the forgetting tab

An idea to help raise Alzheimer's awareness

Problem

According to a recent survey, almost half a million Vietnamese over the age of 60 suffers from Alzheimer's disease – and yet the illness itself is practically unknown in Vietnam.

Challenge

How do we create greater awareness of this crippling and terminal illness – especially among younger potential caregivers?

The Idea

We helped raise Alzheimer's awareness by uniquely using a popular browser's incognito mode to call attention to the forgetfulness that characterizes the disease itself.

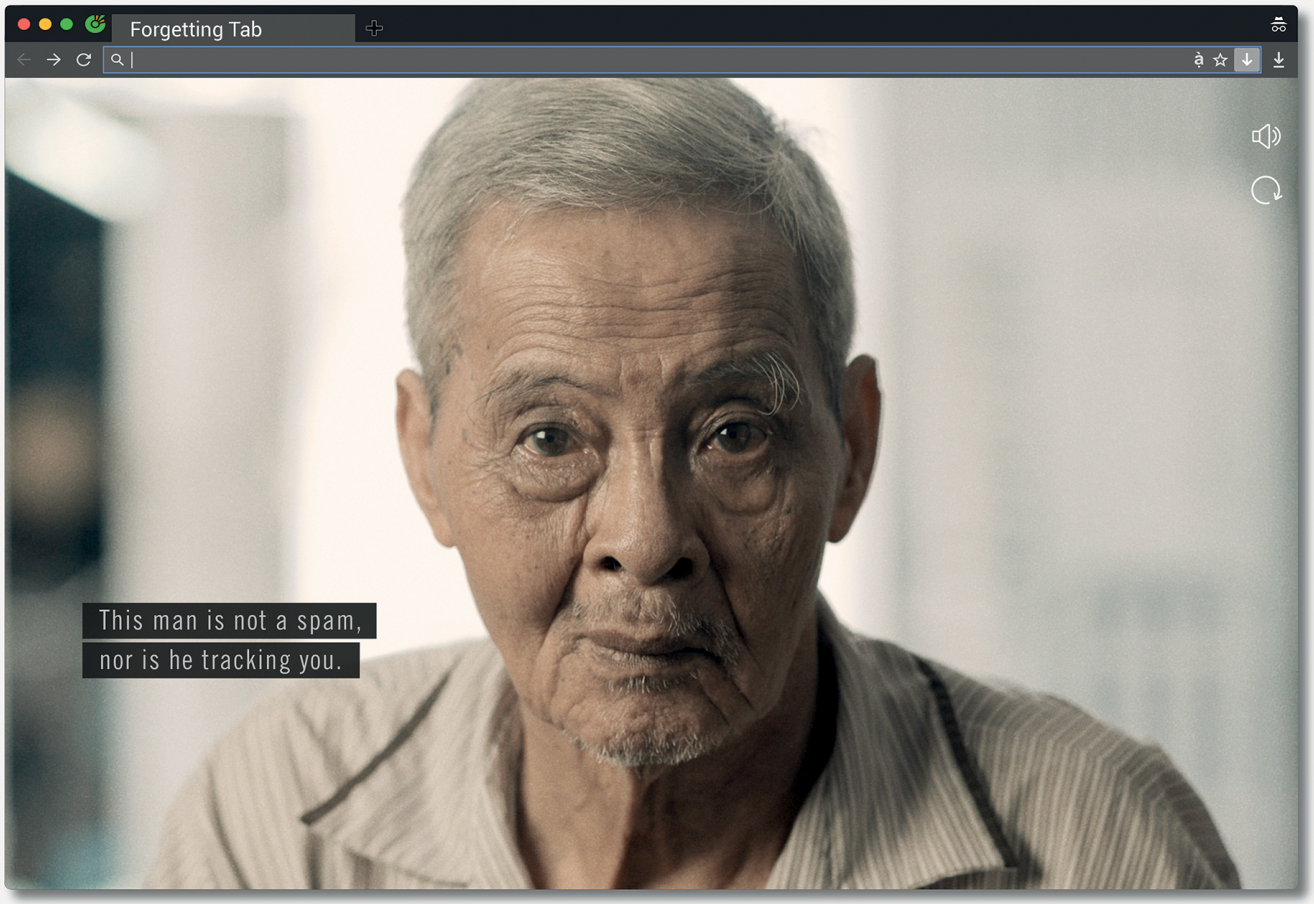
We renamed their incognito mode **'The Forgetting Tab'** and presented all users who wanted to surf incognito with an emotional message about Alzheimer's. Users could then click through to learn more about the disease and care.

What is incognito mode?

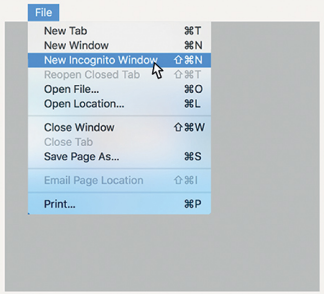
When you use incognito mode or private browsing, the pages viewed do not stick around in the browser history, cookie store or search history after the tab is closed. They are not remembered.

Results in the first week of launch:

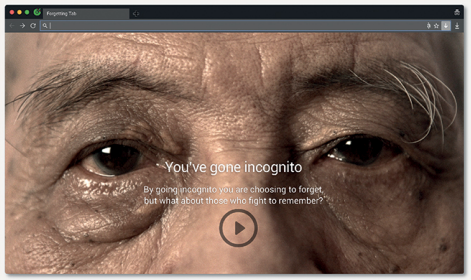
- **729,078** media impressions
- **380,730** browsers installed
- **8,818** clicks



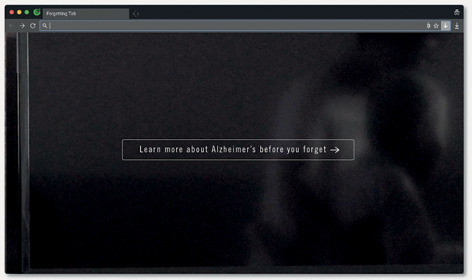
How It Works



Users opened New Incognito Window on CocCoc browser.



They were directed to a video.



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