

BREAST CANCER AWARENESS CAMPAIGN

PINK CUBE Test Your Breast

2025 Concept

As of March 24, 2025 – Changes are possible.



SPONSORING EXCELLENCE AWARD 2025

Awarded with the

- Audience Award
- Responsibility Award



Owner & Lead since 2024, Credo GmbH PR & Communications
Initiated in 2022 by MSD Merck Sharp & Dohme AG



PINK CUBE 2024 – Review

- New brand, new design, new container
- 5 cantons / 5 cities
- Collaboration with EUROPA DONNA Switzerland and Swiss Cancer League
- Collaboration with 3 hospitals (new: Inselspital and LUKS)
- 8 Sponsors
- Cooperation with Estée Lauder
- Kick-off media event with parliamentarians in Bern
- Awareness campaign on cantonal mammography screening programs
- Expanded offering in the PINK CUBE:
 - Breast model for detecting lumps
 - BREAST TEST app
 - Breast self-examination training with a gynecologist
 - Data collection on public knowledge inside PINK CUBE



Sag Nein zu Brustkrebs Sag Ja zur Früherkennung



Brustkrebsvorsorge im PINK CUBE – Komm vorbei!

Bern Casinoplatz	Luzern Weinmarkt	Zürich beim Landesmuseum	Baden Bahnhofplatz	Chur Alexanderplatz
DO, 12. September 15:30 – 19:00	FR, 20. September 13:00 – 19:00	DO, 26. September 10:00 – 12:00; 14:00 – 18:00	FR, 18. Oktober 13:00 – 19:00	FR, 25. Oktober 13:00 – 19:00
FR, 13. September 10:00 – 16:00	SA, 21. September 10:00 – 16:00	FR, 27. September 11:00 – 17:30 SA, 28. September 10:00 – 15:00	SA, 19. Oktober 10:00 – 16:00	SA, 26. Oktober 10:00 – 16:00

Der Besuch ist kostenlos.



Schirmherrschaft
EUROPA DONNA Schweiz

Mit freundlicher Unterstützung von

Initiiert von MSD Merck Sharp & Dohme AG

Owned by Credo GmbH PR & Communications

PINK CUBE 2024 – Achievements

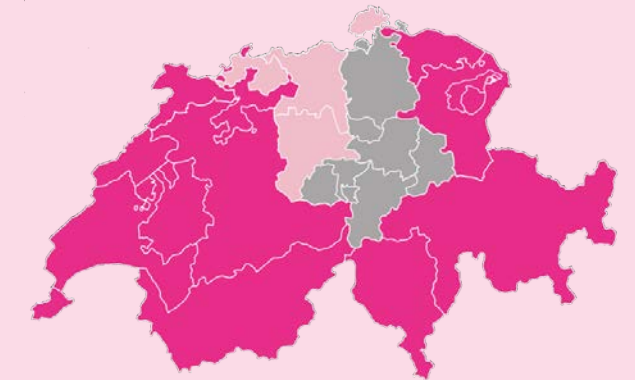


Over 2.7 million media reach



PINK CUBE drives political discussions on the introduction of mammography screening programs

- **Canton of Lucerne:** Decision to introduce a mammography screening program.
- **Canton of Zurich:** Cross-party parliamentary inquiry into the introduction of a mammography screening program.



■ Breast cancer screening program introduced
 ■ Introduction planned: AG, BL, LU, SH.
 ■ No breast cancer screening program: GL, NW, OW, SZ, UR, ZG, ZH.
 as of 11/2024

Fully booked PINK CUBE

474 Consultations with PINK CUBE gynecologists

471 Breast examinations by PINK CUBE gynecologists

457 Women 14 Men

34 Suspicious findings in 32 Women 2 Men



PINK CUBE closes a knowledge gap: Data collection is a wake-up call

- **30%** of female visitors do **not** regularly attend **gynecological check-ups**.
- **33%** of visitors have a **family history of cancer**.
- **35%** of visitors are **unaware** of **breast cancer early detection** methods.
- **34%** Only every third visitor is trained in breast self-examination.

