effie Awards Europe

#TakeYourMomToMamo

E-1479-451

Product

Regina Maria

Category

Best of Europe: Health & Wellness

Health and wellness products and services that can be directly purchased by a consumer with or without physician involvement. Efforts may also be targeted to physicians or healthcare professionals. Also including work related to health insurance, dental and medical care services.

Awards Program

2025 Effie Awards Europe

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the Entry Form template which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Best of Europe - Effie Partner Track: Gold & Grand winners from 2024 Effie programs in the Effie Europe region (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

Best of Europe – non-Effie markets: Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

Review full eligibility information at the Effie Europe website.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- ENTRY KIT
- EFFECTIVE ENTRY GUIDE
- EFFIE EFFECTIVENESS EXPLAINED
- CASE STUDIES

- MORE RESOURCES

ENTRY DETAILS & EXECUTIVE SUMMARY

ENTRY DETAILS

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

ORIGINAL CATEGORY (IF APPLICABLE)

Brand Name

Regina Maria

Brand Description

Healthcare Network

Dates Effort Ran (Total)

Date From 2024-10-01
Date To 2024-11-15

Dates presented in this case

Date From 2024-10-01
Date To 2024-12-31

Regional Classification

National

Countries Presented in This Case

Romania

Please indicate all countries where this work ran.

Romania

Industry Sector

Health Care

Industry/Category Situation

Growing

MARKET / LOCAL NUANCE BACKGROUND

The Hard Truth About Breast Cancer Screening in Romania
Breast cancer is the leading cause of cancer death among Romanian women—and the country has the highest breast cancer mortality rate in Europe. In 2023, 70% of women over 50 skipped their annual mammograms. This isn't due to lack of awareness, but a cultural reality shaped by fear, fatalism, and systemic gaps in care.

Romania remains one of the only EU countries without a National Breast Cancer Screening Program. Early detection is not supported by a national system—it's a private healthcare offering or a personal responsibility. And when prevention is framed as an individual choice rather than a social norm, most women simply don't prioritize it.

Delays are deadly. Women often wait until symptoms appear—by then, half of all breast cancer cases are diagnosed at a late stage, when survival rates plummet. Romania's mortality rate stands at 31 deaths per 100,000, three times the EU average.

On top of that, mammography is seen as a cold, uncomfortable procedure—one more thing to postpone. There's little emotional or cultural language around it. No rituals, no reminders, no urgency. And without public programs, there's no societal push.

That's the environment we stepped into: a culture of silence, delay, and missed chances. The challenge wasn't just to raise awareness—it was to completely reframe what a mammogram means. To shift it from a medical task to an act of care, of love, of time.

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

Regina Maria, 1st to introduce AI-powered mammograms in Romania, the country with the lowest breast cancer screening rate in Europe.

The Insight:

Fight women's fear of mammograms with love, with the help of their daughters.

The Strategic Idea/Build:

REFRAMING MAMMOGRAMS: FROM FEAR TO MORE TIME TOGETHER

Bringing the Strategy & Idea to Life:

Regina Maria Disrupted How Women Book Mammograms—By Changing Who Books Them.

The Results:

#TakeYourMomToMamo drove a 74% surge in bookings, with one mammogram donated every minute — record-breaking impact.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

#TakeYourMomToMamo – A Marketing Innovation That Redefined the Value of Time
In a country where 70% of women over 50 have never had a mammogram, Regina Maria didn't just promote screenings—it reimagined them. #TakeYourMomToMamo turned a forgotten benefit into an emotional currency: for the first time, daughters could donate their unused mammogram to their mothers. This wasn't a medical reminder; it was a marketing innovation rooted in empathy, reframing prevention as a gift of more time together. The campaign used AI-powered screenings and a powerful film to dramatize what early detection really means: a future not missed. The results speak for themselves—70% organic reach, a mammogram donation every 10 minutes, and a 74% increase in actual screenings. By blending emotional insight with product utility, Regina Maria sparked a cultural shift, proving that innovation isn't just about tech—it's about how creatively, and meaningfully, you connect with people's lives.

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

The Hard Truth About Breast Cancer Screening in Romania

Breast cancer claims more lives in Romania than anywhere else in Europe.[1] In 2023, 70% of women over 50 skipped their annual screenings.[2] They delay, and by the time they act, it's often too late—only half survive late-stage diagnoses. With the lowest screening rates in the EU and a mortality rate three times the European average—31 per 100,000 people—Romania's battle against breast cancer is falling painfully behind.[3]

In 2024, the country still lacked a National Breast Cancer Prevention Program, leaving early detection to private healthcare and individual initiative. But when prevention becomes a personal decision, most women simply don't choose it.[4]

For the past years, Regina Maria has been working to change this. Each October, during Breast Cancer Awareness Month, the brand launched campaigns to encourage women to prioritise screening. Yet, despite these efforts, the impact remained limited—preventive screenings rose by just 10% annually,—not nearly enough to match the rising number of breast cancer cases.[5]

The Numbers Were Going the Wrong Way:

In summer 2024, screening numbers **dropped below 2023 levels**,[6] while breast cancer cases kept rising. The statistics were clear: **awareness alone wasn'tenough**—something bigger needed to happen.[7]

In response to the growing crisis, **Regina Maria turned to innovation.** It became the first healthcare provider in Romania to introduce AI-powered mammograms—a technological breakthrough that improves the speed, precision, and accuracy of breast cancer detection. This approach ensured that women in Romania would have access to earliest detection with a 95% survival rate.[8]

The problem with technology is that it alone can't make women pick up the phone and book that screening. It can't break old habits or create a new instinct.

The real challenge wasn't just introducing groundbreaking technology—it was getting women to actually show up and DO the mammogram.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIS) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- We have allowed for:
  - one key business objective (required)
  - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? View guidance here.

