

Knock, knock! **who's there?**



We are.
**And we're seriously
good at what we do.**

We know that
healthcare is no joke.

—
At SFC Group, we
create unforgettable
campaigns.

sfc
group | healthcare
marketing

**!serious
about
brands**



**!serious
about
brands**



**We
get
it
done.**

**At SFC Group, we don't stop at
above — we go beyond.**

Decades of healthcare marketing
experience have taught us how to
connect with consumers in ways
that inform, motivate, and build
trust. Through strategy, creative,
media, and digital, we help brands
tell stories that make science feel
human — and inspire people to
take action.

**NO
DRAMA.**

NO BS.

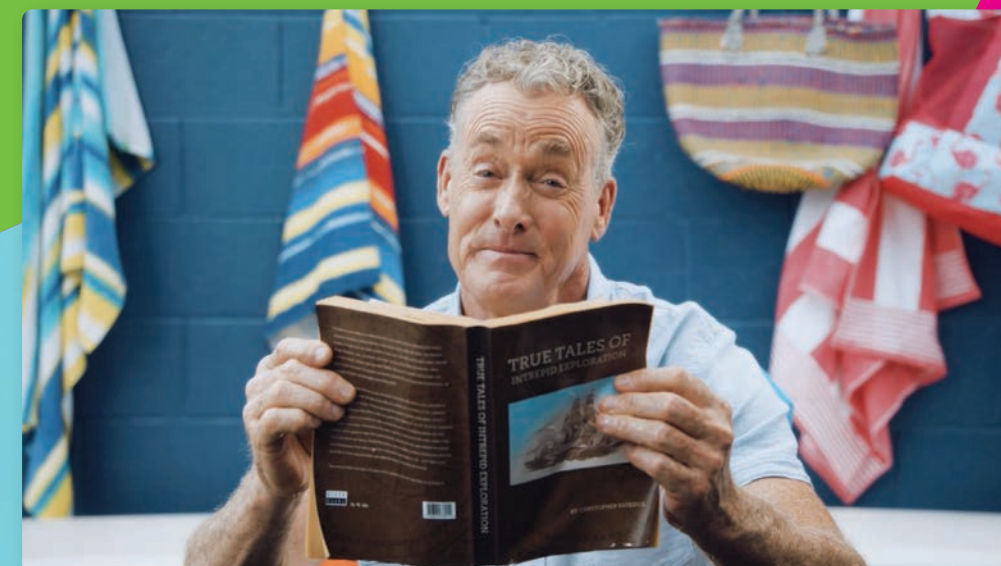
**NO
SURPRISES.**

Seriously, you have enough problems to deal
with — your agency shouldn't be one of them.



The Challenge: Anyone who has allergies or asthma knows how hard it is to get symptoms like wheezing, sneezing, or itching under control — even *after* seeing a doctor. Problem is, they're likely seeing the **WRONG** doctor. The American College of Allergy, Asthma, & Immunology needed to raise awareness among both patients and their providers about the importance of seeing the **RIGHT** one — a board-certified, fellowship-trained allergist. Because when you're suffering from allergies and/or asthma, it's time for an allergist.

Our Solution: We partnered with a celebrity to help convince primary care providers and patients that, when you're suffering with allergies or asthma, it's time for an allergist. John C. McGinley played Dr. Cox in the Emmy Award-winning comedy *Scrubs* with a level of humor and intelligence we knew would fit this campaign perfectly. The videos he stars in are not just funny, educational, and relatable, but credible.



**Watch
the video**

[Click here](#)





Are your patients
itching and scratching,





wheezing and sneezing





and downright **suffering**
with asthma or allergies?





Then it's time for an allergist. [Find an Allergist](#)

MEET HOPE HEAD ON.



The Challenge: Fifty years after two mothers founded the American Brain Tumor Association to save their daughters, brain tumor research remained underfunded and overlooked. To mark the ABTA's 50th anniversary and support their \$50M fundraising goal, we needed to make the fight personal — and impossible to ignore.

Our Solution: We launched a direct-to-consumer campaign that put a human face on the disease by creating a dynamic microsite dedicated to brain tumor patients and their caregivers. With the call to "Meet Hope Head On," the campaign aimed to inspire a movement for change — showing people that, with a simple donation, the power to create a future free from brain tumor deaths was in their hands.



