

Saved By The Scan Evergreen Social Copy & Assets

Overview

Included below is the proposed evergreen social copy, assets for the latest *Saved By The Scan* creative content.

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

Social Copy & Assets

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.

Copy Option One:

“If your lungs could talk, what would they say?” PSAs from the American Lung Association and the Ad Council highlight the importance of lung cancer screening for current and former smokers. Visit SavedByTheScan.org for more information.

Copy Option Two:

Lung cancer is the leading cause of cancer deaths in the United States, and only 16% of people at high risk have been screened. If diagnosed at an early stage, it is more likely to be curable. If you are a current or former smoker, talk with your doctor about lung cancer screening. Visit SavedByTheScan.org for more info.

Copy Option Three:

Did you know that an annual low-dose CT screening can reduce lung cancer deaths by up to 20%? Early detection saves lives. Take the eligibility quiz to see if you qualify for a low-dose CT scan, at SavedByTheScan.org.

Copy Option Four:

About every two minutes, someone in the U.S. is diagnosed with lung cancer, and every day 361 people die from lung cancer. If you are a current or former smoker, take the lung cancer screening eligibility quiz today at SavedByTheScan.org. It could save your life.