Business Objective

Reference 1

Objective - Overview & KPI

30% more women to do the breast cancer screenings by the end of 2024, generating a surge in mammograms vs. 2023.[9]

Rationale - Why the objective was selected and what is the benchmark?

Regina Maria set out with a bold mission: to help women prioritise preventive screenings and spark life-saving change.

Despite consistent efforts in previous years, the increase in screening rates had been modest—just around 10% annually.

So when we set our sights on tripling that rate in just six weeks, it was undeniably ambitious. But it was also absolutely necessary.

Measurement - How did you plan to measure it?

Client Data, December 2024

Tagging - What keywords best describe your objective type?

Brand or Business Transformation
Category Growth
Volume (growth/maintenance/easing decline/volume share)

Marketing Objectives

1

Objective - Overview & KPI

Increase the number of appointments by 30% by the end of 2024 compared to 2023. [11]

Rationale – Why the objective was selected & what is the benchmark?

For years, Regina Maria and Elle Magazine stood side by side, educating women and encouraging them to take charge of their health. Those efforts mattered—they sparked a 15% lift in leads, and lives were changed because of it.[12]

But 2024 was different. Regina Maria was set to inspire action and drive a 30% increase in appointments, building a life-saving ritual in the process.[13]

Measurement - How did you plan to measure it?

Client Data, December 2024

Tagging - What keywords best describe your objective type?

Lead Generation
Penetration / Acquisition

2

Objective - Overview & KPI

Ensure at least 30% women know Regina Maria uses AI-enhanced screening by the end of 2024.[14]

Rationale – Why the objective was selected & what is the benchmark?

In 2024, Regina Maria was the first in Romania to integrate AI into mammogram analysis to reach exceptional accuracy, identifying potential abnormalities that may be missed by traditional methods, reducing false alarms, and providing faster, more reliable results.

By the end of 2024, we wanted at least 30% of women to find out about the positive implications of AI-powered screenings in the early detection.[15]

Measurement - How did you plan to measure it?

Kantar Medical Services Brand Health Report, December 2024

Tagging - What keywords best describe your objective type?

Lead Generation
Penetration / Acquisition

3

Objective - Overview & KPI

Strengthen Regina Maria's position as the 1 stchoice in Imaging Centers by the end of 2024.[16]

Rationale – Why the objective was selected & what is the benchmark?

Women have douzaine of options for breast cancer screening, but Regina Maria must stand out as the #1 trusted choice for imaging excellence. It was important that all the communication efforts help further strengthen Regina Maria's Imaging leading position in the minds of the

patients. In 2023, Regina Maria was leading with 39% followed by Medlife with 16% in First Choice for Imaging Centers.[17]

Measurement - How did you plan to measure it?

Kantar Medical Services Brand Health Report, December 2024

Tagging - What keywords best describe your objective type?

Advocacy / Recommendation
Changes in Specific Brand Attributes

Activity Objectives

1

Objective - Overview & KPI

If we wanted women to act, we needed them to engage. That meant driving a significant boost across all engagement metrics, making early detection impossible to ignore.[18]

Rationale – Why the objective was selected & what is the benchmark?

The more women engaged, the more likely they were to book their mammogram. Regina Maria's engagement rate was 23% - higher than the category but less than what was required by a behaviour change. Our goal to increase the engagement with the brand on the following:

Social media interactions: likes, shares, comments

Hours Spent Watching – The total time women invested in our brand stories, proving they were interested.[19]

Measurement - How did you plan to measure it?

Media Agency and Social Media & Analytics Platforms, December 2024

Tagging - What keywords best describe your objective type?

Advocacy / Recommendation
Popularity / Fame / Social Discourse
Positive Sentiment / Emotional Resonance
Reach (e.g. open rate, shares, views, attendance)
Recall (brand/ad/activity)

2

Objective - Overview & KPI

Encourage word-of-mouth within communities to normalise breast cancer screening by the end of 2024.[20]

Rationale – Why the objective was selected & what is the benchmark?

Getting women not just get screened for breast cancer but TALK ABOUT IT. We were hoping to spark a cultural shift around breast cancer screening and turn a private health issue into a shared, emotionally resonant conversation—making mammograms personal, shareable, and proudly passed on.

Measurement - How did you plan to measure it?

Social Media & Analytics Platforms, December 2024

Tagging - What keywords best describe your objective type?

Advocacy / Recommendation
Popularity / Fame / Social Discourse
Positive Sentiment / Emotional Resonance
Reach (e.g. open rate, shares, views, attendance)
Recall (brand/ad/activity)

3

Objective - Overview & KPI

Drive organic reach as a sign of genuine interest during the campaign. Views and impressions earned beyond media investment.[21]

Rationale – Why the objective was selected & what is the benchmark?

Organic Reach is the heartbeat of any campaign. We were looking to build momentum through genuineengagement. The goal was simple: make women believe in the message so strongly that they couldn't help butshare it within their networks, sparking an organic ripple effect. Our best-ever campaign hit 45% organic reach—but we weren't here to match it. We were here to beat it.

Measurement - How did you plan to measure it?

Social Media & Analytics Platforms, December 2024

Tagging - What keywords best describe your objective type?

