

Zearing

We're experts in explaining

KREFTFORENINGEN CASE STUDY



KREFTFORENINGEN

The Norwegian Cancer Society

One of the largest organisations in Norway representing those, who have been affected by cancer.

In 2015, the organisation had 113 000 members, 25 000 volunteers and 190 employees dedicated to supporting those affected by the disease and promoting cancer prevention.

Cancer caused by smoking is an ongoing topic and Kreftforeningen is constantly working on research, preventive measures, information, support, advice and lobbying on this subject.

In February 2017, as part of the "The fight against smoking: The definition of win-win" campaign, Kreftforeningen decided to make a scribe video that would shine the light on the consequences of smoking and the necessity to strengthen preventive measure for smoking-related cancer.

Problem

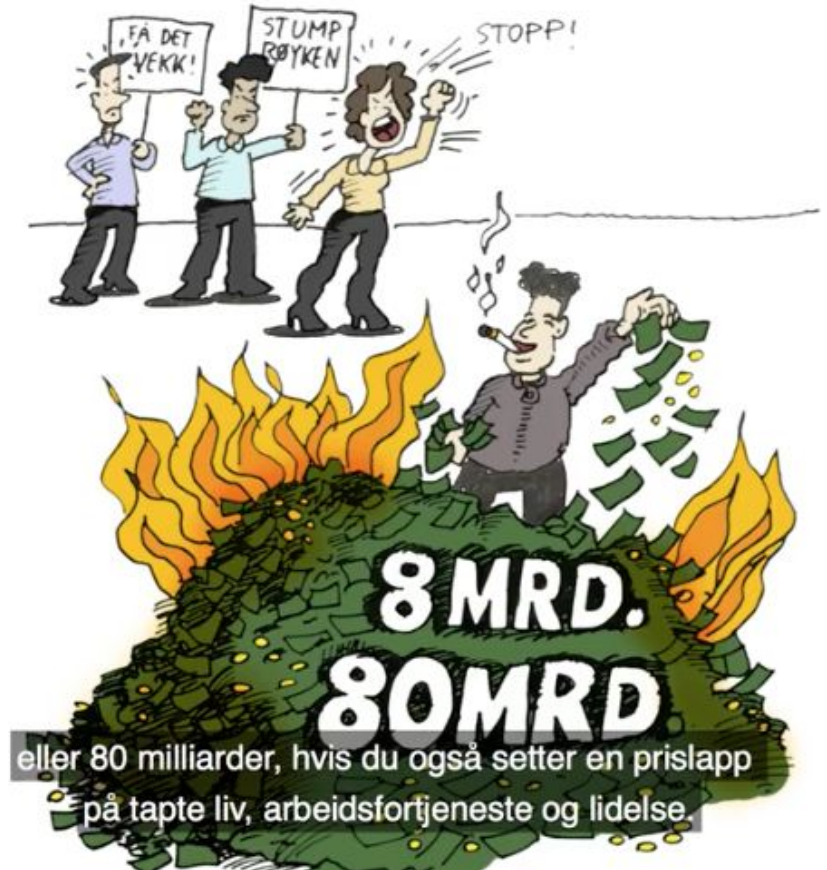
Prevention & support

Solution

The main problem with producing a scribe video on the harm of smoking lied in the amount of information (facts) to be presented in the video.

It was also crucial to depict the topic with not too much sentimentality – clear facts before emotions.

According to the briefing, the video was to be informative and lively at the same time.



Examples

The marketing department of the Norwegian Cancer society was very clear on what information they wanted to be demonstrated in the video.

Such good preparation of the content for the narrative allowed the creative team to spend more time to focus on the integration of the content into the drawings.

The copywriter wanted to maintain the balance of abstract concepts and concrete examples.



Statistics

In this project, statistics played an essential role, where numbers had to be contextualised in order to be understood and well-perceived.

Zoaring's creative team worked closely with the marketing department in order to put the numbers into context.

The copywriter used symbolism (moat with graves, firefighters trying to catch people falling from the sky, etc.).

It was important to keep the mood in the video serious, but at the same time not too "dark".



Production

Illustrator & voiceover

The style of the illustrator, who was chosen for this project can be characterised as both playful and realistic.

The voiceover was done by an actress from Rogaland Theatre. She has a lot of voiceover experience and could masterly highlight the right emotions in different parts of the scribe video.

The scribe video was meant to be shown for the first time on World Cancer Day, February 4, 2017.

Since the scribe video was part of a social media campaign, it had to be short and to the point.

To be used in...

Social media



 **Kreftforeningen**
about 3 months ago · 🌐

Røykeslutt er vinn-vinn
Røykeslutt gir kreftkutt. Kreft på grunn av røyking er helt unødvendig, og nedgangen i røyking går ikke fort nok. Vi må gjøre mer med tobakksforebyggende arbeid enn vi gjør i dag for å nå målet om et tobakksfritt samfunn innen 2025. Røyking koster den enkelte liv og helse, og samfunnet enorme summer. Derfor har vi røykeslutt som tema på Verdens kreftdag! Les vår ytring: <http://bit.ly/røykeslutt>

29,152 Views

👍 Like 🗨 Comment ➦ Share 📷

👍 🗨 📷 457 Top comments ▾

187 shares

 **Grete Bergseth Sylthe** Jeg fikk et spørsmål fra barna mine en gang for lenge siden, når skal du slutte å røyke mamma? Det skal jeg gjøre når jeg skal bli bestemor svarte jeg. I dag er mitt eldste barnemann 25 år og len har vært røykfri like

 Write a comment... 📷 📷 📷

The video was a great success!

- More than 29 000 views
- Almost 200 shares on Facebook

[Watch video](#)

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