



CDC TUBERCULOSIS (TB)

For VO & Print

Vietnamese & Filipino



CAMPAIGN STRATEGY

CREATIVE APPROACHES

CONCEPT 1: TB ENDS WITH ME

Reverse layers of indifference towards TB by personalizing and making the disease relevant.

The path to relevancy among Asian-American audiences is the notion of the greater good, more specifically, through raising the sense of urgency by highlighting the fact that the spread of TB can be stopped by the individual before he/she infects his/her family, friends, and community.

CONCEPT 2: TB KNOWS NO BOUNDARIES

Dismantle layers of indifference and misperceptions about TB/LTBI, which are rooted in beliefs that the disease does not affect them, despite coming from an at-risk country.

Framing TB/LTBI as a silent killer without borders – a disease that affects people universally, including their families – will be essential to convey the additional set of messages to achieve the desired behavioral response.

CONCEPT 3: THINK. TEST. TREAT TB.

TB is still the #1 infectious disease killer in the world and a contagious and deadly disease. Up to 13 million people are living with LTBI in the U.S., 5-10% of which will develop into TB if left untreated.

Yet, the notion that TB is no longer a problem persists. Reinforce the ways in which patients minimize the existence of TB, and see it as a potentially fatal issue. This includes the fact that HCPs often don't include testing during check-ups. It will be critical for patients and providers alike to check the box when it comes to testing.

CAMPAIGN CREATIVE

Territory 1

TB ENDS WITH ME

Reverse layers of indifference towards TB by personalizing and making the disease relevant.

The path to relevancy among Asian-American audiences is the notion of the greater good, more specifically, through raising the sense of urgency by highlighting the fact that the spread of TB can be stopped by the individual before he/she infects his/her family, friends, and community.

TB Ends with Me

Logo Design Exploration



TB Ends with Me

PSA :30 “Rewarded With Good Health”

Open on an Asian man cleaning a glass cabinet with various trophies in it and certificates on the adjacent wall. He continues walking through his house and notices his kids helping their grandmother set up her iPad, and he experiences an even deeper sense of accomplishment. He then gets a notification on his phone, confirming a TB screening. Cut to him at his doctor's office getting tested for TB.

AVO:

Some of our biggest accomplishments don't come with awards.

Like making sure your family is protected from tuberculosis, or TB.

TB is the deadliest infectious disease in the world and too many people in the U.S. still suffer from it.

TB can live in your body for years without symptoms. This is called latent TB infection or inactive TB. Inactive TB can become active anytime and make you sick.

If left untreated, 1 in 10 people with inactive TB develop active TB disease which can spread easily to others and can even be deadly.

Protect yourself and your loved ones by asking your doctor about getting tested for TB.

**Logo: TB Ends With Me
CDC**



TB Ends with Me

Print Ad “Winner”

Headline:

Make Tuberculosis Prevention Your Greatest Achievement

Subhead: Getting Checked for TB Rewards You and Your Family

Visual Idea:

A trophy topped with gold lungs and an inscription:

Got tested for TB

Copy:

Millions of Americans are living with latent TB infection, also called inactive TB, and don't know it. If left untreated, 1 in 10 people with inactive TB develop active TB disease, which can easily spread to others, can make you very sick and can even be deadly. Protect yourself and your loved ones by asking your doctor about getting tested for TB.

Logo: TB Ends With Me
CDC

Make Tuberculosis Prevention Your Greatest Achievement



Getting Checked for TB Rewards You and Your Family

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Territory 2

TB KNOWS NO BOUNDARIES

Dismantle layers of indifference and misperceptions about TB/LTBI, which are rooted in beliefs that the disease does not affect them, despite coming from an at-risk country.

Framing TB/LTBI as a silent killer without borders -- a disease that affects people universally, including their families -- will be essential to convey the additional set of messages to achieve the desired behavioral response.

TB Knows No Boundaries

Logo Design Exploration



TB Knows No Boundaries

PSA :30 “No Boundaries: Traditions”

A multigenerational family is in their home in the US. They're sharing traditions about their home country.

Animated TB bacteria appear around the family, but they're unaware of them.

The dad gets a reminder on his phone for a checkup of TB. He takes his family to his doctor's office, but the animated bacteria still follow them. Their Asian family doctor proceeds to check each of them for TB.

