



# INFLATING AWARENESS

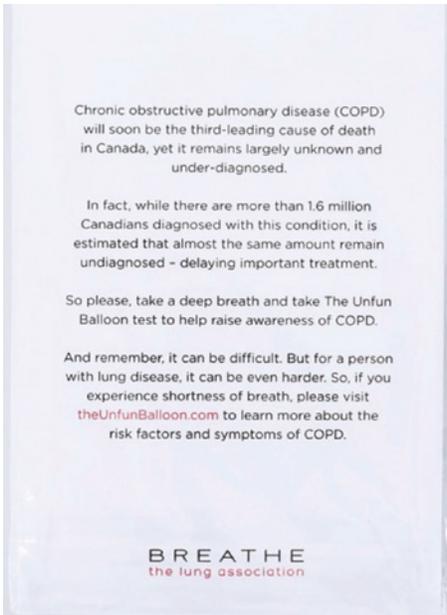
The Lung Association embraced the personal and physical nature of direct mail to raise awareness.

Approximately 3.2 million Canadians live with chronic obstructive pulmonary disease, including emphysema and chronic bronchitis. About half don't know, preventing them from seeking treatment. The Lung Association is dedicated to helping all Canadians breathe. To raise awareness of the disease, it created an unusually simple test people can do at home. Anyone with the disease has shortness of breath when completing simple tasks, so an easy way to test for it is to see if they can blow up a balloon.

The organization used direct mail to target residents in the Greater Toronto Area [GTA]. The emblazoned red balloon came in a small packet with information about the disease and a reference to the campaign website, theUnfunBalloon.com. Capturing the attention of everyone wondering why a balloon had lost its mojo, direct mail put a health test right in their hands.

The tactile mailing made an emotional connection and the balloon also served a higher purpose by potentially saving lives. The multi-channel campaign included transit ads, featuring an image of an uninflated balloon, directing people to the website for more information. The direct mail pack was also available for free at select retailers.

Website visits increased by 776 per cent as awareness spread about a test that's OK for everyone to blow.



CLIENT: The Lung Association of Ontario | PRODUCT: COPD test | COUNTRY: Canada | AGENCY: BBDO Toronto | AGENCY TEAM: Chief Creative Officers: Denise Rossetto, Todd Mackie | VP ACDs: Chris Booth, Joel Pylypiw | Art Director: Bryan Howarth | Account Coordinator: Nasreen Mody | VP Group Account Director: Rebecca Flaman Account Director: Saloni Wadehra | Marketing: Peter Glazier, Monica Kocsmaros