

American Society of Plastic Surgeons & Plastic Surgery Foundation

Breast Reconstruction Awareness Campaign

THE SITUATION:

The American Society of Plastic Surgeons and the Plastic Surgery Foundation team up annually to raise awareness around breast reconstruction options. The duo asked Zeller Marketing & Design to help them launch a rebranded campaign to increase awareness and engagement.

OUR SOLUTION:

After conducting research, we found that only 23% of women know about all of the breast reconstruction options available to them. This became the driving force behind the campaign—to close the loop on breast cancer and empower women to make informed decisions about their reconstruction options. We developed a new visual identity that blended strategic messaging with a fresh, bold design to support the initiative—advocating for women to raise their voice, share their stories and help educate other women.

THE RESULT:

Zeller met the campaign objectives by generating massive awareness and increased community engagement through strong brand development. Multiple marketing channels were used to promote fundraising events and highlight numerous ways for the community to get involved, including print, email, direct mail and more.

Thousands of voices
sharing all of
your choices

Breast Reconstruction Awareness Day

Be aware, share and care

The Breast Reconstruction Awareness Fund of The Plastic Surgery Foundation was created to engage, educate and empower every woman diagnosed with breast cancer to make informed decisions about reconstruction.

OUR MISSION

- 1 We fund grants to organizations that focus on increasing awareness and providing education to women and their family members.
- 2 We provide financial assistance to uninsured or underinsured women seeking breast reconstruction following a lumpectomy or mastectomy.

“Until we find that cure, there needs to be an advocate for options in breast reconstruction.”

CLOSE THE LOOP

Since passing the Women’s Health Care and Cancer Rights Act in 1998, health plans that offer breast cancer coverage have been required to provide coverage for breast reconstruction and prostheses. Yet studies have revealed that the vast majority of breast cancer patients who require a mastectomy are largely uninformed of their options and what those treatments would entail.

LESS THAN 50% of women are offered breast reconstruction options

ONLY 23% know about all of their available options

2 IN 5 women choose to undergo the procedure

20% attribute their decision to a lack of knowledge

22% of women are familiar with the quality of outcomes that can be expected

89% want to see reconstruction results before undergoing cancer treatment

19% understand the timing of their treatment and decision to undergo reconstruction greatly impacts their options and results