

Brand: CoppaFeel

Sector: Charities

Primary Objective: Awareness

Formats used: Social

Background and Overview:

CoppaFeel! is a breast cancer awareness charity, based in London. It was founded in 2009 by twin sisters Kristin and Maren Hallenga, after Kristin was diagnosed with breast cancer at the age of 23. The charity's mission is to educate young people about the disease, and to encourage them to check themselves regularly.

The Goal: CoppaFeel! wanted to encourage more younger people in the UK (aged 18–29) to check their breasts and chests regularly, with a friendly educational campaign.

What was the role of digital within the media mix?


In the UK, where CoppaFeel! is based, all women over the age of 47 are offered free breast health screening by the National Health Service, but not all breast cancer sufferers are over 47—and not all are women.

CoppaFeel! decided to reach out to younger people where they spend their time—on social media. The charity used a variety of channels, including Facebook and Instagram, to encourage people to use the Messenger experience—called the “Boob Bot”—which was developed in collaboration with Facebook Creative Shop and built with the Spectrm.io chatbot platform.

On Facebook and Instagram, poll ads, carousel ads and video ads were used to invite people to click through to find out more about the “Boob Bot” Messenger experience on the CoppaFeel! website.

The “Boob Bot” experience itself, when opened, asked viewers a few questions about their breasts or pecs—including which terms they preferred to use in reference to their own body. Depending on the answers received, it then showed people the best method of examining themselves and invited them to sign up for monthly self-check reminders.





The tone of the messages was consistent with the irreverent tone of CoppaFeel!, making light work of the serious business of healthcare. The playfulness of the interactive ads proved particularly appealing to the target age group, and its inclusivity was also highlighted in positive reactions across social media. The campaign message was also amplified by key influencers on Instagram.

Results / Achievements:

CoppaFeel!'s Messenger experience successfully taught younger people how to examine their chests, and encouraged them to do it regularly. A brand lift study found that between November 2019–January 2020, the campaign achieved:

- 16,000 self-checks completed via Messenger experience
- 22% of people who engaged with the Messenger experience signed up for monthly reminders
- 99% of people claim to feel more confident checking themselves after using the experience
- 24-point lift in ad recall
- 4.9-point lift in action intent

What was the killer headline?

Raising health awareness with a self-check Messenger experience