Efficiency (e.g. cost per acquisition)
Popularity / Fame / Social Discourse
Positive Sentiment / Emotional Resonance
Reach (e.g. open rate, shares, views, attendance)

Section 1: Sourcing

1 – Eurostat, December 2023

2 - Eurostat, December 2023

3 – Statista Report, January 2024

4 – Client Data, May 2024

5 - Client Data, May 2024

6 - Client Data, May 2024

7 - Client Data, May 2024

8 - Global patterns and trends in breast cancer Report, December 2024

9 – Client Data, December 2024

10 - Client Data, December 2024

11 - Client Data, December 2024

12 - Client Data, December 2024

13 - Client Data, December 2024

14 – Research Agency, Medical Services Brand Health Report, December 2024

15 – Research Agency, Medical Services Brand Health Report, December 2024

16 – Research Agency, Medical Services Brand Health Report, December 2024

17 - Research Agency, Medical Services Brand Health Report, December 2024

18 – Media Agency, Social Media Agency, Analytics Platform, December 2024

19 - Media Agency, Social Media Agency, Analytics Platform, December 2024

20 – Social Media Agency, Analytics Platform, December 2024

21 – Social Media Agency, Analytics Platform, December 2024

22 - Social Media Agency, Analytics Platform, December 2024

SCORING SECTION 2: INSIGHTS & STRATEGY

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

We needed to reach the women who had never booked a mammogram. The ones who believed **"if I don't check, it won't be real."** The ones who felt more comfortable **ignoring the possibility than facing it.**

You'd think women avoid mammograms because they don't know enough about breast cancer. They know it's dangerous. They know early detection saves lives.They know, logically, they should get checked.

And yet, **70% of women over 50 in Romania don't.**[1]

Not because they don't care. But because they do.

Breast cancer screening isn't just a medical test—it's a moment. A moment where everything could change. Where something that feels like an abstract risk becomes a terrifying reality. Where life is suddenly measured in percentages. Sothey delay. Next month. Next year. Never.

Our mission: help women shift behaviour from skipping screenings to make mammograms a non-negotiable health ritual.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Breast cancer is everywhere. 1 in 7 women will be diagnosed with breast cancer in their lifetime. This means almost every woman knows someone who has or had breast cancer. A friend. A sister. A mother. Someone who went for a screening, got the diagnosis, and suddenly, life was split into before and after.

In Romania half of the women diagnosed don't survive. Not because treatment doesn't exist, but because they find out too late. Slowly but surely women started to see mammograms as a warning sign that the fight is already lost. It's notlogical, but fear never is.

Fear is a terrible decision-maker. It makes us freeze when we should act. It makes us delay the inevitable, hoping it will go away.

Our job wasn't to fight fear with facts. It was to fight fear with love. And in this fight we had the perfect ally: daughters. Daughters don't care about fear. They care about keeping their moms around. And they're the ones who remind, push, insist. The ones who book the appointment. The ones who don't take nofor an answer.

So we didn't just target women over 50. We targeted the people who love them too much to let them wait. Because sometimes, the best way to change someone's mind is to let someone else do it for you.

It was our strategy. Instead of fighting fear head-on we used one relationship that could push through hesitation and turn a delayed screening into a booked appointment.

Because when daughters fight for their mothers, they win.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

REFRAMING MAMMOGRAMS: FROM FEAR TO MORE TIME TOGETHER

Section 2: Sourcing

1 – Eurostat, December 2023

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

#TakeYourMomToMamo – A Marketing Disruption that redefined the value of TIME

Cancer screening campaigns usually focus on awareness and often rely on fear, bombarding women with alarming facts. Regina Maria is built different—its DNA is empowering patients. So, the brand disrupted the fear-based approach and shifted the narrative:

FROM FEAR TO HOPE

Regina Maria recognised that fear often has the opposite effect: it freezes women, making them postpone or skip their scans. AI-powered mammograms detect breast cancer earlier, giving mothers more time with their daughters —more birthdays and moments that truly matter. #AIMaiMultTimp became not just hashtags, but a call to action that showed how fear could be replaced with courage and hope.

FROM MOTHERS TO DAUGHTERS

Early detection saves lives—but only if women actually go. The problem wasn't awareness. For years, the conversation around mammograms focused on reminding women to book an appointment. But what if the solution wasn't in reminding them—but in changing who does the booking? That's where the real change happened.

Regina Maria Disrupted How Women Book Mammograms—By Changing Who Books Them

The brand gave every daughter within Regina Maria healthcare ecosystem the power to gift a mammogram to their mother as a sign of love. Suddenly, every unused mammogram became more than just a missed appointment—it became a conversation about the future, a moment of care, and a life-saving scan.

By reimagining how a medical resource could be used at a national scale, ReginaMaria pioneered a marketing innovation that went beyond traditional campaigns. Regina Maria harnessed the full power of its network redefining how an organization could mobilise—transforming everything from logistics to operations. For the first time, daughters had a tangible way to give their momsthe most compelling reason to get screened: the gift of a longer future together.



3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

A.I. wasn't just a technological breakthrough—it became a force for good.

Regina Maria set out to change the mindset around mammograms, reframing them from "bad news" to "future insurance." This time, artificial intelligence wasn't just smart—it was lifesaving. AI-powered screenings caught cancer early, pushing survival rates to 95%. And that wasn't just better odds—it meant more anniversaries, more weddings, and more late-night calls that didn't have to be the last. So, we asked mothers and daughters a single question:"If there were something you could do to protect that future, would you?" #AIMaiMultTimp (#YouHaveMoreTime) became an open invitation for moms and daughters to talk about their plans, their hopes, and ultimately, a future worth fighting for together.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

#TakeYourMomToMamo was built on four disruptive steps designed to change behaviour:

1. Regina Maria turned the mammogram into an act of love We partnered with ELLE Magazine and influential women who authentically connected with our message—each bringing their mother into the conversation. They shared in social media and in video interviews their hopes, their future plans, and invited daughters to donate their screenings to their moms as a sign of love.

2. Rather than explaining the tech, we created an AI-powered time machine—showing women the future they could have. AI is usually about numbers. But this time, it was about saving lives and this inspired us to do something different—use AI to make the future feel real. We created an experiment like never before. We invited filmmaker Lara Ionescu to share her world—her past, her dreams, the moments that mattered. Childhood photos. Home videos of ballet lessons with her mother.

