



CARING MATTERS NOW





SUPPORT
RESEARCH
AWARENESS



HOW DO YOU C ME NOW?

Main aim:

Raise positive global awareness of CMN

Two key messages:

1. Love the skin you are in
2. Embrace your difference



**HOW
DO
YOU
C
ME
NOW?**

30 participants photographed

All ages

13 Countries, 5 continents

Launching in March 2019

Oxo Tower, London



UK MEDIA COVERAGE



BBC Breakfast
Sky News
Channel 5 News
ITV News
LBC Radio
Radio 5 Live
BBC Radio 1



HOW
DO
YOU
C
ME
NOW?



INTERNATIONAL MEDIA COVERAGE

HOW
DO
YOU
C
ME
NOW?

Germany
France
Norway
Russia
Taiwan
South
America
United States



DIGITAL ADVERTISEMENT BOARD

HOW DO YOU COME NOW?

CREATIVE LONDON

OXO TOWER WHARF

SPONSORED BY

14th-24th March 2019
FREE ADMISSION

GALLERY@OXO
OXO TOWER WHARF

HOW DO YOU COME NOW?

CREATIVE LONDON

OXO TOWER WHARF

SPONSORED BY

14th-24th March 2019
FREE ADMISSION

GALLERY@OXO
OXO TOWER WHARF

HOW DO YOU COME NOW?

CREATIVE LONDON

OXO TOWER WHARF

SPONSORED BY

14th-24th March 2019
FREE ADMISSION

GALLERY@OXO
OXO TOWER WHARF

OXO GALLERY



Launch event - 150 guests

10-day exhibition: 8000+ visitors

32 new members



SOCIAL MEDIA



MARCH: 76,000 engagements



MARCH: 1,700 new followers
90,000 impressions



MARCH: 78,000 engagements on website



WHAT NEXT

how do you C Me Now? Book

Social Media campaign

NEW psychosocial support section on
website entitled how do you C Me Now?