See the
campaign

Click here



HOLOGIC®

acesa®

The Challenge: Women with heavy, painful periods from fibroids often suffer in silence for months, even years, before seeking treatment because they believe hysterectomy is their only option. We were tasked with targeting 2 regions of the country (the Bay Area in California and Atlanta, Georgia) to raise awareness of the Acesa procedure, a low-risk, noninvasive solution and the newest kid on the block.

Our Solution: We created a series of consistently branded out-of-home advertising where women were sure to see it, whether traveling on local highways, waiting for the bus, or fueling up. Straightforward and sometimes in-your-face messaging drove home the point that there's a new procedure in town.



Watch
the video

Click here



Toughing out fibroid pain isn't your only option.

FindFibroidRelief.com

HOLOGIC® acesa®

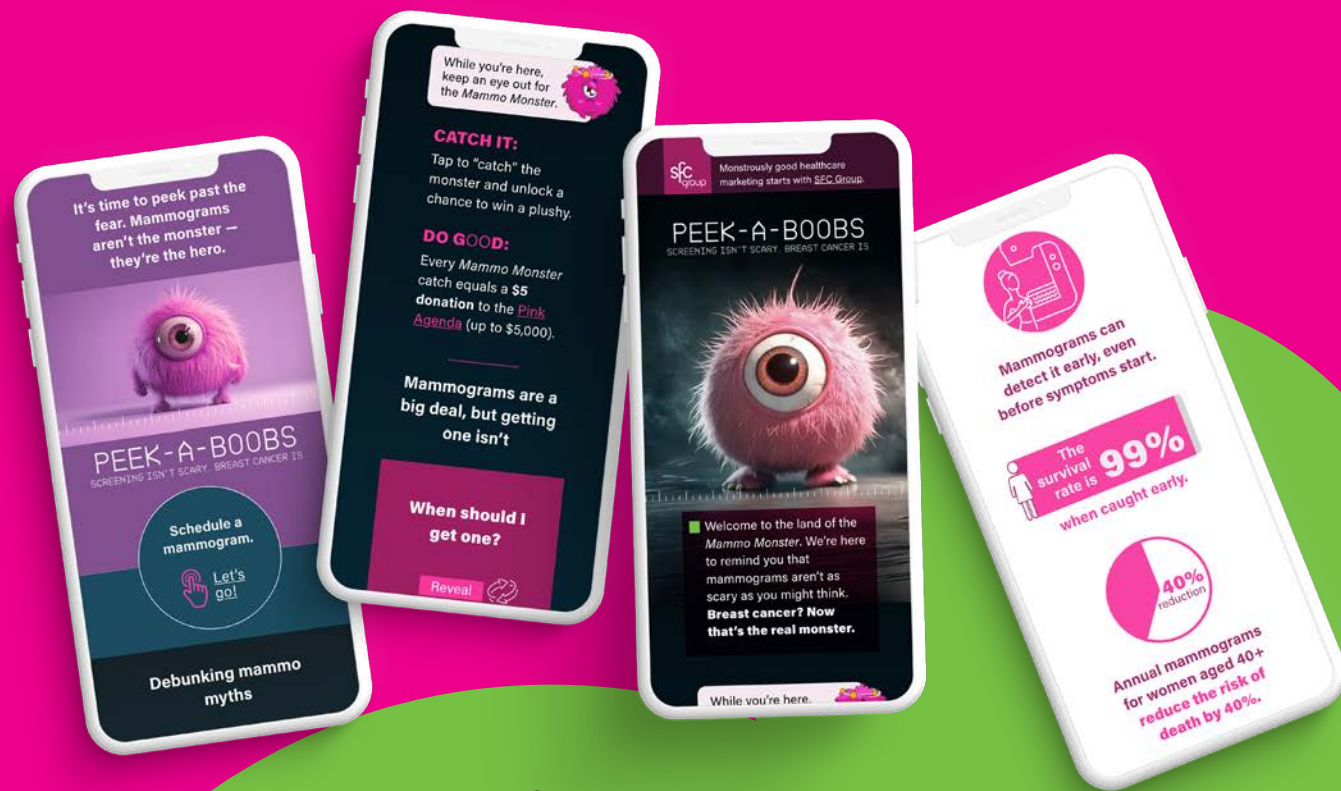


Fibroids?
What a pain in the uterus.

FindFibroidRelief.com

HOLOGIC® acesa®





The Challenge: Women know they *should* get a mammogram, but fear, avoidance, and misinformation often keep them from scheduling one. We wanted to raise awareness around breast cancer and encourage screening in a way that felt fresh, approachable, and impossible to ignore.

