





SUPPORT RESEARCH AWARENESS



HOW

DO

YOU

Main aim:

Raise positive global awareness of CMN

C

ME

NOW?

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





INTERNATIONAL MEDIA COVERAGE

Germany

France

Norway

Russia

Taiwan

South

America

United States

HOW

DO

YOU

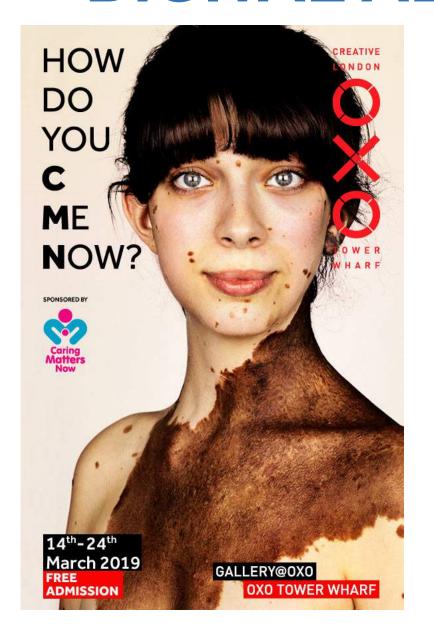
C

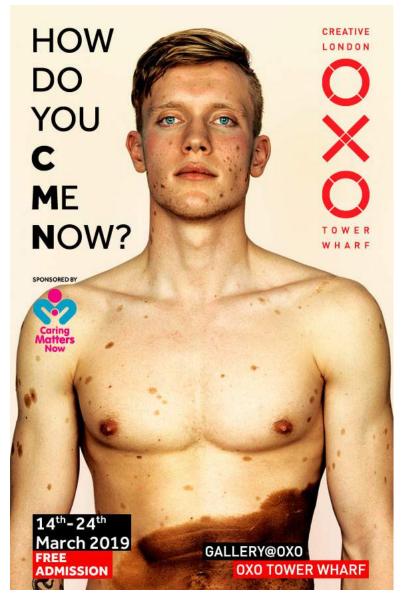
ME

NOW?



DIGITAL ADVERTISEMENT BOARD







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?

