

Portfolio Case Study: Thyroid Cancer Awareness Campaign

Problem/Opportunity Statement

The task was to develop a visually cohesive and impactful Thyroid Cancer Awareness campaign that educated healthcare providers and informed patients about the importance of early thyroid cancer detection. The campaign aimed to increase awareness, drive engagement across multiple platforms, and encourage patients to schedule early screenings. The challenge was to create a comprehensive suite of materials that would resonate with both healthcare professionals and patients, ensuring broad reach and engagement.

My Role as the Senior Graphic Designer

As the senior graphic designer, I was responsible for the creative direction and execution of the campaign. My tasks included:

- Conducting research to understand key messages and information relevant to thyroid cancer awareness.
- Designing LinkedIn posts targeting healthcare professionals to highlight the importance of early detection.
- Creating engaging Facebook content and Instagram posts to inform and motivate patients.
- Designing printed materials such as postcards and posters for patient education.
- Developing internal materials for employees, including digital displays and email templates, to ensure consistent messaging across the organization.
- Collaborating with the marketing team and stakeholders to align on campaign goals, messaging, and distribution strategies.

Tools Used

To deliver the campaign effectively, I utilized the following tools:

- **Adobe Creative Suite** (Illustrator, Photoshop, InDesign): For designing social media graphics, printed materials, and internal communications.
- **Microsoft Office Suite**: For collaborating on content and integrating feedback from various stakeholders.
- **Microsoft PowerPoint**: For developing design mockups, presenting initial concepts, and final internal display boards.
- **Microsoft Teams**: For communication and collaboration with the project team and stakeholders.
- **Workfront**: For project management and tracking progress to ensure timely delivery.

Achievements

The Thyroid Cancer Awareness campaign achieved several key outcomes:

- **Global Reach:** The campaign achieved over 19 million impressions worldwide, significantly increasing awareness about thyroid cancer.
 - **Impression Breakdown:**
 - 11.3 million on Facebook (3.2M US, 8M CEMA, 1M LATAM)
 - 480,000 on LinkedIn
 - 7 million on Instagram
- **High Engagement:** The campaign saw significant engagement across platforms:
 - **200+ leads generated**
 - **LinkedIn click-through rate: 0.75%**
 - **1,604 unique website visits**
- **Paid Media KPIs:**
 - **US:**
 - 26,000 impressions
 - 0.59% click-through rate
 - **Canada:**
 - 5,100 impressions
 - 0.94% click-through rate
 - **CEMA/EMEA:**
 - 15,000 impressions
 - 1.05% click-through rate
- **Increased Screenings:** The campaign successfully drove hundreds of patients to schedule early screenings, demonstrating the impact of the initiative on public health.

The Thyroid Cancer Awareness campaign showcased the power of thoughtful and strategic design in public health initiatives. My role as the senior graphic designer was crucial in creating a visually cohesive and impactful campaign that resonated with both healthcare providers and patients, ultimately contributing to increased awareness and early detection of thyroid cancer.