Our Solution: We created the Mammo Monster, a playful, eye-catching character that represents the fear women feel before a mammogram — and helps them laugh it off. Through digital, social, and print campaigns, the Mammo Monster reminded women that getting screened is the best way to take control of their health. What started as a cheeky awareness effort quickly became a movement, proving that sometimes the best way to fight fear is to make it a little less scary.

See the campaign

[Click here](#)





SAFE RAT SEX

contrapest

The Challenge: Rats. They're dirty in more ways than one and reproduce like crazy. Poison has traditionally been the tool of choice to rid farms, granaries, cities, and homes of infestation. But SenesTech came up with a cleaner, more environmentally friendly option. Birth Control for Rats™. And they needed a high-impact way to get the word out.

Our Solution: We started with one bold statement: Support Safe Rat Sex! Then we got down to it and dove into the world of rat sex. The result? Provocative advertising, steamy radio spots, and snarky social grabbed attention across all channels. Combined with the saturated green color that says "environmentally friendly" without saying "environmentally friendly," how could anyone say "no" to safe rat sex?



Order today!
ElevateYourBait.com

YOU'RE GETTING ON,
WHILE RATS ARE
GETTING OFF

Pest control with ContraPest®,
birth control for rats.

RandyRats.com

contrapest

See the
campaign

[Click here](#)



See the
campaign

Click here



The Challenge: Athletes know that performance starts with understanding their own bodies — but most training plans take a one-size-fits-all approach. Atlas Athlete AI needed to position itself as the smarter, data-driven alternative: a personalized performance platform that translates biometrics into actionable insights.

Our Solution: We built a brand that flexes both science and swagger. From naming and identity to digital experience and campaign development, we helped Atlas Athlete AI connect with serious competitors and everyday athletes alike. The result was a look and voice that balance precision with passion, proving that high-tech doesn't have to mean hard to relate to.





TRAINERS MISS IT.





MEET YOUR UPGRADE.



Turn hidden weaknesses into game-changing strengths in 3 steps:

RECORD. ANALYZE. EXCEL.

Level Up Today



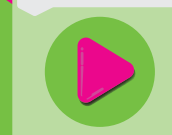


The Challenge: May is Melanoma Awareness Month — and also the perfect time for SFC Group to shine a little light on ourselves. We wanted to create a self-promotion campaign that not only raised awareness for melanoma prevention, but also showcased the creativity and humor that define our agency.

Our Solution: We launched Self-proMOLEtion, a tongue-in-cheek campaign featuring a cast of characters who took over digital, social, and print spaces to spread the word (and SPF). Equal parts clever and cautionary, the campaign reminded audiences that skin cancer is no joke — even if our delivery was. The result? A self-awareness campaign that was equal parts public service and proof of concept: serious healthcare marketing can still make people smile.

See the campaign

[Click here](#)





START A MOVEMENT

Share your stool!

Every 4 minutes someone is diagnosed with colorectal cancer. In the same 4 minutes you could take a test that may save your life.



WHEN IT COMES TO YOUR #2 WE MEAN BUSINESS

Now streaming:

Colorectal cancer is 100% PREVENTABLE when caught early. Spread the word.

Visit ShareASTool.com to weigh your risk factors and get a FREE, easy-to-use, in-home colorectal cancer screening FIT test from Goshen Health for those who qualify.

SHARE A STOOL  START A MOVEMENT 

WE MAKE SURE YOUR POOP DOESN'T STINK

Are you sitting down?

Every 4 minutes someone is diagnosed with colorectal cancer. In the same 4 minutes you could take a test that may save your life.

Visit ShareASTool.com to weigh your risk factors and get a FREE, easy-to-use, in-home colorectal cancer screening FIT test from Goshen Health for those who qualify.

SHARE A STOOL  START A MOVEMENT 



Goshen Center for
Cancer Care

The Challenge: Goshen Health wanted to educate people about their risk for developing colorectal cancer and to destigmatize that conversation.

Our Solution: Drawing on tongue-in-cheek language and a brightly colored bar stool, the campaign encouraged people to take a health risk assessment to see if they qualified for a free Fecal Immunochemical Test (FIT). To ensure no one was left behind, we created bathroom posters and bar coasters and installed brightly painted bar stools in restaurants, cafes, and bars across the city.

See the
campaign

Click here





**!serious
about
you**

**See
what
we're
capable
of @**
SFCserious.com



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