

AGENCY NEWS YOU NEED TO KNOW THIS WEEK

BeautifulBeast launches first campaign

Less than a month after opening, BeautifulBeast has launched its first campaign. For Colorectal Cancer Awareness Month, the agency teamed up with the Colon Cancer Coalition to create the #MissionToUranus campaign.

The campaign kicked off March 1 on Twitter. It highlights data from the American Cancer Society, which said that 151,030 Americans may be diagnosed with colon cancer in 2022, while 52,580 may die of the disease in the same year.

There will be radio public service announcements and billboards, including one in Times Square. It features tweets to Elon Musk, Jeff Bezos and Richard Branson, along with other space enthusiasts, to join the mission, with the goal of making #MissionToUranus trend on Twitter.

“Colon cancer is the third most common cancer in America,” said Flor Leibaschoff, chief creative officer at BeautifulBeast, whose brother died of colon cancer when he was 44. “We were excited when we heard that Dick Covey, a former NASA astronaut, wanted to join #MissionToUranus himself, helping us amplify the message.”