Anonymous data collection during consultations with gynecologists in the PINK CUBE (474 consultations in total)

PINK CUBE
TEST YOUR BREAST

BREAST CANCER AWARENESS CAMPAIGN

PINK CUBE Test Your Breast

Fall 2025

As of March 24, 2025 - changes are possible



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2025 Roadshow – Concept



Target groups

- Women 20-50, Women 50+, Men

Goals

- Educate the public about breast cancer, prevention, and early detection
- Promote self-responsibility: Test Your Breast: mammography, regular gynecological check-ups, raise body awareness through regular palpation
- Identify individuals with potential symptoms
- Mammography screening programs in all cantons of Switzerland

What the PINK CUBE offers

- Information about breast cancer, prevention, early detection, and the importance of check-ups
- Free consultation and breast examination by gynecologists
- Breast self-examination training with a gynecologist
- Breast model for detecting lumps
- Introduction to the BREAST TEST app (with reminder + step-by-step guidance)
- Information material to take home
- Exchange with breast cancer survivors from EUROPA DONNA Switzerland and representatives of the Swiss Cancer League

Implementation

- Collaboration between Credo GmbH, EUROPA DONNA Switzerland, Swiss Cancer League
- 11 cantons/locations; kick-off with parliamentarians and media
- PINK CUBE offering, media relations, social media
- Funding supported by multi-sponsor contributions from various companies



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2025 Roadshow – What's new



PINK CUBE

- The PINK CUBE is on wheels.

Locations

- 11 cantons
- 12 event days (1 day/canton from 11 a.m. to 5 p.m.)
- Exception Canton of Zurich: 2 days



Medical teams

- Breast centers
- Hospitals (Spital Schwyz: pending confirmation)



PINK CUBE Staff

- PINK CUBE Lead
- 1 Gynecologist
- 1 Breast Care Nurse
- 2 Breast cancer survivors from EUROPA DONNA
- 2 Representatives from cantonal cancer leagues



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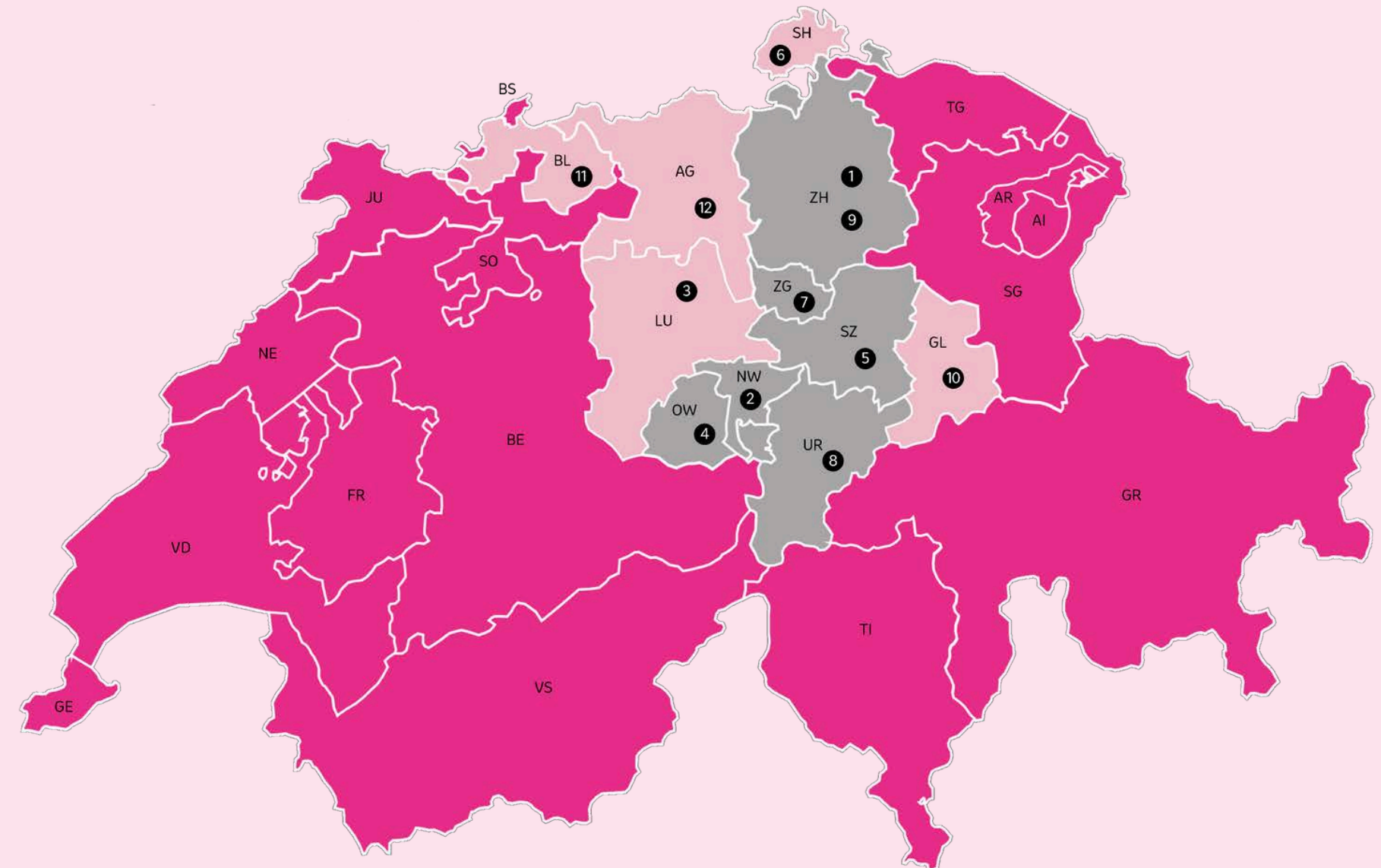
2025 Roadshow – Dates and Locations (As of March 21, 2025 - changes are possible)



