CASE STUDY – MACMILLAN

Call the Macmillan team free on 0808 808 00 00 (Monday to Friday, 9am-8pm)
or visit macmillan.org.uk

2 YEAR PARTNERSHIP

SUPPORTING MACMILLAN’S SERVICES

CALL TO ACTION MESSAGE PROMPTS RESPONSE
Macmillan Cancer Support have partnered with Amscreen since 2009 and have used their digital screens in healthcare environments, such as GP surgeries and hospitals. Amscreen allows Macmillan to reach an older demographic effectively and target people at a time when they may need our support; in a trusted environment where they have time to read and understand our messages.

Healthcare environments are undeniably relevant settings to place our advertising. We are able to communicate with people at a time where they are in need of support and are more likely to be receptive to our messaging, so we really value having the continuous presence on the screens.