



## Case Study Felix Burda Foundation

Success makes you feel good

## The challenge

The Felix Burda Foundation is involved in colon cancer prevention. FEUER was asked to communicate this rather unpleasant subject. With the aid of celebrities such as Wladimir Klitschko, Barbara Schöneberger, Sandra Maischberger, Maria Furtwängler, Christine Neubauer, Johannes B. Kerner and Nina Ruge.

## The strategy

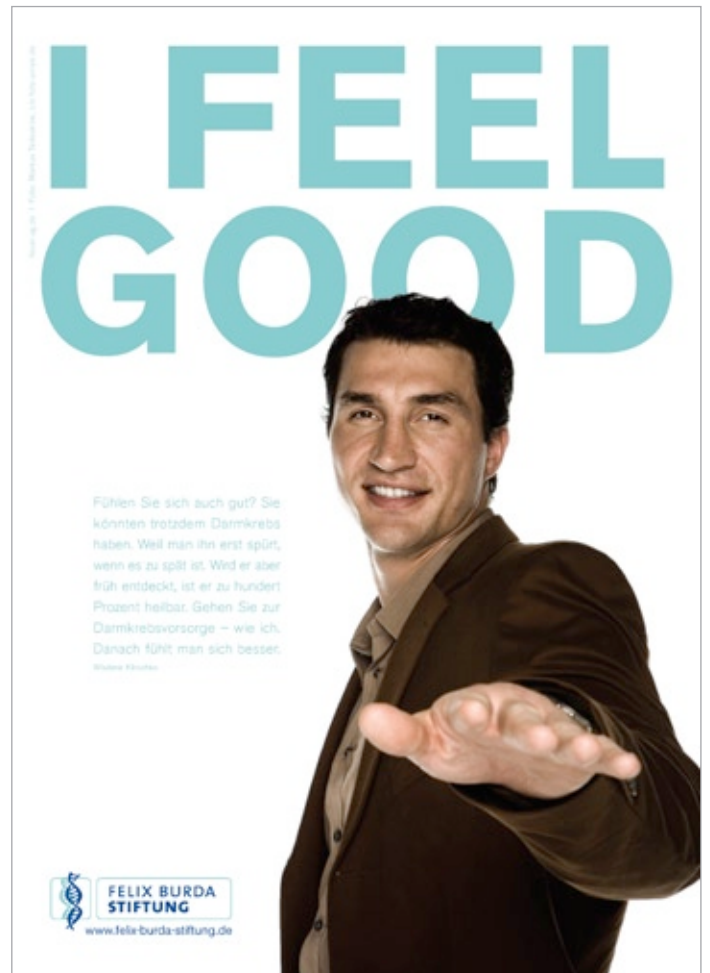
It is possible to still feel good during the beginning phases of undetected colon cancer. This feeling of false security was chosen as the core message.

## The idea

The TV spot and ads are thus based on a classic hit by James Brown, the godfather of soul. I feel good.

## The success

Both spot and ads were more than generously advertised by all large publishers and broadcasting stations. The extremely broad media response ensured optimum visibility at a national level.



# The campaign

## Advertisements



## TV

