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Cancer Center

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FOR THE MEDIA

The creative platform and campaign elements were developed and produced by MSK's creative agency of record, Pereira & O'Dell 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

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DESIGN & ANIMATION: ELASTIC

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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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