3. Then, with AI, we turned these fragments into something extraordinary—a film about the future. A future where Lara has a daughter of her own. Where her mother takes her grand daughter to ballet, just as she once did with Lara. A futureher mother could protect with one simple decision.

"If you could do something to make sure this future happens, would you?"

4. We used AI to create a picture that never existed Some losses can’t be undone. To show this, we worked with Corina Băcanu—abeloved radio figure and advocate for breast cancer screenings, who lost hermother to late detection. We used AI to create something deeply personal: a photo of Corina interviewing her mother in a radio studio—a moment that should have happened, but never did. Because we knew what she wished for most: forher mother to have seen her today.

5. Making Healthy Mammograms Impossible to Ignore We didn’t just talk about mammograms—we made them part of the city itself. Using healthy mammograms, we built our message: #AIMaiMultTimp(#LiveLongerTogether). Bold, unmissable letters standing in the middle of thecity, turning a private, often feared moment into a public conversation. Becausemammograms shouldn’t be hidden away in hospital rooms and whispered in fear.They should be part of everyday life. A reminder. A reassurance. And a reason to act.



Key Visual



#TakeYourMomToMamo KV

Section 3: Sourcing

Not Applicable

SCORING SECTION 4: RESULTS

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.

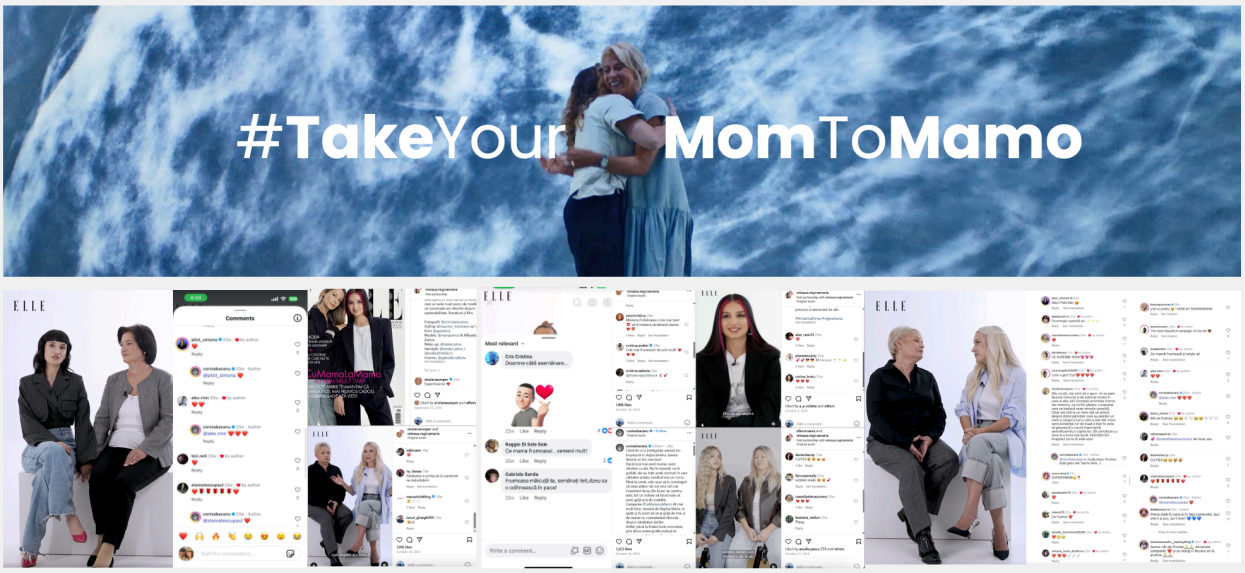
Results Overview

Regina Maria's AI-powered Time Machine campaign sparked a national conversation on breast cancer prevention, transforming a sensitive topic into a widely discussed issue. By tapping into the mother-daughter bond, the campaign resonated deeply, leading to a 74% increase in mammogram bookings.

The innovative mammogram donation system garnered national media attention attracting 1 donation every ten minutes. For the 1 time ever, the demand for screenings surpassed capacity – prolonging the campaign effect to the end of the year. The campaign generated 33.6 million impressions, with 70% organic reach, highlighting its effectiveness in fostering conversation rather than just content.

With one mammogram donated every 10 minutes, the campaign created a sense of shared purpose, drawing unexpected support from men and expanding its impact. Ultimately, the campaign positioned

Regina Maria as Romania's leader in early breast cancer detection, with 44% awareness of its AI-powered services, demonstrating the power of combining technology, emotional storytelling, and social impact to drive meaningful change.



