



## The Seatbelt Lump Sleeves in Pink Taxis



reached  
in one month



to Pink Caravan's  
website



in social media  
followers

## Challenge

Early detection rates in the Emirates are alarmingly low. The problem? It's difficult to talk to women about breast cancer in public.

## Solution

We discovered the perfect captive audience in DTC's Pink Taxis, a fleet reserved for and driven by women. With a public yet private medium that's fittingly pink, we sidestepped inhibitions and surprised passengers with 'seatbelt lump' sleeves placed to site exactly above the breast area. Feeling the lump revealed the message.

## Execution

The sleeves dramatized how it's rarely this easy to detect breast cancer. In some taxis, pressing the 'lump' activated a recording on the radio to promote regular checkups. Simple instructional flyers, placed in back seat pockets, ensured that passengers walked out of taxis with the know-how to detect breast cancer.

