

Breast friends in the cell phone - Sweden

<http://m.breastfriends.se>

Challenge

To encourage more women to examine their breasts on a regular, monthly basis in Sweden.

Solution

An Internet based mobile site where you find instructions, graphically, on how to examine your breasts. Each month you get an SMS/text message that says: "It's time to examine your breasts!" The SMS contains a link to the mobile site. The site also makes it possible for women to send an SMS to friends informing them about the service. The service is free of charge for the users.

The service is owned by Roche. The solution is developed by Mix PR and Adimo in co-operation.

Results

The service was released in May of 2009. The site got some good media attention. The site was given an award at the Cut the Wire Awards in Karlskrona, Sweden in fall of 2009.

The plan is to develop the site further, where Roche will market the site further and most likely start a fund where money is given to women with breast cancer who are in need of financial support.

Target Markets

Women in all of Sweden. When it is translated - the whole world.

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