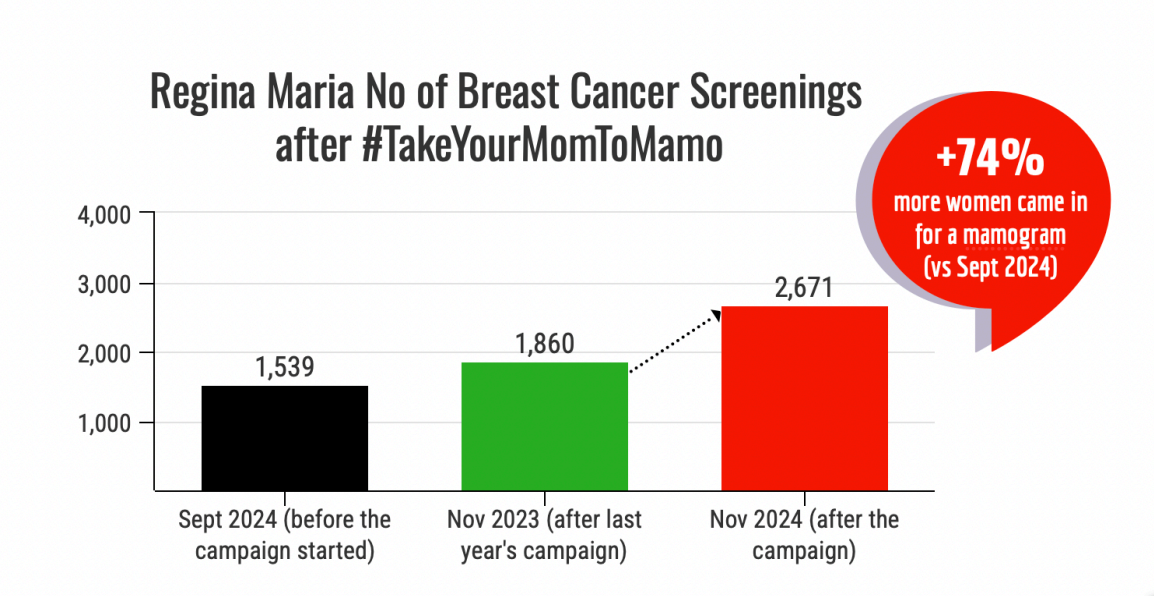
Business Objective Results

1

List Result

+74% more women getting mammograms vs Sept 2024. (before the campaign)[1]

Context



Compared to previous years' modest 10% annual growth, this represents a seven fold acceleration in progress—and it happened in just six weeks, not twelve months. That's an unprecedented spike in preventive health behaviour.

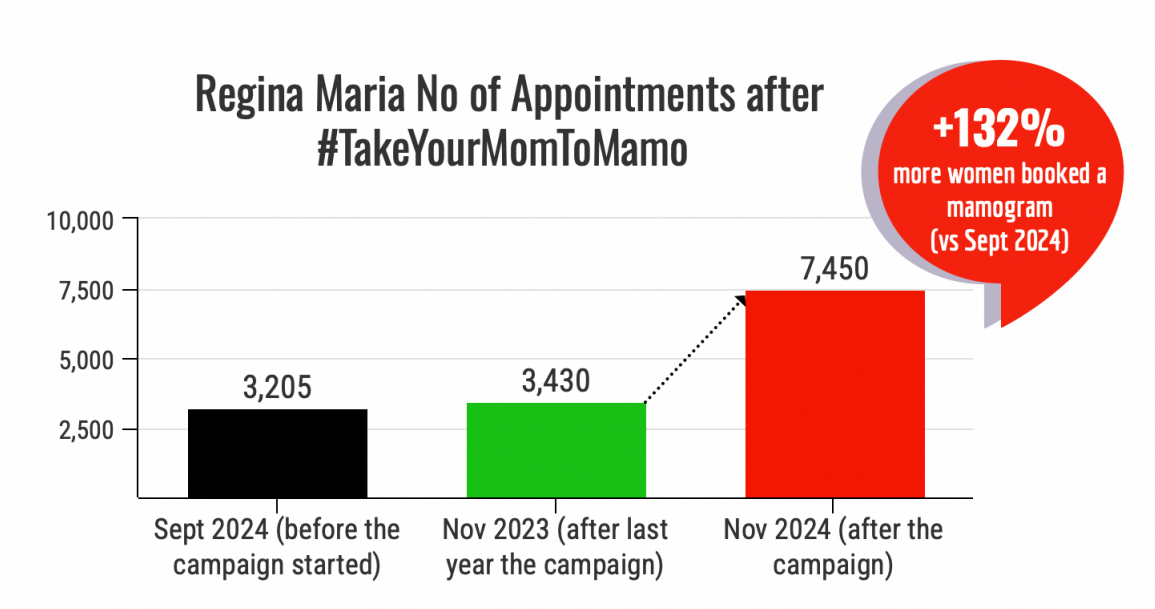
Marketing Objectives Results

 # 1

List Result

+132 more appointments for mammogram vs Sept 2024 (before thecampaign).[2]

Context



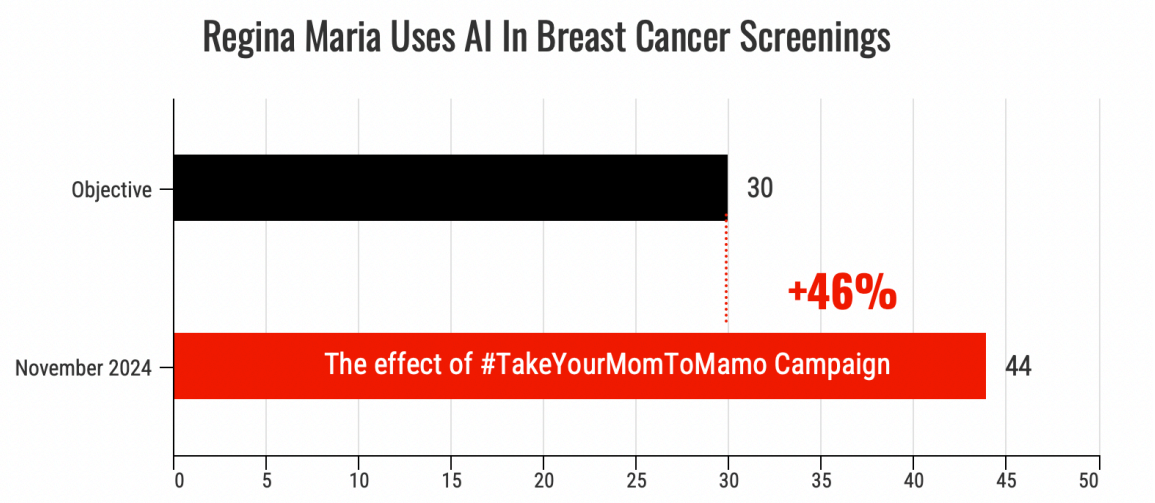
Demand for breast cancer screening surged, surpassing capacity for the first time. To meet this, Regina Maria kept the screening schedule full until year-end, ensuring every woman had access to breast cancer screenings.[3]

