

BreastCancerAwareness.com

BreastCancerAwareness.com is an online resource for those whose lives have been affected by breast cancer.

Challenge:

Drive site traffic and create a “viral” component for new site launch of BreastCancerAwareness.com.

Results:

- “How well do you know your breasts?” video reaches Google Video’s Top 100 list within 3 days, peaking at #4
- BreastCancerAwareness.com videos receive over 500,000 views within first 3 days of launch
- Over 4,000,000 views/downloads in aggregate in first 12 months of campaign