AVO: You want to pass on your culture and heritage with those you love.

But some things you don't ever mean to share like Tuberculosis or TB, which might be hiding in plain sight.

TB is a highly contagious disease and is still the #1 infectious disease killer in the world.

TB can live in your body for years without symptoms. This is called latent TB infection or inactive TB. Inactive TB can become active anytime and make you sick.

Millions of Americans are living with inactive TB and don't know it.

Protect yourself and your loved ones by asking your doctor about testing for inactive TB.

Logo: TB Knows No Boundaries
CDC



TB Knows No Boundaries

Print Ad “No Boundaries”

Headline:

Tuberculosis (TB) Hides in Plain Sight

Visual idea:


Image of a multi-generational family surrounded with TB bacteria.

Copy


TB is still the #1 infectious disease in the world. TB can live in your body for years without symptoms. This is called latent TB infection or inactive TB. Inactive TB can become active anytime and make you sick. Protect yourself and your loved ones by getting tested for latent TB infection today.

Logo: **TB Knows No Boundaries**
CDC

Tuberculosis (TB) Hides in Plain Sight



TB is still the #1 infectious disease in the world. TB can live in your body for years without symptoms. This is called inactive TB or latent TB infection. Inactive TB can become active anytime and make you sick. Protect yourself and your loved ones by getting tested for latent TB infection today.

TB KNOWS NO BOUNDARIES 

Territory 3

THINK. TEST. TREAT TB.

TB is still the #1 infectious disease in the world and it's both contagious and deadly. Up to 13 million people are living with LTBI in the U.S., 5-10% of which will develop into TB if left untreated.

Yet, the notion that TB is no longer a problem persists.

Reinforce the ways in which patients minimize the existence of TB, and see it as a potentially fatal issue.

This includes the fact that HCPs often don't include testing during check-ups.

It will be critical for patients and providers alike to check the box when it comes to testing.

Think. Test. Treat TB.

Logo Design Exploration



Think. Test. Treat TB.

PSA :30 “Telehealth with Dr. Tran”

An Asian doctor is responding to questions from his patient about TB during a live telehealth session.

Christine: Hi, Doctor Tran! I have a friend who said it’s a good idea to ask about tuberculosis or TB testing. Am I at risk for TB even if I don’t feel sick?

Dr. Tran: Well, Christine, that’s a great question.

TB can live in your body for years without symptoms. This is called latent TB infection or inactive TB. Inactive TB can become active anytime and make you sick.

Millions of Americans are living with inactive TB and don’t know it.

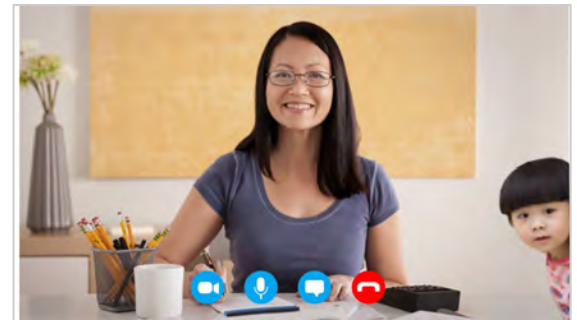
Christine: So, how can I know that my family is safe from TB?

Dr. Tran: The only way to know for sure is by getting tested. We can schedule an appointment for next week if you like.

Christine: That works for me. Thanks, Dr. Tran!
(Christine’s little daughter unexpectedly runs into view and peeks at her mom’s computer screen to see what she’s doing. She laughs and hugs her.)

AVO: Protect your family by getting tested for TB today.

Logo: Think. Test. Treat TB.
CDC



Think. Test. Treat TB.

Print Ad “Doctor Q&A”

Headline:

Protect your family and get tested for Tuberculosis (TB)

Visual idea:

Infographic, delivered by an Asian physician

Copy:

Did you know?

- TB can live in your body for years without symptoms. This is called latent TB infection or inactive TB. Inactive TB can become active anytime and make you sick.
- If left untreated, 1 in 10 people with inactive TB develop active TB disease, which can spread easily to others, can make you very sick, and can even be deadly.
- TB bacteria are spread through the air in the form of coughing and even talking or singing.

Ask your doctor about getting tested for TB.

Logos: Think. Test. Treat TB.
CDC

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THINK TEST TREAT TB

Thank You