 # 2

List Result

+46% more women aware of AI-powered mammography, as Regina Maria leads the way in early detection through tech and storytelling.[4]

Context



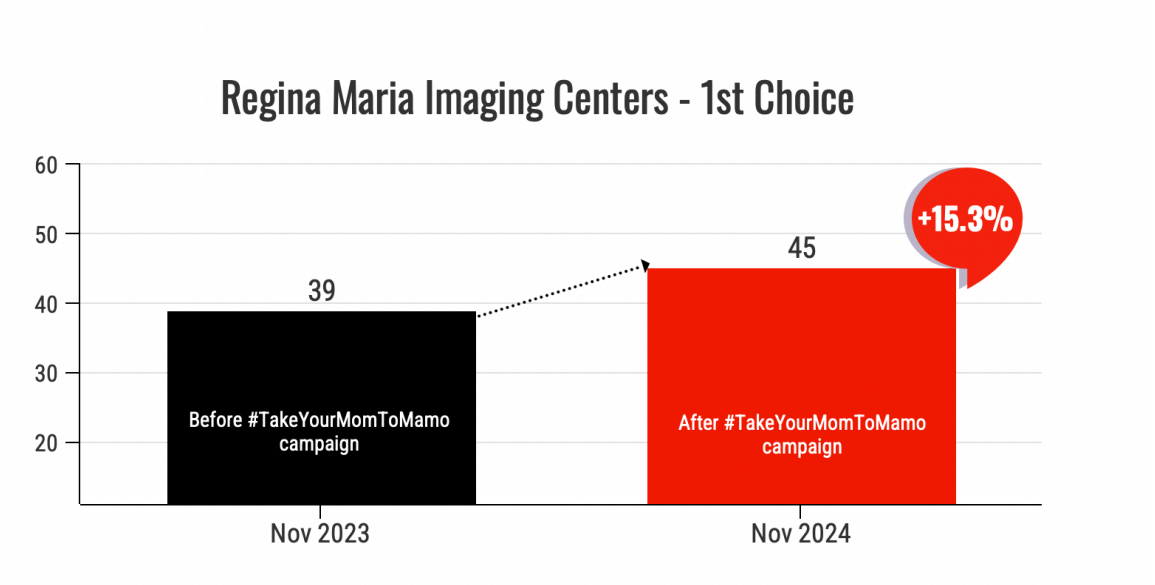
We didn't just introduce AI powered mammograms; we transformed mammograms into time. Time for mothers and daughters, time for laughter, timefor life. With AI, mammograms became faster, smarter, and more reliable—giving families the precious gift of more moments together.

 # 3

List Result

Regina Maria became a healthcare innovator, with 44% of women now aware of AI-powered mammography, solidifying its leadership in early detection.[5]

Context



44% of women are now aware of AI-powered mammography at Regina Maria, a strong signal that the campaign didn't just inform—it educated and inspired confidence in cutting-edge healthcare technology.

Women have many options for breast cancer screening—but Regina Maria stood out by owning the narrative on innovation and accuracy.

AI-powered mammography positioned Regina Maria not just as another option, but as the future of early detection, reinforcing both medical excellence and forward-thinking care.

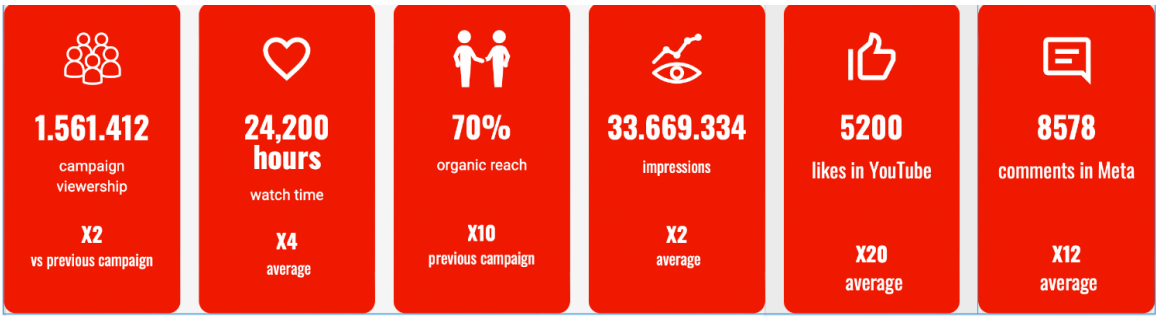
Activity Objectives Results

1

List Result

Record views, watch time, shares, and likes led to breast cancer screeningdonations. [6]

Context



Record views, watch time, shares, and likes led to breast cancer screening donations. [6]

2

List Result

#TakeYourMomToMamo was Regina Maria's most talked about campaign ever, generating a record number of 13.456.000 WOM Impressions.[7]

Context



13,456,000 WOM Impressions = 67,280 Conversations × 200 People perConversation

#TakeYourMomToMamo went viral because it wasn't just a message—it was a movement. Moms, daughters, and influencers shared real stories, creating a ripple effect that spread fast. Every conversation sparked another; each share made the message more personal.

 # 3

List Result

70% organic reach – most viral campaign for Regina Maria[9]

Context

The message didn't need to be pushed—it spread because it genuinely connected with women. That level of organic traction proves the campaign struck an emotional and cultural chord.

Additional Results

Spillover Effects
Sometimes, the simplest marketing ideas unlock the deepest cultural shifts.

What began as a functional tweak quickly turned into something far more powerful: a symbolic act of love. Daughters giving back time—through care. And that single act sparked unexpected momentum.

