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Memorial Sloan Kettering
Cancer Center

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NEW YORK

MSK sought a creative platform that would speak to its singular focus on cancer and illustrate the remarkable impact of its dedicated community of more than 13,000 staff — including more than 900 attending physicians, 2,200 nurses, and 150 lead scientists.

“Across the world, cancer is the single biggest cause of death and the most feared of diseases. Memorial Sloan Kettering’s mission to change that begins with our commitment to cancer science and continues through our care for each patient — care focused on enabling that individual to go forward with life,” says [Craig B. Thompson, MD](#), MSK’s President and CEO. “For more than a century, this commitment has kept us at the leading edge of innovation in cancer care and research. It’s what drives us to transform the care of cancer so that every patient receives the most effective, personalized treatment.”

The campaign seeks to reinforce MSK as a preeminent leader in cancer care, treatment, and research while using the communications as a vehicle for changing the way people see, talk about, and understand cancer.

“Since its founding as the New York Cancer Hospital in 1884, MSK has changed how the world understands cancer. We have done that by providing exceptional patient care, by developing better treatments, and by changing the stigma associated with the diagnosis,” says Avice Meehan, Senior Vice President and Chief Communications Officer. “This campaign translates our historic mission in a way that is fresh, direct, and relevant.”

The integrated launch campaign will live in the form of TV (three spots), radio, print, OOH, digital, and social, and will evolve with more work throughout 2015. Media Storm LLC, MSK’s media agency of record, has overseen media strategy and placement.

“Memorial Sloan Kettering has never waited for the world to progress cancer care because they are the ones relentlessly pushing the science of what’s possible. *More Science. Less Fear.* is as much about changing people’s perception of the current state of

cancer as it is about affirming MSK's leadership in treating it," said Dave Arnold, Executive Creative Director of Pereira & O'Dell New York.

"Since we started working with the team at MSK, we've been continuously inspired by how brilliant and passionate they are about what they do. Our goal is to keep developing work that could have a similar impact on people," said Cory Berger, Managing Director of Pereira & O'Dell New York.

CREDITS:

CLIENT: MEMORIAL SLOAN KETTERING CANCER CENTER

Senior Vice President & Chief Communications Officer: Avice Meehan

Director, Consumer Advertising: Pamela Leichter

Manager, Advertising Production: Joseph Fruhman

Strategic Advisors: Belinda Lang, Shoko Masuda

Media Planning: Keith Michon, Helen Alter

AGENCY: PEREIRA & O'DELL/NY

Executive Creative Director: Dave Arnold

Associate Creative Directors: Alexei Beltrone / Jake Dubs / Jay Marsen / Gary Lee

Head of Production: Tennille Teague

Managing Director: Cory Berger

Group Account Director: Carey Cwieka

Account Supervisor: Joelle Hadaya

Associate Strategy Director: Mike Lewis

Strategist: Anna Bedineishvili

DESIGN & ANIMATION: ELASTIC

Art Director: Leanne Dare

Animators: Jeffrey Jeong, Steven Do, Alan Chen, Trix Taylor, Aly Tain, Michael Relth, Taekyu Kim, Henry DeLeon

Designers: Yi-Jen Liu, Lynn Cho, Gyum Heo,

Producer: Heather Johann

Executive Producer: Jennifer Sofio Hall

MUSIC COMPANY: SEARCH PARTY MUSIC

Composer: Nicholas Wright

Executive Producer: Eric Johnson (aka DJ Bunny Ears)

Music Producer: Winslow Bright

Asst. Music Producer: Ian Herbert

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