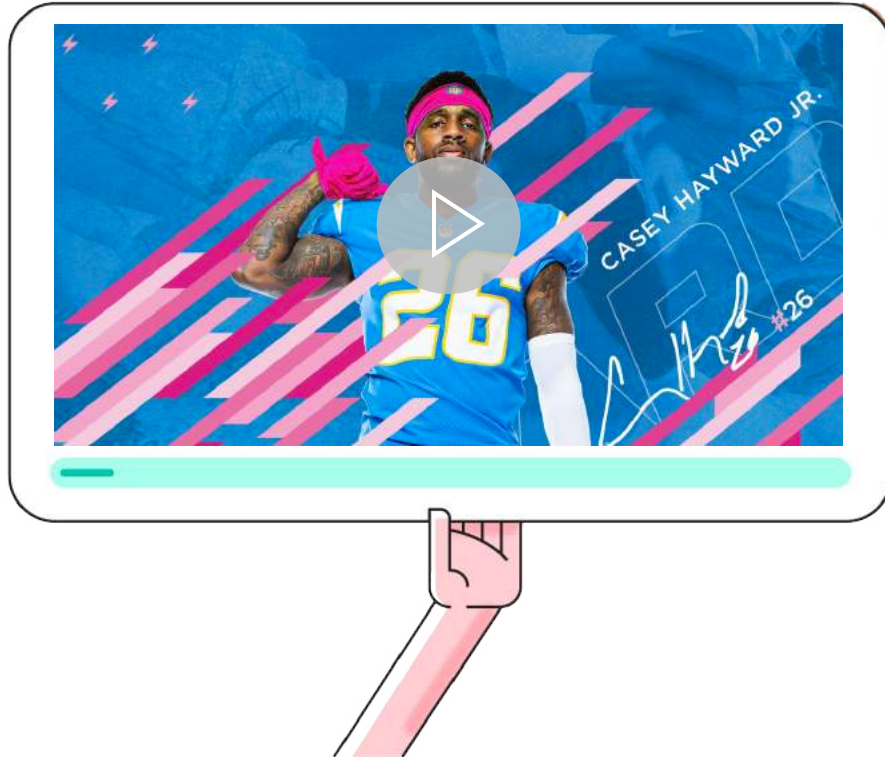


# Campaign Teardown

Crucial Catch



# Crucial Catch

The NFL's Crucial Catch mission in particular is to “fight cancer through early detection and risk education”. Together, the NFL, its clubs, players, the NFL Player Association, and the [American Cancer Society](#) have committed to providing resources and tools to the community as a way to reduce their risk of cancer.

Through Crucial Catch, the NFL also raises money to support the American Cancer Society's Community Health Advocates that are “implementing the Nationwide Grants for Empowerment and Equity program”. This program promotes health equity and addresses resource disparities to help shine a light on the importance of cancer screenings. **Every year, the NFL raises awareness during their Crucial Catch game - but this year the team also decided to raise awareness about Crucial Catch on TikTok to reach a new audience.**

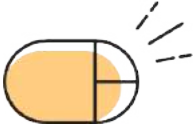
# Campaign Breakdown

NeoReach designed Crucial Catch’s campaign with these objectives in mind.

1

### Crucial Catch TikTok Dance

To promote the campaign on TikTok, the NFL and the American Cancer Society launched a “Friday Night lights” livestream kick-off virtual events on the app featuring NFL legends, current players, fans, players’ families, and cancer survivors. After the event, fans were then encouraged to participate in the TikTok challenge by posting a video showing their “Crucial Catch” dance.



2

### Hashtags

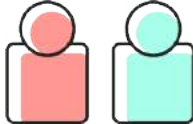
Quickly, the hashtag went viral and videos using the hashtag gained hundreds of thousands of views. With a large number of creators making videos with the hashtag, it inspired more user-generated content (UGC) to be reposted by the NFL and the American Cancer Society, and ultimately Crucial Catch gained 2.6B hashtag views



3

### Diverse Influencers

The influencers activated for the campaign were diversified in the way that they made content in different categories, had different audience sizes, and reached different demographics of viewers. This way, the NFL and the American Cancer Society could ensure that the Crucial Catch campaign achieved its goal of reaching a new and vast audience.



# Strategy

How would you  
celebrate a  
#CrucialCatch?




## Generation Z

The marketers behind the campaign expanded their social media strategy this year to reach users on TikTok and spread the message of Crucial Catch to Generation Z and Millennials, the core audience of the app.

Throughout the campaign, there were standout influencers that produced either the most content or produced content with the highest amount of [views](#) and reach. Their videos were mainly geared towards young audiences on TikTok in the comedy and health categories since the NFL and the American Cancer Society wanted to spread awareness to Generation Z.

