

World Kidney Cancer Day

PROJECT OVERVIEW

PATIENT ORGANIZATIONS INVOLVED International Kidney Cancer Coalition (IKCC), VHL FA Hellas, Federación Nacional de Asociaciones para la Lucha Contra las Enfermedades del Riñón (ALCER) and other patient organizations		
THERAPEUTIC AREA Oncology	SCOPE Global with local initiatives	KEY STAKEHOLDERS Ipsen employees

SCROLL DOWN ↓

— BACKGROUND & AIMS

Ipsen has been supporting IKCC World Kidney Cancer Day since its first campaign in 2017, to raise awareness through internal and external channels, and by educating its employees.

— IPSEN'S ROLE

Global and Local Medical Affairs | Global Public Affairs Communications, Brand & Marketing

Ipsen worked closely with the IKCC to champion the **Green Kiss for Kidney Cancer** campaign through the activation of internal and external communications. To broaden involvement across the company, guidance was shared with affiliates on planning and branding local awareness events.

— KEY LEARNINGS & NEXT STEPS

In addition to a strong social media engagement, the 2020 campaign featured 23 participating countries participating, including 8 countries partnering with local kidney cancer patients organizations (Baltics, Benelux, Dach, Greece, Korea, Poland, Spain, Sweden).



RESULTS

World Kidney Cancer Day (WKCD) is an annual event that takes place in June every year. For the 2020 edition:

- **34** social media posts generated
- **> 1,800** engagements across social media channels
- **1.3 million** impressions (more than any disease awareness campaign in 2019 or 2020)
- **1,500** views of Ipsen.com article (vs. Ipsen average of 240)
- **6** partners integrated
- **45,500** additional Twitter users reached through partner amplification
- **23** local activations (vs. Ipsen average of 12)

IKCC: International Kidney Cancer Coalition.

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