

‘Save the Box’ campaign aims to raise awareness and donations for gynecological cancer

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Saatchi & Saatchi Wellness today launched a unique campaign via an outdoor event in Martin Place for client ANZGOG (Australia and New Zealand Gynecological Oncology Group).

Exactly 1,743 simple cardboard boxes were used to create a huge series of walls and structures, each box representing a death from gynecological cancer over the previous year. Large billboards were placed nearby, explaining that this 'box memorial' was designed to get Australians to open up about a subject the majority of women are embarrassed to talk about. The campaign informed viewers through relevant facts incorporated throughout the entire installation and leaflets distributed by women wearing cardboard boxes, the carefully positioned triangular logo leaving viewers in no doubt as to the subject matter.

To coincide with the event, an original song and video-clip was launched online, depicting a large number of women, many of them cancer survivors, marching and drumming while wearing the boxes. The film finishes with the cast solemnly bowing their heads in memory of those lost to the disease.

Within hours of launch, #savethebox was all over social media, and the video had been viewed by thousands. The cause was also taken up through selfies and social posts by several high-profile stars including Ita Buttrose, Johanna Griggs, Jane Azzopardi, Lavinia Nixon, Jessica Rowe and Annalise Braakensiek, just to name a few.