- ALL 11 cantons without a mammography screening program
- 12 event days (Zurich 2 days)
- PINK CUBE opening hours: 11 a.m. - 5 p.m.

SEPTEMBER 2025							OCTOBER 2025						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6			1	2	3	4	
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

● Planning status 21.03.2025
Changes are possible!



- 06.09. ZH Zürich, Utoplatz, Sihlcity, **UniversitätsSpital Zürich**
- 12.09. NW Stans, Dorfplatz, **Spital Nidwalden**
- 13.09. LU Luzern, **Luzerner Kantonsspital**
- 18.09. OW Sarnen, **Kantonsspital Obwalden**
- 20.09. SZ Schwyz, **Spital Schwyz (pending confirmation)**
- 25.09. SH Schaffhausen, **Spitäler Schaffhausen**
- 27.09. ZG Zug, Bundesplatz **Brustzentrum Aarau Cham Zug**
- 02.10. UR Altdorf, **Kantonsspital Uri**
- 04.10. ZH Zürich, **Brust-Zentrum Zürich**
- 11.10. GL Glarus, Rathausplatz, **Kantonsspital Glarus**
- 16.10. BL Liestal, **Kantonsspital Baselland**
- 18.10. AG Baden, Schlossbergplatz, **Brustzentrum Aarau Cham Zug**

■ Breast cancer screening program introduced.
 ■ Introduction planned: AG, BL, GL, LU, SH.
 ■ No breast cancer screening program: NW, OW, SZ, UR, ZG, ZH.
 as of 21.03.2025

2025 Roadshow – Team & Tasks



Inside the PINK CUBE

1 Gynecologist

- Consultation + breast examination
- Breast self-examination training in front of the mirror
- Distribution of the PINK CUBE brochure + Breast Test app flyer
- Business card handed out if needed
- *Duration of the consultation: approx. 5-7 minutes*

1 Breast Care Nurse

- Assist with the consultation together with the gynecologist
- Record visitor data (short questionnaire) in Excel



Education and consultation



Breast examination
Breast self-examination training



Data collection - PINK CUBE questionnaire



Media interviews



Photo shoot with team + sponsors

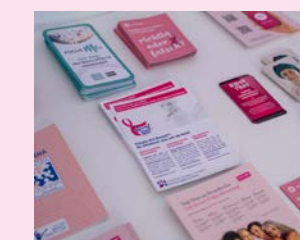
In front of the PINK CUBE

PINK CUBE Lead

2 Women EUROPA DONNA Switzerland

2 Women cantonal Cancer Leagues

- Distribute flyers
- Explain BREAST TEST App
- Demonstrate the breast model
- Hand out information material
- Answer questions



2025 Roadshow – Key Messages



Facts about breast cancer

- Breast cancer is the most common cancer and the leading cause of cancer-related deaths among women.
- Every 6 hours, in Switzerland a woman dies from breast cancer.
- Young women and men can also develop breast cancer.

