New American Cancer Society Brand Strategy and Creative Campaign Illustrates Organization's Unique Role Attacking Cancer from Every Angle

Insight-Driven Campaign Engineered to Strengthen Support for Society Mission

ATLANTA, Sept. 18, 2017 /PRNewswire-USNewswire/ -- The American Cancer Society (ACS) today unveiled a new integrated campaign that demonstrates how ACS differs from all other causes – it is the only nonprofit that attacks cancer from every angle. As part of a rigorous brand positioning effort, the insight-driven campaign, created with The Richards Group of Dallas, will come to life with a series of :30 commercials, print ads, prominent radio partnerships, and a range of digital video, audio and display executions.

"For years, the American Cancer Society has worked to inform the world of everything we do to lead the fight for a world without cancer, but this strategy puts it all in perspective," said Irma Shrivastava, Senior Vice President, Strategic Marketing & Alliances, American Cancer Society. "People feel that cancer hits them from all sides, and only ACS is fighting cancer on every front. We launch breakthrough research; create empowering resources for people to outsmart cancer; enable local communities to support those affected; and convene powerful activists to create awareness and impact."

The first two television spots, titled "Years" and "Used To," feature actors who had personal experiences with the disease. One is a cancer patient and the other is a survivor. Each spot references the many benefits ACS provides, including research, rides to treatments, insurance advice and free lodging near treatment centers for patients and their caregivers. The spots end with a fresh tagline – *Attacking from every angle.* The brand strategy will also be applied to support marquee community development initiatives, such as Relay For Life or Making Strides Against Breast Cancer.

"The strategy that grew out of our research served as the foundation for this relatable campaign," said Trent Walters, Brand Management/Principal for The Richards Group. "Once people understood ACS' comprehensive attack on cancer – from research all the way to boots-on-the-ground support in the community – ACS became more relatable and people wanted to get involved. We needed to communicate the various angles of attack and how patients benefit from them in a simple way."

Visitors can learn more about the campaign at cancer.org/ourstory.

About the American Cancer Society
The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 25 percent decline in the cancer death rate in the U.S. since 1991, driven by less smoking, better treatments, and earlier detection. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call us anytime, day or night, at (800) 227-2345 or visit cancer.org.

About The Richards Group
The Richards Group, located in Dallas, is the largest independent brand-building shop in the nation. Clients include the brands of Cardinal Health, Dr Pepper Snapple Group, GameStop, The Home Depot, Motel 6, Orkin, Ram Trucks, The Salvation Army, Sub-Zero, Wolf and many others. Total billings for the agency were $1.41 billion in 2016. The Richards Group can be found at richards.com or on Twitter, @RichardsGroup.

SOURCE American Cancer Society

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Additional assets available online: Photos (1)