Men noticed. They began asking if they could gift their mammograms to their moms too. We didn't just say yes—we embraced the emotion behind it. Influencers created raw, heartfelt content with their mothers, urging others to act before it's too late. A new kind of conversation took root: one where prevention became personal.

Then came the tipping point. Prime-time television picked up the story—not as passive observers, but as active advocates. The campaign made its way from digital feeds to dinner table conversations. The topic of mammograms—too often ignored or quietly postponed—was finally getting the cultural visibility it had long deserved.

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

No Other Factors

Explain the influence (or lack of influence) of the factors you selected above.

Not Applicable

Section 4: Sourcing

1 – Client Data, December 2024

2 - Client Data, December 2024

3 - Client Data, December 2024

4 - Kantar - Medical Services Brand Health Report, December 2024

5 - Kantar - Medical Services Brand Health Report, December 2024

6 – Social Media Agency, Analytics Platform, December 2024

7 – Social Media Agency, Analytics Platform, December 2024

8 – Social Media Agency, Analytics Platform, December 2024

9 – Social Media Agency, Analytics Platform, December 2024

INVESTMENT OVERVIEW

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

€50-200 Thousand

Paid Media Expenditures (Prior Year)

€50-200 Thousand

Compared to other competitors in this category, the budget is:

More

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

About the same

Media Budget Elaboration:

#TakeYourMomToMamo wasn't just built to make people feel—it was built to make them act.

We launched with an AI-powered film that imagined a future saved by one simple act: early detection. It hit where it mattered—between mothers and daughters—and it hit hard. Then we let that emotion ripple across Facebook, Instagram, and YouTube. Long-form to move hearts. Reels and Stories to spark shares. Static to keep it front of mind.

Influencers didn't just post—they participate, they donated mammograms and challenged others to do the same. Earned media picked it up. The country joined in.

We built the donation journey into every owned channel—web, email, clinics—making it seamless to turn emotion into action. And we listened, adapting in real time to keep the momentum alive.

#TakeYourMomToMamo rewrote the script on how healthcare is marketed—and turned media into a mechanism for change.[1]

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

€50–200 Thousand

Elaboration on the Production & Other Non-Media Expenditures

The production budget for #TakeYourMomToMamo focused on turning emotion in to action. The campaign began with an AI-powered film that highlighted theimportance of early detection, particularly between mothers and daughters. The film was shared across Facebook, Instagram, and YouTube—long-form content to move hearts, Reels and Stories to spark shares. Influencers didn't just post—they donated mammograms and challenged others to do the same. Earned media amplified the message, while the donation journey was seamlessly integrated into owned channels like web, email, and clinics. #TakeYourMomToMamoturned media into a mechanism for change, driving real-world impact.[2]

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Yes : Yes : To break through this apathy, we didn't just use media to raise awareness –we made turned our own channels into into active tools of action, turning social feeds into emotional triggers. AI-powered films ran natively on Facebook, Instagram, and YouTube, designed to be shared between daughters and mothers. Influencers content colabs didn't simply promote; they participated by gifting mammograms and challenging others to do the same. The donation was the center of the social media strategy, making each impression a chance to save a life.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Not Applicable

SOURCES

Investment Overview: Data Sources

1 - Media Agency 2024

2 - Client Data 2024

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Branded Content – Editorial
Digital Mktg. – Long Video (3+ min.)
Influencer/Key Opinion Leader
OOH – Billboards
Public Relations

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Branded Content – Editorial

Main Touchpoint 2

Digital Mktg. – Long Video (3+ min.)

Main Touchpoint 3

Influencer/Key Opinion Leader

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Facebook
Google+
Instagram
TikTok
YouTube

CREATIVE EXAMPLES

CREATIVE REEL

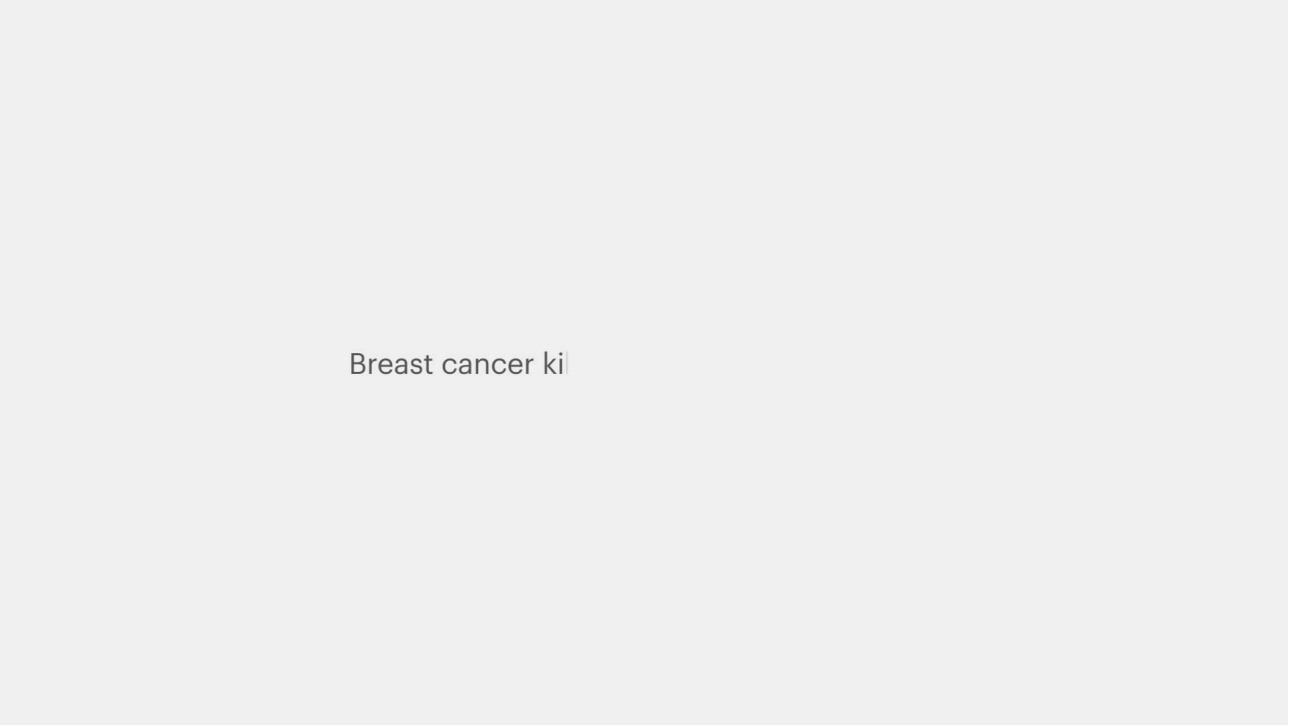
The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

