

# Local Works: Memorial Sloan Kettering



Memorial Sloan-Kettering  
Cancer Center

**CANCER. WHERE YOU'RE TREATED FIRST CAN MAKE ALL THE DIFFERENCE.**

At 22, Harrie was diagnosed with salivary gland cancer. His brother, Rich, a medical student, urged him to go to Memorial Sloan-Kettering Cancer Center, where patients often have better outcomes than those treated elsewhere. Doctors specializing in head and neck cancers defeated Harrie's rare disease and inspired Rich to begin training at Sloan-Kettering as a radiation oncologist. Today, they continue to fight cancer together, running the New York City Marathon with Fred's Team to raise money for cancer research.

If you or a loved one is diagnosed with cancer, call Memorial Sloan-Kettering first at 800.583.3225

NY: Manhattan • Sleepy Hollow • Rockville Centre • Commack NJ: Basking Ridge  
In-network with most major tri-state area health plans. MSKCC.org

## The Client

Memorial Sloan Kettering Cancer Center — the world's oldest and largest private cancer center — has devoted more than 130 years to exceptional patient care, innovative research, and outstanding educational programs. Today, we are one of 47 National Cancer Institute-designated Comprehensive Cancer Centers, with state-of-the-art science flourishing side by side with clinical studies and treatment.

## Objective

Create brand awareness for their cancer treatment centers in local markets.

## Solution

Run a geo-targeted ad in The New Yorker in the New York Metro region.

## Geography

New York

## Recommended Media

The New Yorker

