMPATHY**

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THANK YOU
@MARISACAPLE