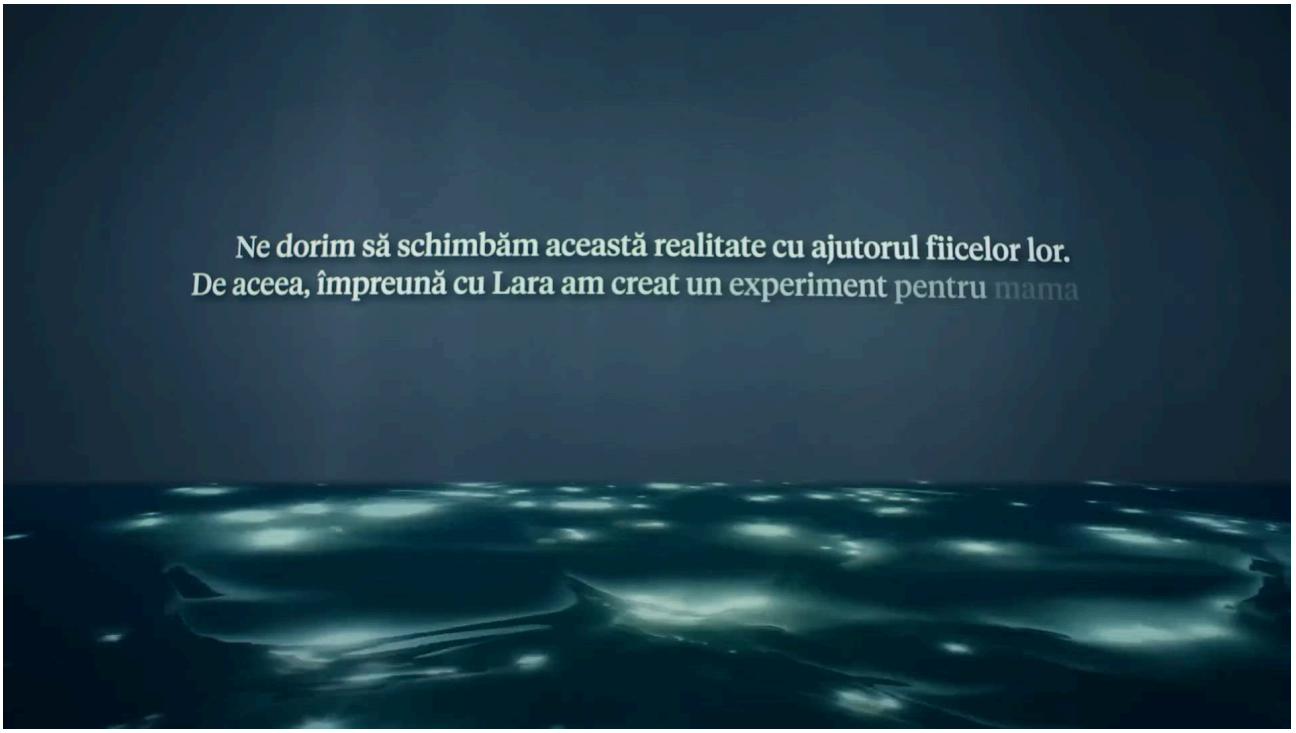


#TakeYourMomToMamo

Creative Examples Presented in the Creative Reel - Select All

Branded Content – Editorial
Digital Mktg. – Content Promotion
Digital Mktg. – Influencers
Digital Mktg. – Long Video (3+ min.)
Digital Mktg. – Mobile
Influencer/Key Opinion Leader
OOH – Billboards
Public Relations

Raw Creative Examples as Originally Aired - For Research Purpose



#TakeYourMomToMamo OOH

In what language the raw creative example aired?

Romanian

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

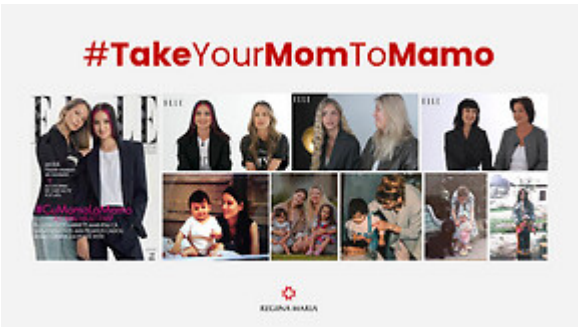
+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

Images of Creative Work



#AIMaiMultTimp OOH



Elle Magazine



Corina & Her Mom



#TakeYourMomToMamo Roll-Out

Translation of Non-English Creative Work (If Applicable)

#AIMaiMultTimp - #YoiuHaveMoreTime

#CuMamaLaMamo - #TakeYourMomToMamo

CASE BACKGROUND

MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.