

## HelloFCB+'s new campaign for Cansa urges men to their prostate tested

HelloFCB+'s new campaign for the Cancer Association of South Africa (Cansa) encourages men to get a prostate blood test at one of Cansa's Care Centres.

'Don't Fear The Finger', an integrated advertising campaign inspired by the classic horror movie genre, launched during men's health month in November with a TVC that removes the fear and encourages men to go for a test. The spot follows a man tentatively going for his first prostate exam only to find out that his fears are completely unfounded.

Social videos and online banners also use suspense and fingers to point men to the campaign microsite where they can book an appointment at their nearest Cansa Care Centre.

For more, visit: <https://www.bizcommunity.com>