# Chance Moore




a father who posts his hilarious shenanigans with his toddler-aged daughter Eliza on TikTok

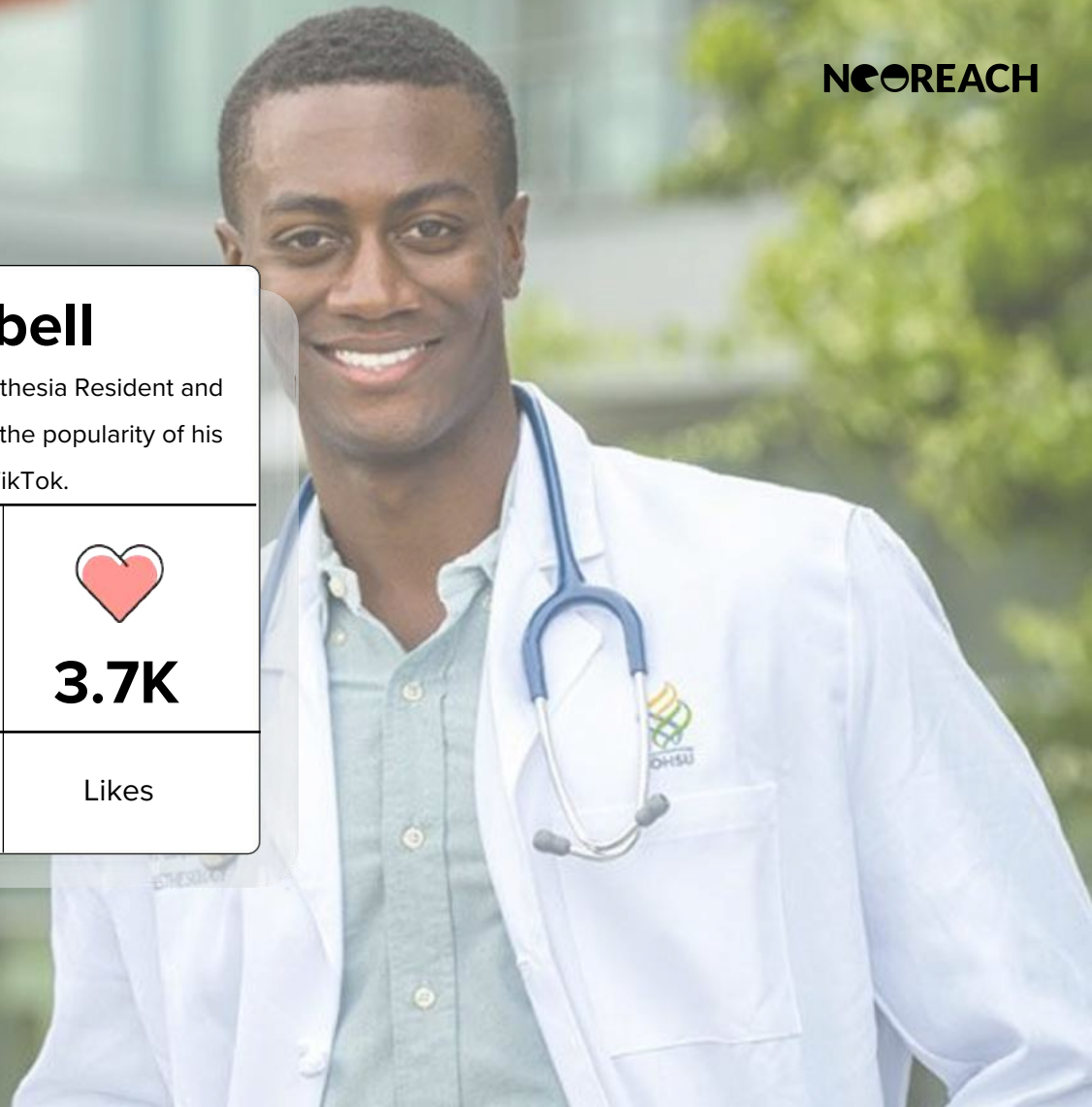
|  |  |   |
|--|--|---|
| <br><b>3.8M</b> | <br><b>653K</b> | <br><b>79.3K</b> |
| Followers  | Views  | Likes   |



## Jason Campbell

also known as “The TikTok Doc”, a young Anesthesia Resident and blogger turned social media personality due to the popularity of his dancing and comedic videos on TikTok.

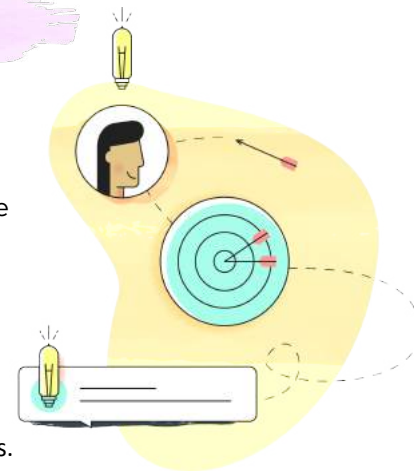
|  |   |  |
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| <br><b>266K</b> | <br><b>95.8K</b> | <br><b>3.7K</b> |
| Followers  | Views   | Likes  |

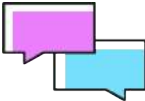



# Final Results

The NFL's commitment to Crucial Catch has impacted millions of lives, and has supported over 370,000 cancer screenings over the years. Despite the rate of cancer screenings dropping 84% this year because of the pandemic, the campaign was still able to raise the money needed to allocate funds and resources to safely resume cancer screenings in communities with the most need.

With more than 2B engagements on TikTok, the Crucial Catch campaign reached mass success and achieved its goal of reaching a wider audience to raise awareness, raise money, and provide educational resources through digital strategies.



|  |   |
|--|---|
|  <p><b>2B</b></p> |  <p><b>\$22M</b></p> |
| <p>Engagement</p>  | <p>Funding</p>  |