

Saved By The Scan

World Cancer Day 2025 Creative Launch

Proposed Social Copy, Assets, & Timing

Overview

Included below is the timeline, suggested social copy, assets, and timing for the new Saved by the Scan creative launching on World Cancer Day – **February 4, 2025**.

Questions can be directed to Walter Deleon at wdeleon@adcouncil.org

Timeline

Approvals + Posting Schedule

- **1/17:** Send proposed copy, assets to ALA team for visibility/approval
- **1/28:** Feedback provided
- **2/4:** Assets posted across Ad Council social channels

Social Copy, Assets, & Timing

In-Feed Post – Shared on February 4, 2025

Folder of all assets [here](#).

Instagram & Facebook Collaborative Posts

Instagram Asset– [Stairs \(30 second spot\)](#) | 9x16

Facebook Asset – [Stairs \(30 second spot\)](#) | 16x9

Ad Council will post on Instagram and Facebook at 7:05 am ET on February 4th and will invite the American Lung Association account to be a “collaborator” on the posts. Accepting the collaborator invite will make the post appear on the American Lung Association’s account feed.

- **Copy:** Today on World Cancer Day, our new PSAs highlight the importance of lifesaving lung cancer screening. Lung cancer is the leading cause of cancer deaths in the United States, and only 16% of people at high risk have been screened.

Through our latest “If Your Lungs Could Talk” creative, developed pro bono by @HillHoliday, we’re encouraging people to talk with their doctor about lung cancer screening. To learn more, visit SavedByTheScan.org.

- **Instagram Tags:** [@LungAssociation](#), [@HillHoliday](#)
- **Facebook Tags:** [@LungUSA](#), [@HillHoliday](#)

LinkedIn – [Stairs \(30 second spot\)](#) | 16x9

- **Copy:** Today on World Cancer Day, our new PSAs with the American Lung Association [tag here] highlight the importance of lifesaving lung cancer screening. Lung cancer is the leading cause of cancer deaths in the United States, and only 16% of people at high risk have been screened.



Through our latest “If Your Lungs Could Talk” creative, produced by @HillHoliday, we’re empowering current and former smokers to talk with their doctor about lung cancer screenings. Learn more at [SavedByTheScan.org](https://www.savedbythescan.org).

- **Tag:** [ALA](#), [@HillHoliday](#)

X (Twitter) – [Stairs \(30 second spot\)](#) | 16x9

- **Copy:** On World Cancer Day, our new PSAs with the @LungAssociation, produced by @HillHoliday, empower those who may be at high risk to talk with their doctor about lung cancer screening.

Learn more at [SavedByTheScan.org](https://www.savedbythescan.org)

- **Tag:** [@LungAssociation](#), [@HillHoliday](#)

Alternate copy for American Lung Association

Suggested general social copy

Folder of all assets [here](#). Feel free to alter this copy to match your brand tone and target audience when sharing or amplifying the new creative assets.

Option One:

“If your lungs could talk, what would they say?” Our new PSAs with the Ad Council highlight the importance of lung cancer screening for current and former smokers. Visit [SavedByTheScan.org](https://www.savedbythescan.org) for more information.

Option Two (LinkedIn):

Today on World Cancer Day, we have unveiled new PSAs with the Ad Council to highlight the importance of lung cancer screening. Lung cancer is the leading cause of cancer deaths in the United States, and only 16% of people at high risk have been screened. We aim to empower current and former smokers to talk with their doctor about lung cancer screenings. Visit [SavedByTheScan.org](https://www.savedbythescan.org) for more info.

If your lungs could talk, what would they say?

Option Three:

Did you know that annual low-dose CT screening can reduce lung cancer deaths by up to 20%? Early detection saves lives. To learn more and to take our eligibility quiz if you qualify for a low-dose CT scan, visit [SavedByTheScan.org](https://www.savedbythescan.org).