**DAN SSA Website Update**

**Case Study template**

1. **Page Heading:**

|  |  |  |
| --- | --- | --- |
|  |  | **Character Count** |
| **Agency** | *Isobar* |  |
| **Country** | *Kenya* |  |
| **Title** | *Breasts For Breasts* | **23** |
| **Short Description** | *Every day, millions of people flood the internet to watch food recipe videos. In October, during Breast Cancer Awareness month, Kenya’s healthiest chicken brand wanted to take their message of good health one step further with a life-saving recipe.* | **62** |
| **Any other agencies involved:** | *iProspect Kenya, Posterscope Kenya* |  |

1. **Column Copy 1**

**Character Count:** 918

|  |  |  |
| --- | --- | --- |
| **Challenge** | **Insights / Solution** | **Results** |
| *Reinforcing Kenchics commitment to healthy food and healthy living. This was an opportunity for Kenchic to grow it brand equity with a segment of online mums who are always in search of health tips and healthy recipies for healthy living.* | *Every day, millions of people flood the internet to watch food recipe videos. And with hundreds of views on their own chicken recipe videos, we saw an opportunity for Kenchic to do some good.* |  |

1. **Column Copy 2**

**Character Count:** 742

|  |  |
| --- | --- |
| **About the campaign:** | *Kenchic hijacked what seemed like a normal chicken recipe video and turned it into a step-by-step breast cancer self-check video.*  *By using an actual Kenchic chicken breast to guide the audience, Kenchic was also able to bypass Facebook censorship laws and successfully launch their breast cancer campaign.* |

1. **Case Study Video:**

On email

1. **Case Study Image:**

1. **Results:**

***Social Engagement:***

*700,000 Impressions*

*263,000 Engagements*

*238,000 Video Views*