Early detection

- Early detection of breast cancer can save lives, enable less invasive treatment and help to reduce the burden on those affected.
- Mammography is the most important screening method for breast cancer in women 50+.
- Women 50+ should have a mammogram every 2 years, preferably in a certified, quality-assured program.
- Women 20+ should have regular gynecological check-ups.
- Women 20+ can improve their body awareness by regular breast self-examination, helping them notice changes that should be checked by a gynecologist. *(Note: Self-examination is not a substitute for mammography and gynecological check-ups.)*
- 11 cantons have not yet introduced an organized mammography screening program, 5 cantons are planning to do so. (as of 21.03.2025)
- Studies prove the benefits of systematic breast cancer screening in Switzerland.

Cantons without a screening program:

- Access to breast cancer screening varies by canton in Switzerland.
- 11 cantons have not yet introduced an organized mammography screening program, 5 cantons are planning to do so. (as of 21.03.2025)

Cantons with a screening program:

- Women 50+ should take advantage of deductible-free, quality-assured mammography.

2025 Roadshow – Sponsorship Packages



The sponsorship packages apply exclusively to the 12 scheduled PINK CUBE Roadshow event days in September/October 2025.

The PINK CUBE can also be rented outside the official Roadshow event days.

In such cases, sponsor and partner logos will be removed to clearly distinguish the sponsored Roadshow from other uses.

Nr.	Sponsor Benefits as part of the 2025 Roadshow (12 event days)	Platinum from CHF 40,000 (excl. VAT)	Gold CHF 30,000 (excl. VAT)	Silver CHF 25,000 (excl. VAT)	Bronze CHF 20,000 (excl. VAT)
1	Preferred placement of the company logo and mention as main sponsor. Participation in the kick-off with parliamentarians on the first event day in Zurich (1 person). Participation in special events (if applicable). 30% discount on a separate PINK CUBE rental for one day (regular CHF 10,000 excl. VAT). This additional use is not included in the platinum package and requires a separate booking (excl. coordination + fee for medical team).	x			
2	On request, the PINK CUBE team will present and distribute information material from the sponsor on site in front of the PINK CUBE (subject to approval by the core team).	x	x		
3	Participation in the PINK CUBE opening at each campaign day/location (max. 2 people), including a photo shoot. The opening and photo shoot take place before the official public opening, without passers-by. Requested sponsor photos will be taken and provided free of charge.	x	x	x	
4	Placement of the company logo during the 2025 Roadshow event days on the PINK CUBE and on Roadshow materials (website, print). The sponsor receives a quota of posters and flyers for their own use.	x	x	x	x
5	Mention of the sponsor in social media during the 2025 Roadshow. The sponsor will be tagged to enable liking and sharing of PINK CUBE posts.	x	x	x	x
6	Mention of the sponsor in media releases announcing the 2025 Roadshow.	x	x	x	x
7	Comprehensive final report summarizing results and key statistics.	x	x	x	x

2025 Roadshow – Core Team

PINK CUBE
TEST YOUR BREAST



Susanne Thost

Owner & Lead
PINK CUBE Test Your Breast,
Founder & Co-CEO Credo GmbH
PR & Communications



Christina Christen

Breast cancer affected,
President EUROPA DONNA Switzerland,
Regulatory Affairs and Quality Specialist
pharma services oehler gmbh



PD Dr. med. Claudia Rauh

Head of Breast Center Inselspital, Vice
President EUROPA DONNA Switzerland,
2nd Vice President Swiss Society of
Senology



Société Suisse de Sénologie
Società Svizzera di Senologia



Sibylle Bloch

Head of Philanthropy
Head of Marketing



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PINK CUBE Test Your Breast

Together against breast cancer

Become part of our initiative as a sponsor!



Contact



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