

Biomarker Animated Explainer Video

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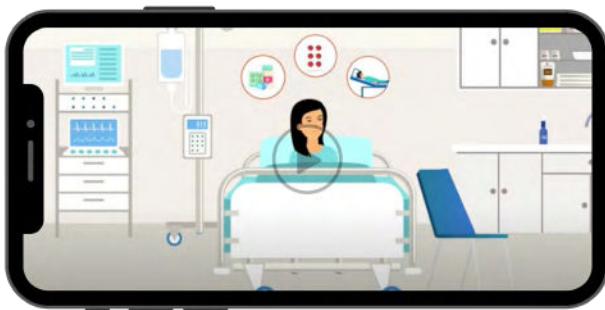
Biomarker testing plays a vital role in the prevention, diagnosis, and treatment of colorectal cancer. The results of these tests, allows clinicians to develop personalized treatment plans that are more effective and, ultimately improving outcomes for patients. It's also crucial for patients and their caregivers to understand all aspects of biomarker testing, so that they can be a part of their treatment decisions.

The Biomarker Animated video is a visually captivating and effective tool for conveying information about the critical role of biomarkers in the diagnosis and treatment of colorectal cancer. The videos underscore the vital need for ongoing research and development of novel biomarkers to improve cancer care while highlighting their significance in identifying individuals at risk of developing the disease and monitoring their response to treatment. Over the next year, Fight Colorectal Cancer (Fight CRC) will produce animated videos in English, Spanish, and Chinese, with plans to add additional languages.

In addition to their informative value, animated videos provide a unique opportunity to showcase diversity and inclusivity. By featuring a diverse cast of characters from various ethnic, cultural, and different ability backgrounds, these videos promote messages of inclusivity and accessibility. This fosters a welcoming environment for those who may feel marginalized or underrepresented in the colorectal cancer community.

Moreover, animated videos offer a solution to language barriers by incorporating voice-overs or subtitles in multiple languages. This enables individuals who speak different languages to access essential information about biomarkers and colorectal cancer, helping to improve patient comprehension, adherence to screening protocols, and, ultimately, overall patient outcomes while reducing healthcare costs.

EXAMPLE VIDEO STILL



Recognition in one (1) Beyond Blue Magazine Bi-annual Publication with a Featured Article
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(exact month TBD)

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Recognition on Biomarker Animated Videos webpage

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Recognition in one (1) Beyond Blue Magazine Bi-annual Publication with a Featured Article <i>(Fall/Winter 2023 or Spring/Summer 2024)</i>	✓				
Special invitation to a Medical Expert featured on Fight CRC's Instagram <i>10k+ reach</i>	✓				
Recognized as a Resource Meet-Up Bronze Sponsor	✓	✓			
Recognition in Biomarker Brochure and Download webpage <i>Printing deadlines TBD</i>	✓	✓			
Recognition in Biomarker resources survey w/ shared results	✓	✓	✓		
Recognition in Patient Resource Email <i>(exact month TBD)</i>	3x	2x	1x	1x	
Recognition in distribution of resources <i>via ads and email</i>	✓	✓	✓	✓	
Recognition on Biomarker Brochure download page	✓	✓	✓	✓	
Recognition on social media	 45k reach	 39k reach	 30k reach	 10k reach	 10k reach
Recognition on Biomarker Animated Videos webpage	✓	✓	✓	✓	✓

To secure your sponsorship, please contact Erin Quiko at Erin@FightCRC.org.